

## **ABSTRACT**

*This study aims to analyze quality of service and customer satisfaction as well as the influence of the quality of service (tangible, reliability, responsiveness, assurance, and empathy) to consumer satisfaction Bus Trans Musi in Palembang. Samples taken in this study of 100 respondents which were selected using purposive sampling to establish certain criteria such as a minimum age of 17 years and have used the services of trans musu minimum three times and using convenience sampling technique to select a sample with ease based on the location of corridor 2 and corridor 6. The results of this study showed that on average the lowest values are in the empathy variable with a value of 3.51 as a result of the lack of space to accommodate suggestions from consumer complaints such as a suggestion box or place a complaint through the website while having the highest average scores on the variables contained Power response to the employee's willingness to help customers and regression test results show empathy and assurance variables significantly influence the value  $<0.05$  whereas intangible variables, reliability and responsiveness with no significant effect has a value  $> 0.05$ .*

*Keywords : Tangible, Reliability, Responsiveness, Assurance, Empathy, and Customer Satisfaction*