

ABSTRACT

Gojek is a company that provides online transportation services that aim to make it easier for the Indonesian people along with the development of technology and the rise of online transportation services Gojek was established with the aim of facilitating the activities of the Indonesian people in the application which includes features from Goride, Gocar, Gofood, Gosent and others. Yes, with public interest in using the Gojek application, it can be seen with existing customer satisfaction. This study aims to analyze how much influence service quality has on consumer satisfaction with Gojek transportation services, especially for the people of DKI Jakarta. , responsiveness, certainty and empathy for consumer satisfaction Gojek transportation service users in the people of DKI Jakarta. This study uses quantitative methods with multiple linear regression analysis. Data collection techniques by distributing questionnaires to 400 respondents with samples in this study were consumers who had used Gojek transportation services in the DKI Jakarta area. The results of this study were tangible, reliability, responsiveness, assurance and empathy had a significant effect on customer satisfaction. Then for all tangible variables, reliability, responsiveness, assurance and empathy simultaneously have a significant effect on consumer satisfaction