

## ABSTRACT

*Transportation services in Indonesia are one of the accommodations that contribute to helping the needs of people in Indonesia. Like the people in Karangasem Regency, Bali, who really need transportation services to help with their activities. However, the lack of range of transportation services and the limited availability of reliable transportation have made this K-Jek appear to be the only transportation service in Karangasem district. As time goes by, there are problems that occur both in customer satisfaction which is the key for the K-Jek Community to get a good quality service. Service quality is closely related to customer perceptions and expectations and trust that helps attract customers to use K-Jek services again. So that from these problems, this research was conducted to determine the perception of expectations, customer satisfaction and important performance analysis on service quality and consumer confidence in K-Jek transportation in Karangasem Regency, Bali. The research was conducted by measuring the expectations and perceptions of each indicator on each dimension of the quality of transportation services and customer trust through online questionnaires distributed through the researchers' social media.*

*The purpose of this study was to find out how the influence of service quality which consists of 5 dimensions, namely tangible, empathy, reliability, responsiveness, assurance, on customer satisfaction, and what aspects become improvements and influence trust with three dimensions which include honesty, benevolence and competence can increase K-Jek service satisfaction. The method used in this study is a quantitative descriptive method and multiple linear analysis. Techniques for collecting data are interviews, questionnaires and literature studies. In this study, researchers used a sampling technique with a type of non-probability sampling with a sample of 100 respondents who had used K-Jek services.*

*The results of this study indicate that service quality, trust and customer satisfaction are in the good category. Service quality has a significant effect on customer satisfaction as well as the trust variable which has a significant effect on customer satisfaction. This is proven from the results of the F test analysis, namely  $F_{count} > F_{table}$  ( $21,310 > 3,090$ ) and significance ( $0,000 < 0,05$ ), then  $H_0$  is rejected and  $H_a$  is accepted.*

*Not only that, the magnitude of the influence of service quality variables ( $X_1$ ) and consumer trust ( $X_2$ ) on customer satisfaction can be seen from the calculation of the coefficient of determination ( $R^2$ ), which is 58.6%, this shows that 58.6% contributes to the influence of service quality and trust in customer satisfaction, while the remaining 41.4% is a contribution to the influence of other variables outside of this study, such as system quality, information quality, purchasing decisions.*

*Keywords: Customer satisfaction, Important Performance Analysis, K-Jek, Quality of transportation services, Customer Trust*

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