ABSTRACT

Quality of service is Importance to retain old customers and attract new customers. One way for a company to survive is to be able to meet the interests of consumers and still maintain service quality.

This research was conducted by Grab as an online transportation provider company. This research was conducted in the city of Bandung to analyze the level of consumer satisfaction and see what factors or indicators must be maintained, reduced and added to increase consumer satisfaction.

Based on data collection techniques, this study surveyed by distributing questionnaires to respondents. The number of respondents in this study was 385 people who had used Grab services and were domiciled in the city of Bandung. The sampling technique uses nonprobability sampling with a purposive sampling technique. The variables used in this study are tangible, reliability, responsiveness, assurance and empathy. Data processing after getting respondent's responses is using descriptive analysis, Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA).

From the results of the analysis according to the response of respondents based on the level of importance can be categorized very Importance but the responses of respondents based on performance are categorized as good. Based on the results of the Customer Satisfaction Index included in the category "Concern of Cause" means below average or quite bad. The results of the Importance Performance Analysis have one priority indicator that must be improved, namely customer convenience.

The quality of service that is a priority to be improved is about the comfort provided by the customer from the driver, such as putting customer luggage in front of the driver and indicators that are deemed too excessive by consumers is the use of a company identity such as a jacket and helmet bearing the Grab logo, compliance with Grab drivers with past regulations cross, the provision of services for 24 hours and the ease of making an order through the application

Kata kunci: *Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA),Service Qaulity.*