ABSTRAK


Kata Kunci : Tangible, Responsiveness, Reliability, Assurance, kualitas pelayanan, kepuasan pelanggan
ABSTRACT

The presence of online application-based transport services that use the internet is very influential for the community in all activities quickly and efficiently. One of the fastest growing businesses in today's online transport mode is Go-Jek. Customer satisfaction with service and performance results will greatly affect the company image, so this is an important concern for fast-growing companies such as Go-Jek. For this online transportation service company customer satisfaction becomes the main goal that must be achieved. This study aims to test and analyze how much influence tangible, responsiveness, reliability, and assurance of user satisfaction online transportation services, especially students at Maranatha Christian University. The research method used is random sampling by using simple random sampling with the number of respondents 200 students of faculty of economy force 2017. The data were analyzed using multiple linear regression test. The test results show that tangible, responsiveness, and assurance does not significantly influence customer satisfaction, while reliability has a significant effect on customer satisfaction.

Keywords: Tangible, Responsiveness, Reliability, Assurance, service quality, customer satisfaction
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