

**A STUDY OF PASSANGERS SATISFACTION ON MINANGKABAU
EXPRESS AS A NEW PUBLIC TRANSPORTATION IN PADANG
THESIS**

Thesis is submitted as one of the requirement for Bachelor Degree in
Management Department – Faculty Of Economic



Submitted by:

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BACHELOR DEGREE OF INTERNATIONAL MANAGEMENT

FACULTY OF ECONOMICS

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A STUDY OF PASSANGERS SATISFACTION ON MINANGKABAU EXPRESS AS A NEW PUBLIC TRANSPORTATION IN PADANG.

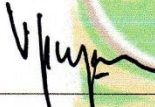


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ABSTRACT

The purpose of this research is to identify the factors that influence of Ticket Availability, Service at The Counter, Service at The Platform, Public Service at The Station, Facilities at The Station, and Employee Behavior to The Passangers Satisfaction of Minangkabau Express. The sample criteria in this research are the passangers of Minangkabau Express both female and male in the range 17-50 years old, with sample collected is 270 respondents. The sampling technique of this research is Non-Probability Sampling with Convenience/Accidental sampling method. This research used questionnaire to collect the data by using Ordinal Scale with Likert Scale type. The data was processed by using SmartPLS 3.0 version. The result of this research indicates that Ticket Availability, Service at The Counter, Public service at The Station and Facilities at The Station has a significant influence on Passangers Satisfaction, while Service at The Platform and Employee Behavior has insignificant influence to Passangers Satisfaction of Minangkabau Express.


Keywords: Passangers Satisfaction, Public Transportation, Ticket Availability, Service at The Counter, Service at The Platform, Public Service at The Station, Facilities at The Station, Employee Behavior

This thesis already examined and passed on July, 9th 2019. This abstract already approved by supervisor and examiners:

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