

## **ABSTRACT**

Service Quality is an important element for the company because it can build consumer perceptions of the company. Until now the company is trying to improve the quality of service provided to consumers Transvision Bandung. So the problem in this research is the quality of service at Transvision Bandung.

The dimension of service quality in this research by using Tjiptono and Chandra theory is divided into five dimensions namely tangible, empathy, reliability, responsiveness, and assurance. This type of research is descriptive quantitative research. Research respondents numbered 100 users of Transvision Bandung active users with sampling using Simple Random Sampling technique and using Importance Performance Analysis (IPA) method with the help of SPSS Version 24.

The results showed that the level of customer satisfaction on the quality of service that has been given is 4.31 which can be interpreted that the quality of service on Transvision Bandung is satisfactory for consumers, while the level of consumer expectation is 4.32 can be interpreted that consumer expectations have been in accordance with quality of service provided by Transvision. There is one major priority attribute that needs to be fixed as well as the twenty-two low-priority attributes that need attention to improve consumer satisfaction.

**Keywords:** Analysis Service Quality, Important Performance Analysis (IPA)