

## **ABSTRACT**

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*Title* : *Analysis of the Impact of the New Normal Implementation on the Satisfaction of Trans Padang Bus Service Users Lubuk Buaya - Pasar Raya*  
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*The main purpose of this study is to analyze the perception of the level of customer confidence in the application of the new normal regulations on Trans Padang buses. The population in this study are users of the Trans Padang bus service route Lubuk Buaya - Pasar Raya. The sample in this study was taken using a questionnaire and distributed directly to users of the Trans Padang bus service route Lubuk Buaya - Pasar Raya. The sample size is taken as many as 100 sample. The data analysis method used is a simple linear regression analysis method with the help of the SPSS version 25 application. The results of the research that based on the simultaneous test of the variable application of the new normal regulations have a significant effect on the satisfaction of users of the Trans Padang bus service.*

*Keywords: Service User Satisfaction, new normal,trans padang bus, and COVID -*