

ABSTRACT

The unique topological conditions make the city of Bandung visited by many tourists, the demand for the travel service sector, such as travel, is also increasing and creating intense competition. A travel with a low rating such as Urbans Travel must be able to provide the best service when dealing with customers with the aim of providing customer satisfaction. This study aims to determine the effect of service quality on customer satisfaction at Urbans Travel.

Service quality is the level of excellence or excess expected from a service to meet the wishes of customers. Meanwhile, customer satisfaction is a kind of assessment or behavior that occurs after a customer consumes a service. This study uses 5 dimensions of service quality consisting of tangibility, reliability, responsiveness, assurance, empathy.

The research method used is the quantitative method, with the aim of descriptive research, the characteristics of the research used are the time dimension of the cross-sectional method, based on individual analysis units. The research sample consisted of 385 customers from Urbans Travel. The data analysis technique used in this study was multiple linear regression using SPSS version 29.0 software.

The results of this study state that the four dimensions of service quality namely assurance, reliability, empathy, responsiveness, and tangible have positive values and have a significant effect on customer satisfaction. The dimension that has the greatest influence is the tangible dimension. This means that if Urbans Travel increases the tangible dimension, customer satisfaction will increase by 51.0%.

Based on the research results, the researchers suggest that Urbans Travel determine the uniform that will be worn by fleet drivers every day, pay attention to the neatness of the hair and appearance of fleet drivers before traveling, add double mirrors or dividing screens between fleet drivers and passengers, provide reclining seats that can be designed so that it can be set in a reclining position, provide personal air conditioning and also a reading light that can be adjusted according to the customer's wishes, always carry out routine maintenance services on all operating fleets and also carry out routine cleaning of the fleet every day.

Keywords: *Service Quality, Customer satisfaction, Urbans Travel*