

ABSTRACT

Currently, Bandung is recorded as the most congested city in Indonesia, surpassing the Indonesian capital, Jakarta and Surabaya. Because of these conditions, many people in Bandung choose to use motorcycle services as an alternative transportation to avoid traffic jams. The latest breakthrough in transportation facilities that emerged in the current era is ordering transportation services through online applications such as Gojek. But lately there have been many complaints from customers on social media about the quality of Gojek's services. These complaints can be a serious problem and have a negative impact on Gojek.

The objective of this research is to determine the level of Gojek customer satisfaction in Bandung and what attributes need to be maintained, improved and reduced in intensity to increase Gojek customer satisfaction in Bandung.

The research method used is a quantitative method by collecting data through a questionnaire using a Likert scale. The number of samples taken is as many as 400 respondents who have used Gojek services in Bandung. This research uses the dimensions of the quality of transportation services with the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) data analysis methods.

The results showed that the overall level of Gojek customer satisfaction in Bandung based on the Customer Satisfaction Index (CSI) method was included in the "Satisfied" category. Based on the calculation results obtained from the Cartesian Importance Performance Analysis (IPA) diagram there are three items that need to be repaired, sixteen items that need to be maintained and thirteen items that need to be reduced in intensity by the management of Gojek.

In further research, it is expected to add other aspects of the discussion not only about the services expected by customers but such as management perceptions of customer expectations, spell out specifications about service quality, make external communication to customers regarding the delivery of perceived services and expected services.

Keywords: Gojek, Service Quality, Customer Satisfaction, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA).