

ABSTRACT

The development of digital-based businesses in big cities provides easiness for people. The development of digital technology brings a new era for the nation's economic and changes the whole industries and the way corporate operate its business. Online transportation now have operated to a wider area, from taxis, motorbikes and private cars. Indonesian people has now been spoiled by the presence of online transportation that makes people easy to mobilize. Because its relatively cheap price, online transportation is also very accessible. Consumers only have to order through the application, the service is ready to take them wherever they want.

One of the online-based transportation in the city of Bandung is Grab. Grab Indonesia makes new innovations that offer various benefits that the other online transportation companies do not offer, through "Grab for Work". "Grab for Work" is a smart solution for the company to achieve work efficiency, financial monitoring and staff mobility. This smart solution can have a good impact for the company, but the company also needs to know what impact is given to customers, one of them is about customer satisfaction in using Grab. This study refers to research conducted by Sumaedi et al. in 2016 that customer satisfaction can be measured by image, perceived value, perceived usefulness, and perceived ease of use.

This research used quantitative method. The data collection was done with convenience sampling to Grab users in Bandung. A total of 385 valid questionnaires were collected and processed by Multiple Regression Analysis. This data had been processed using SPSS 20.0.

The result of this research showed that image, perceived value, perceived usefulness, and perceived ease of use have a significant impact on customer satisfaction simultaneously. Moreover, partially, perceived value, perceived usefulness, and perceived ease of use has a positive and significant impact on customer satisfaction. And the other, image has a negative impact on customer satisfaction.

From this research, it expects to be a reference for the company as a consideration for escalate regarding the customer satisfaction and built the Grab image. For the next researches, it expected to think over for adding the other variables and make Grab competitor as the research's object.

Keywords: *Image; Perceived Value; Perceived Usefulness; Perceived Ease of Use; Customer Satisfaction*