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ABSTRAK

This study almost determine the effect of service quality dimensions as seen from five dimensions of physical evidence /tangible., durability/reliability, responsiveness, assurance, and empathy towards Bus Rapid Transit passengers. In this study, data were collected by using questionnaire to 96 respondents, which aims to determine the response of the respondents to each variable. The analysis which is used, include validity test, reliability test, classic assumptions test (multicollinearity, normality, heteroscedasticity), multiple linear regression analysis, goodness of fit test (F test, t test, the coefficient of determination)

From the result that using the regression analysis showed that the variables of physical evidence/tangible, durability/reliability, responsiveness, assurance, and empathy, all have positive and significant of BRT passengers satisfaction. With the influence of 56,3% while 43,7% are influenced by other variables.

Keywords : *service quality, customer satisfaction, mass transportation*