

ABSTRACT

As the capital, Jakarta is one of the five most jammed city in Indonesia. Because of such condition, lots of people who own motorcycle grab the opportunity to offer transportation service that is known as ojek. The people of Jakarta believe that ojek is an alternative solution to transport and move faster in crowded traffic. However, some people find that ojek is disorganized and hard to find. This issue triggers some people to start online ojek service, the most popular is Go-Jek. Go-Jek is social transportation service company that leads the revolution of modern transportation service especially ojek. Go-Jek officially released a mobile-based application to accommodate their customer efficiently. However, as the time goes by, the costumers begin to submit their complaints on social media regarding to the service quality of Go-Jek. Those problems may decrease the convenience of the customers that wil lead to afverse impacts to the business. If there is no action regarding to these problems, it is not impossible that Go-Jek will lose lots of their customers who prefer to use other online ojek services that start to emerge in Jakarta.

The objective of this research is to determine the level of satisfaction of Go-Jek customers in Jakarta. This research is categorized as descriptive quantitative with 400 samples of participants that use or have ever used Go-Jek. Moreover, this research use dimensional quality of transport services with Customer Satisfaction Index (CSI) and Importance Performance Analysis data methods .

The result showed that overall level of satisfaction of Go-Jek customers in Jakarta using CSI was 77.735%. it indicated that the level was between good and not really good. All in all, there were three indicators that needed to be revised, eight indicators that needed to be maintained and four to be decreased by the management which were shown in Importance Performance Analysis (IPA) cartesius diagram.

Keywords: Customer Satisfaction, Customer Satisfaction Index (CSI), Important Performance Analysis (IPA), Go-Jek.