

ABSTRACT

The development of motorcycle taxis online is also very rapid, now more and more online motorcycle taxis are similar to the quality of various services, resulting in increasingly tight business competition, for it is always improving the quality of service to customers, so that consumers are more satisfied. But there are still many consumers who complain about Gojek, so that's why researchers want to conduct research entitled Analysis of Service Quality at Gojek in Bandung. The purpose of this research is to know the quality of service at Gojek based on the level of compliance (Tki) between performance and importance, to know attributes that must be improved, maintained or reduced priority by the Gojek. This research is used as the sample of this study is that once using the Gojek as many as 100 samples. Data analysis method used is Importance Performance Analysis (IPA) method. That is a descriptive patterned statistic method that compares expectations with performance. This study resulted in the Lowest Satisfaction Index lies in the attribute Empathy (Empathy) associated with "Driver Cares for Consumer Desire", which is equal to 0.632. While the highest Satisfaction Index lies in the attribute Empathy (Empathy) associated with "Driver Quick response to complaints consumers" that is equal to 0.901. attributes that must be improved because it has a gap terbesar namely dimension Reliability (Reliability) that is equal to -0.93. The next dimension that has a big difference or gap is the Assurance dimension of -0.82.

Keywords: quality of service.