

ABSTRACT

"ANALYSIS OF CONSUMER ATTITUDES TO QUALITY BUS TRANSPORTATION SERVICE PO NOBLE BEAUTIFUL INDONESIA (Case Study in Jambi Lampung-Route Passenger)"

By:

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Current transportation plays a very important role in public life. It is characterized by further developing and increasing means of transport that promises speed and comfort on the way to somewhere. These transportation developments gradually made the Indonesian people in a society with a fairly high mobility, so that with the existence of adequate facilities is expected to meet the increased mobility of the population.

PO Mulia Indah Indonesia (IMI), located on Jl. Soekarno Hatta sp IV Raja Basa is one type of transport business that operates in the public transport of passengers between cities across the province. The problem in this research is not yet achieved the target sales volume. The aim of this research is to investigate consumer attitudes on the services provided by the PO route IMI-Jambi Lampung.

Samples were taken in non-random sampling is not limited to considering the population. In line with the opinion of Joseph F. Hair, Jr. (1995) in

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Multivariate Data Analysis, if the study population was limited to the minimum unit of the sample was 15 or 20 times the number of variables studied. In this study, the authors took a sample of at least 75 respondents for the variables used in this study amounted to five variables, namely, tangibles, empathy, reliability, responsiveness, assurance. In order for the results of research can be trusted, then the number of sample units rounded to 100 respondents.

The results showed that the average consumer expectations for quality service that is known of the conviction is for Tangible amounted to 0.542 0.87 Responsiveness Reliability Assurance of 0.908 at 1.048 and 0.57 Empathy. While consumer attitudes on evaluations of attributes can be known for Tangible value of 1.044 at 0.914 Responsiveness Reliability Assurance of 1.058 at 1.012 and Empathy of 0.68. From the scale of customer value are 3.767 attitude more inclined towards the right with a range of maximum value amounted to 9.416. This indicates that consumer attitudes services terra PO ataskualitas Indonesia Mulia Indah which includes tangible, empathy, reliability, and assurance responsiveness as a whole is positive.

Suggestions for PO IMI for employees to be more responsive and able to produce better service in responding to customer needs and complaints of customers such as ticketing service, responsiveness and kernet driver to arrange the goods in order to create better service and quality.

