

ABSTRACT

Taxi is one of public transportation in the city which is serving in higher standard for privation, flexibility and luxury. Bandung is one of big city in Indonesia which is having many taxi customer. PT. Tara Megah Muliatama is one of private company in public transportation service in terms of Taxy service in Bandung, West Java. At this point there are some problem such as assurance part of Service Quality.

The purpose of this research is to find out the influence of Service Quality with the variable is Tangible, Empathy, Responsiveness, Reliability and Assurance to Customer Satisfaction on Blue Bird Taxi in Bandung.

This kind of research used is descriptive research with causal approach. The sampling technique using Non-probability sampling methods with incidental sampling. The respondents in this research consists of 100 taxi transport service users Blue Bird. Technique of data analysis using the method of multiple linear regression.

The results of the descriptive analysis show that Service Quality has a percentage of 83,53%, Customer Satisfaction has a percentage of 83,2%. These percentages show that Service Quality, Customer Satisfaction is included in both categories. Based on testing with multiple regression analysis to get the result that Service Quality is partially composed of Tangible, Empathy, Responsiveness, Reliability, Assurance, and the only Assurance against significant farmed ingredients that influence Customer Satisfaction, while variable Tangible, Empathy, Responsiveness, and Reliability, no effect significantly to Customer Satisfaction. The results of calculations simultaneously about Service Quality which consists of Tangible, Empathy, Responsiveness, Reliability, and Assurance together, influential significantly to Customer Satisfaction.

Keywords : *Service Quality, Customer Satisfaction, Blue Bird Taxi, Bandung.*