

ABSTRACT

The technology is not only about the communication, but it also uses as for education, economy, agriculture, safety, transportation, and others. One of the examples from the transportation sector is the development of Go-Jek. Where the users need an electronic technology as a medium. Like stated by McQuail in the Mass Communication Theory's book (1987:16), he names the media as the telematic media that is part of the electronic technology that has different functions. This new media involves many technology system, transmission system (through cable and satellite), miniaturization system, storage system, and information finder. Therefore, it can be said that the new media is a place where every messages of the communication is decentralized; the distribution of the messages through satellite increases the usage of cable and computer, the audiences' engagement within the communication engagement that keeps increasing. The audiences' engagement in this communication process describe the usage of the Go-Jek application. PT. Go-Jek is a start-up business with the highest growth in Indonesia. According to the data, Bandung is the most jammed city and second city for education purposes. In this research, the researcher wants to analyze the quality of the service given by the Go-Jek driver to the satisfaction level of the Bandung's college students.

The research aims to find out the relationship between the quality of the service given by the driver to the satisfaction level of the college students in Bandung city. The method that is used in this research is quantitative descriptive and causal, within questionnaire being distributed to college students in Bandung as the respondents within this research.

From the research, it is found that the quality of the service given by the driver to the satisfaction level of the college students in Bandung is considered as high with 76,9%. With the indication that mostly affect the result is the reliability dimension which is 86,9%. Then the satisfaction that is felt by the college students is considered high too at 73,5%. With sub-variable that affects at most is the other consumer, family members, and co-workers which is at 79,5%. The quality of the online transportation service, Go-Jek, gives a major percentage of 38,6% to the satisfaction level of the Bandung's college students, and the rest of 61,4% of the satisfaction level is affected by the other variables that is undetected.

Keywords: Mass communication, Service quality, College students' satisfactions