

## **ABSTRACT**

*The level of public consumptive toward general transportation service, especially taxis, are increases in the West Java from year-to-year. It's seen from the operating of fleet that grow. Taxi putra is a group of business that provide taxi meter service and operate in Jabodetabek, Makassar, and Bandung. Taxis Putra hasn't been able yet to provide the best service, considering the number of complaints that received. Therefor taxi Putra requires evaluating to the services that provided.*

*The collecting of data is done by deployment of opened questionnaire to the 30 taxi putra's customer for getting voice of customer. The Research is continuing by survey that using the gauge of questionnaires toward 250 taxi Putra and Blue bird's customers in bandung city and identified needs of 19 attributes.*

*The service quality that used for measuring the customer satisfaction. From the results of data processing that use the service quality is known that all of attributes having negative valued. It shows a small level of customers satisfaction. In the first phase of QFD iteration it's gotten technical characteristics and eleven selected technical characteristics that have the highest priority. From the technical characteristics itself is made 10 service improvement. On the QFD two iterations is gotten 18 critical part that gained consideration in the improvement of service quality. The Formulation of recommendations was compiled based on the original processing data, analysis, brainstorming with the company as well as benchmarking with competitors.*

*Keywords: Service Quality, QFD, benchmarking*