

ABSTRACT

Transportation is important in the daily human lives. The developments of times make activities carried out by the community to be more and progressive. Those activities require movement from one place to another place. This makes service companies shuttle or travel continue to grow.

The quality of service can be used as one strategy company to increase and protecting their customers. It needs to analyse the quality of service and customer satisfaction. This research is to determined on the influence service quality of baraya travel on customer satisfaction in bandung. Variables to be researched were the service quality which includes the tangible, reliability, responsiveness, assurance, empathy, and variable customer satisfaction.

The research methodology used the quantitative method, technique data collection acquired from primary data that was spreaded from the questionnaire to 385 respondents. Sampling technique used was purposive sampling. The method of analysis was used multiple linear regression method.

The result from this research is the calculation from the influence of the quality of services (tangible, reliability, responsiveness, assurance, and empathy) on customer satisfaction in partially and simultaneously. This research showed that the coefficients determination was 36,7% , this showed that the variable of the service quality (tangible, reliability, responsiveness, assurance, and empathy) could explain their impact with a score as much as 36,7%, and for 63,3% could be explained by other variabels outside of the variables that were used in this research.

Simultaneously, there is signification impact between tangible, reliability, responsiveness, assurance, and empathy with customer satisfaction. Partially, the impact of the quality of services to customer satisfaction showed that realibility, responsiveness, assurance, and empathy showed significant impact to customer satisfaction, and tangible did not give any significant impact to customer satisfaction.

Keyword: service quality, customer satisfaction, transportation