**ABSTRAK**

**PENGARUH PELAYANAN DAN PERILAKU *INDISIPLINER* DRIVER TERHADAP KEPUTUSAN KONSUMEN MENGGUNAKAN**

**ARMADA BUS CHANDRA MEDAN 2019-2020**

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Rumusan masalah dalam penelitian ini adalah Untuk mengetahui Apakah ada pengaruh pelayanan dan *indispliner driver* terhadap keputusan konsumen menggunakan armada bus Chandra. Bagaimankah cara meningkatkan pelayanan dan perilaku *indisipliner driver* bus Chandra. Populasi dalam penelitian ini adalah para pelanggan yang menggunakan armada bus Chandra. Penelitian ini menggunakan metode kuantitatif yaitu metode yang digunakan untuk menunjukkan data dalam bentuk angka. Berdasarkan analisis data di peroleh hasil dari pelayanan menunjukan bahwa responden yang menyatakan sangat setuju sebanyak 17 orang (43,59%), dan berdasarkan hasil dari perilaku *indisipliner driver* menunjukkan bahwa responden menyatakan sangat setuju sebanyak 17 orang (43,58%), kemudian hasil data yang di peroleh dari keputusan konsumen menunjukkan bahwa responden menyatakan setuju sebanyak 30 orang (76,92%) berdasarkan data yang di peroleh di atas dapat di simpulkan bahwa terdapat pengaruh signifikan antara pelayanan dan perilaku *indisipliner driver* terhadap keputusan konsumen dalam memilih armada bus Chandra medan. Uji regresi lenier berganda Y = 8,222 + 0,291X1 + 0, 428X2 + e , Konstanta (a) sebesar 8,222 Variabel Pelayanan (X1) sebesar 0.291 Variabel Perilaku *Indisipliner Driver*  sebesar 0,428. Uji Parsial (Uji T) Variabel Pelayanan (X1) memiliki nilai thitung = 3,035. Karena nilai thitung 3,035 > ttabel 2,028 (n-k=39-3=36), Variabel Perilaku *Indisipliner Driver* (X2) memiliki nilai thitung = 4,133. Karena nilai thitung 4,133 > ttabel 2,028 (n-k=39-3=36), Uji Simultan (Uji F) diketahui nilai signifikansi 0,000. Dimana nilai signifikansi F < dari 5% atau 0,05 atau nilai Fhitung = 31,305 > Ftabel = 3.26 (df1= k-1=3-1=2) sedangkan (df2= n-k(39-3=36).

***Kata kunci: Pelayanan, Indisipliner Driver, Keputusan Konsumen***

**ABSTRACT**

**INFLUENCE OF SERVICES AND INDICIPLINER DRIVER BEHAVIOR ON CONSUMER'S DECISIONS TO USE MEDAN**

**CHANDRA BUS FLEET 2019-2020**

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*The formulation of the problem in this study is to know Is there an effect of service and industrial drivers on consumer decisions to use the Chandra bus fleet. What are the ways to improve service and disciplinary behavior of Chandra bus drivers. The population in this study are customers who use the Chandra bus fleet. This study uses quantitative methods, namely the method used to show data in the form of numbers. Based on the data analysis, the results obtained from the service showed that 17 people (43.59%) stated strongly agree, and based on the results of the driver's disciplinary behavior, 17 people (43.58%) stated that they strongly agreed. Data obtained from consumer decisions show that respondents agreed as many as 30 people (76.92%) based on the data obtained above, it can be concluded that there is a significant influence between service and driver disciplinary behavior on consumer decisions in choosing the Chandra Medan bus fleet. Multiple lenier regression test Y = 8,222 + 0,291X1 + 0,428X2 + e, constant (a) is 8,222 Service variable (X1) is 0.291 Driver indisciplinary behavior variable is 0.428. The partial test (T test) of the Service Variable (X1) has a tcount = 3.035. Because the value of tcount 3.035> ttable 2.028 (n-k = 39-3 = 36), the Driver's Disciplinary Behavior Variable (X2) has a tcount = 4.133. Because the value of tcount 4.133> ttable 2.028 (n-k = 39-3 = 36), the simultaneous test (F test) is known to have a significance value of 0.000. Where the significance value of F <than 5% or 0.05 or the value of Fcount = 31.305> Ftable = 3.26 (df1 = k-1 = 3-1 = 2) while (df2 = n-k (39-3 = 36).*

**Key words**: *Service, Disciplinary Driver, Consumer Decisions*