

Abstract

This research was conducted to determine the effect of service quality on customer satisfaction grab bike in the city of Bandung. This research was conducted using quantitative methods. This type of research is descriptive. The sampling technique uses a purposive sampling method because the research does not know how much the population is. In determining the number of samples using the Isaac and Michael Formulas, so this study determined using 272 samples.

The data analysis technique used is descriptive analysis technique and using different test methods. The results showed that the results of testing the hypothesis with the t test, obtained the tcount of 15,147 with a significance (pvalue) of 0,000, then compared with the ttable with a probability of 5% and $df = 272 - 2 = 270$, the tcount results obtained were 1,969, due to the results $tcount > ttable$ ($15,147 > 1,969$) and significance ($0,000 < 0.05$), then H_0 is rejected and H_a is accepted, so it can be stated that service quality has a significant effect on Grab Bike customer satisfaction in Bandung.

Based on the results of the study, it is suggested that the grab bike party should grab as the owner of the applicator providing training to drivers, in serving the users, so that they can be relied on and help with customer problems especially in the field of transportation. Grab parties as well as drivers need to always improve the quality of services provided, so that consumers are loyal and do not switch to other modes of online transportation. Periodic maintenance needs to be taken from the grab party on the application, so that any problems that occur in the application can be found immediately and quickly repaired.

Keywords: *Service quality, customer satisfaction*