

ABSTRACT

This research was conducted on users of Trans Banyumas BRT transportation focused on students. The purpose of this study was to determine the effect of service quality, facilities, and price on the assessment of student satisfaction on the Trans Banyumas route from Bulupitu Station to Kebondalem Station Purwokerto. This study uses qualitative and quantitative methods in the form of observation, interviews, documentation, and questions in the form of a questionnaire measured by a Likert scale. Furthermore, the data was processed using multiple linear regression methods, but before being processed, validity tests, reliability tests, and normality tests were carried out because, to find out the validity, reliability and normality of a data. The results of this study indicate that as a whole or simultaneously, namely the variables of service quality, facilities, and prices have a positive and significant effect on student satisfaction. Partially, the variable of service quality has a negative and significant effect, which means that service quality is considered not satisfied with student satisfaction on the Bulupitu-Kebondalem Station, Purwokerto route. The independent variables (Quality of Service, Facilities, and Price) in this study were only able to explain the dependent variable (Student Satisfaction) of 49.9% while the remaining 50.1% was influenced by other variables outside the model which were not discussed or examined in this study.

Keywords: BRT Trans Banyumas, Facilities, Prices, Student Satisfaction, Service Quality