

ABSTRACT

Thesis entitled "The Influence of Service Quality on Consumers Satisfaction in Gojek Transportation Service Bussines (Case Study of MBTI Telkom University Students)" in the name of Pradana Awis Layogy.

This study aims to analyze the effect of service quality on customer satisfaction of PT. GO-JEK Indonesia. This study uses five independent variables namely tangible, reability, responsiveness, assurance, and empathy with one dependent variable, customer satisfaction. After a literature and field review and hypothesis formulation, the data in this study were collected through the distribution of questionnaires to 96 college student MBTI Telkom University who had used GO-JEK Indonesia's transportation services as a research sample. The sampling technique used was purposive sampling. The data analysis method used is quantitative analysis, namely validity and reliability test, classic assumption test, multiple linear regression analysis, t test and F test and coefficient of determination. Based on data analysis, the results of the study show that the indicators in this study are valid and reliable. In the classic assumption test the data are normally distributed, not heteroscedasticity and multicolonity. In the tangible and empathy hypothesis test does not have a significant effect on customer satisfaction.

Keywords : tangible, reability, responsiveness, assurance, dan empathy and consumer satisfaction