

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh *Tangibles, Reliability, Responsiveness, Assurance, Emphaty* Terhadap Kepuasan Pelanggan Pada Pengguna Layanan Bus Trans Padang. Metode analisis data menggunakan kuesioner, dengan sampel 100 responden. Metode analisis data yang digunakan adalah Analisis Regresi Linear Berganda.

Berdasarkan hasil penelitian menunjukkan bahwa *Tangibles, Reliability, Responsiveness, Assurance, Emphaty* berpengaruh positif dan signifikan Terhadap Kepuasan Pelanggan. Kontribusi variabel *Tangibles, Reliability, Responsiveness, Assurance, Emphaty* berpengaruh sebesar 66,1% sedangkan sisanya sebesar 33,9% dipengaruhi oleh variabel lain diluar penelitian ini.

Berdasarkan hasil penelitian ini diharapkan Manajemen Perusahaan dapat meningkatkan Kepuasan Pelanggan, dimana dalam penelitian ini variabel *Reliability* yang mempunyai pengaruh yang dominan terhadap Kepuasan Pelanggan Pengguna Layanan Bus Trans Padang, maka disarankan untuk lebih memperhatikan masalah *Reliability*, karena mempunyai pengaruh yang dominan terhadap Kepuasan Pelanggan Pengguna Layanan Bus Trans Padang.

**Kata Kunci:** *Tangibles, Reliability, Responsiveness, Assurance, Emphaty Dan Kepuasan Pelanggan.*

## *ABSTRACT*

*The purpose of this study was to determine how much influence Tangibles, Reliability, Responsiveness, Assurance, Emphaty on Customer Satisfaction at Trans Padang Bus Service Users. Methods of data analysis using a questionnaire, with a sample of 100 respondents. The data analysis method used is Multiple Linear Regression Analysis.*

*Based on the research results show that Tangibles, Reliability, Responsiveness, Assurance, Emphaty have a positive and significant effect on Customer Satisfaction. The Tangibles, Reliability, Responsiveness, Assurance, Emphaty variable contribution has an effect of 66.1% while the remaining 33.9% is influenced by other variables outside of this study.*

*Based on the results of this study, it is hoped that the Management of the Company can increase Customer Satisfaction, where in this study the Reliability variable has a dominant influence on Customer Satisfaction of Trans Padang Bus Service Users, so it is advisable to pay more attention to the problem of Reliability, because it has a dominant influence on Customer Satisfaction of Service Users. Trans Padang Bus.*

***Keywords:*** ***Tangibles, Reliability, Responsiveness, Assurance, Emphaty and Customer Satisfaction.***