

ABSTRACT

The development of technology in the field of transportation causes increasingly intense competition in the field of transportation. Bus is a means of transportation that is widely used by the people because of its ease and practicality. This study aims to analyze "The Effect of Promotion Mix and Physical Evidence on the Satisfaction of Primajasa Executive Bus Passengers in the Bandung – Jakarta Route". This research uses two analytical methods: descriptive analysis method is used to determine the response of passengers to the three research variables; and the verification method of analysis to analyze the relations between the three variables. The samples used were 100 respondents who were passengers of the Primajasa Executive Bus route from Bandung to Jakarta. The results showed that respondents' responses to the three research variables on Primajasa Executive Bus passengers on the Bandung - Jakarta route were in the good category. The promotion mix variable and Physical Evidence have a positive and significant effect on passenger satisfaction which means it has a strong relations.

Keywords: Promotion Mix, Physical Evidence, Passenger Satisfaction