

## ABSTRACT

*Competition among taxi companies in Bandung become tighter along with the new taxis will be operational in the coming years. Gemah Ripah is one of taxi company operating in Bandung. Currently, Gemah Ripah own the highest number of fleet which their customers increase every year. However, until now Gemah Ripah still reap some of the complaints, and based on preliminary research in mind 60% of customers are not loyal to the Gemah Ripah taxi.*

*The objective of this research is to improve the service of Gemah Ripah taxi by analyzing customer satisfaction based on tangible variables, reliability, responsiveness, assurance, empathy, price and corporate image, so that the level of customer loyalty can be increased as well. The data were obtained by distributing questionnaires of 224 Gemah Ripah taxi's customers in Bandung. Based on the calculation of significance and correlation value, it appears that all of the proposed hypotheses are proven. Responsiveness, assurance, tangible, empathy, reliability, corporate image, and price are proven to have relation with customer satisfaction. Beside that, it is also proven that customer satisfaction has relation with customer loyalty.*

*In the determination of development program, there has been an analysis of determining the improvement priority based on the position of certain variables in the diagram of importance and actual performance level. Here are the order of the variables regarding those with the highest to the lowest improvement priority; reliability, corporate image, and tangible. This recommendation program is determined by compiling the complaint and suggestion of Gemah Ripah taxi's customers in Bandung and by benchmarking other taxi companies such as Blue Bird and Cipaganti. Finally, the recommended featured programs are the use of member card system, GPS and MDT system, also the provision of payment receipt.*

*Keyword : service quality, customer satisfaction, customer loyalty*