

ABSTRACT

The online transportation industry is growing rapidly and well received by the public, this is reflected in the high growth of online transport users. Gojek, Grab, and My Blue Bird is an online transportation available at the moment. The development of the online transport industry is also accompanied by customer-perceived grievances.

This research has a goal to know how the influence of the quality of online transportation services to customer satisfaction Telkom University students. Service Quality simultaneously affects Customer Satisfaction and Service Quality dimensions partially affect Customer Satisfaction, including Tangible (X1), Reliability (X2), Responsiveness (X3), Assurance (X4), and Emphaty (X5).

Data collection method in this study is using questionnaires with the number of respondents is 400. In this case, respondents are customers of the Online Transport Industry at Telkom University Students with purposive sampling technique. Analytical technique used is used is multiple linear regression with hypothesis testing in a persial and simultaneous.

The results of this study indicate dimensions of Service Quality that Tangible, Reliability, Responsiveness, Assurance, and Emphaty have an influence on Customer Satisfaction. Dimensions of Responsiveness and Emphaty have a significant influence on Customer Satisfaction of Online Transport Industry.

The conclusion that can be drawn from this research is Responsiveness and Emphaty have high influence significance to Satisfaction of Pelanggan. So that advice can be submitted that is to maintain and improve Responsiveness and Emphaty.

Keywords : service quality, kepuasan pelanggan, online transportation