

ABSTRACT

The number and types of transportation services in Bandung city lead to competition in the transportation services industry. Customer satisfaction is the key to PT. GOJEK Indonesia to win the competition in Bandung city. Quality of services is closely related to the perception and expectations of the customer should be improved in order to create customer satisfaction. This research was conducted to find out the expectations, perceptions, customer satisfaction and Important Performance Analysis on the quality of transport services GO-JEK in Bandung.

The research uses descriptive quantitative method with the transportation quality services as an independent variable. There are eight dimensions of the transportation quality services, ie availability, access, information, time, customer service, comfort, safety and environment. Research using a Likert scale with 16 items of questions. Sampling technique used was purposive sampling of non-probability sampling with a sample size of 96 respondents. Validity and reliability of research instrument in a test using the application Statistical Product and Service Solutions (SPSS). Data collected by literature study and questionnaire online. Data analysis was done by scoring, analysis and Important Performance Gap Analysis.

Based on the analysis, expectations and perceptions of customers at GO-JEK transportation services in Bandung city is at a high level. Customers are satisfied with the quality of transport services GO-JEK in Bandung city. But still needed improvement in several indicators to maximize customer satisfaction. The average indicator has appropriate expectations with perceptions. Almost all indicators of performance in accordance with customer expectations. Indicators of arrival accuracy and style of driving should be increased to the maximum because the customer is considered an important indicator but has a poor performance.

Kata Kunci: Customer satisfaction, expectation, perception, Gap analysis, Important Performance Analysis (IPA), GO-JEK transportation services