

ABSTRACT

One of the most convenient and convenient transportation within the city is taxi, as other transportations provide less security and comfort. But over time the complaints of taxis still exist and make online taxis compete with conventional taxis by providing security and comfort of conventional taxis as well as promotions provided and prices are much cheaper. The online taxis in the intent is uber moving in the field of technology marketing in collaboration with car rental companies. The purpose of this study is to find out how the quality of services provided to consumers uber car, how customer satisfaction of services provided, the amount of influence service quality (tangible, empathy, reliability, responsiveness, assurance) simultaneously and partially to customer satisfaction on uber car In the city of Bandung.

Variable in this research consist of independent variable of service quality consist of tangible, empathy, reliability, responsiveness, assurance. From the dependent variable is consumer satisfaction. This research uses quantitative method with descriptive research type and causality. Sampling was done by non-probability sampling method with incidental sampling type, with respondents as many as 100 users of uber car in Bandung. Data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results showed that the determination coefficient test showed R square value of 0.543 which means the quality of service affect customer satisfaction by 54.30% while 45.7% influenced by other factors not examined in this study. On the simultaneous test results (F-test) that the quality of service affect simultaneously to customer satisfaction uber car in the city of Bandung. In partial test result (T-test) is known can be concluded that partially influence of service quality to uber car customer satisfaction in bandung city known that only variable responsiveness which partially have significant effect to consumer satisfaction while tangible, empathy, reliability and assurance variable partially No significant effect on consumer satisfaction.

Keywords: Service Quality, Tangible, Empathy, Reliability, Responsiveness, Assurance, Consumer Satisfaction