

ABSTRACT

The existence of public transport aims to organize transport for the good and decent people. Measure of good service is the service that is safe, convenient, fast and cheap. This study aimed to analyze and provide empirical evidence about whether the quality of the core and peripheral service quality affects customer satisfaction on BRT Bus Trans Semarang increase interest in reusing.

The sample was Semarang people who use the BRT Bus Trans Semarang Koridor I is more than twice the number of 300 people by using Non-Probability Sampling. Data analysis methods used are quantitative analysis, using reliability and validity, the classical assumption, hypothesis testing, the coefficient of determination and multiple linear regression analysis.

Based on the results of data analysis, regression equation as follows:

$$Y_1 = 0,368 X_1 + 0,427 X_2$$

$$Y_2 = 0,661 Y_1$$

This suggests that the quality of the core service and service quality peripherals positive and significant impact on customer satisfaction and customer satisfaction are significantly positive effect on interest reuse.

Keywords: quality of core services, peripherals service quality, customer satisfaction and interest reuse.