

ABSTRAK

GO - JEK is transportation company based on online applications. As a service company , consumer is very important thing in determining the future of the company. To avoid the failure of the company, GO- JEK should be able to satisfy the needs of customers . Service quality closely related to the perceptions and expectations of customers should be improved to achieve customer satisfaction . This research was conducted to find out the expectations , perceptions , customer satisfaction and Importance Performance Analysis on the service quality GO- JEK in Indonesia . The study was conducted by measuring the expectations and perceptions of each indicator using SERVQUAL dimensions so that it can perform a GAP analysis and Importance Performance Analysis. The result is customer is located in the criteria that not satisfied because of the expectation value higher than the value of customer perception. Through this research we can conclude that PT. GO-JEK must reorganize its services to minimize the gap between expectations and perceptions.

Kata Kunci: Kepuasan Pelanggan, Ekspektasi, Persepsi, Analisis GAP, Importance Performance Analysis, GO-JEK