ABSTRACT

Bus trans semarang consumer loyalty should be attention in the public service for organize succesful economic and social balance inside people have more dynamic, critical and creative, so its need to do research about loyalty. this reasearch aimed to analyze the effect of servicescape , service performance employ and cosumer satisfaction to increase loyalty in sector public specially transportation service for giving the excellent service to people until the people continously using bus trans Semarang. The data is using servicescape, service performace employ and satisfaction consumer to increse loyalty consumer with to doing give 140 questionnaire to bus trans semarang consumer have using service public transportation it. data obtained then analyze using Structural Equation Modeling. the result of this research show that servicescape have positive significant relationship with satisfaction and satisfaction have positif significant to loyalty so its need more attention andthen performance service employ have positive significat to loyalty, but perforamce service employ not have significant to satisfaction that's mean service performance employ have direct effect to loyalty without mediation of satisfaction.

Keywords :Servicescape, performance service employ, satisfaction and loyalty