

ABSTRACT

Along with the development of technology in the field of transportation to making progress in transportation services. Nowadays people tend to prefer the best transportation in services, ease of transaction, and time efficiency. It lead competiton in the transportation field become more indulgent consumer. Go-Jek is the first company in Indonesia who become the first *ojek* online in 2011. Go-Jek needs to know the various factors that may affect the satisfaction of their consumer, and it can improve the qualit service of Go-Jek especially in DKI Jakarta.

The purpose of this research was to know how the service qualityof Go-Jek in DKI Jakarta, to know the satisfaction of their consumer, and to know the impact of service quality on satiscfation consumer Go-Jek in DKI Jakarta. This studi used multiple linier regression analysis. The research method is quantitative research with type of research is descriptive. The sampling technique used is non-probability sampling namely is saturated sampling with the number of respondents are 102 people. Based on the result of calculation of the partial test result obatined on Tangibles (X_1) did not significat impact, Reliability (X_2) has significant impact, Responsive (X_3) did not significant impact, Assurance (X_4) did not significant impact, and Empathy (X_5) has significant impact. Service Quality (X) simultaneously has significant effect on Consumer Satisfaction (Y). Based on the coefficient of determination indicate that the Service Quality (X) provides simultaneous effect of 55,5% on Consumer Satisfaction (Y). While the remaining 44,95% is impact by other factors which did not obsersed in this research.

Keywords : Consumer Satisfaction, Marketing, Service Quality.