

ABSTRAK

Pada saat ini sarana transportasi umum sangat dibutuhkan oleh masyarakat khususnya diperkotaan. Seiring dengan meningkatnya pertumbuhan penduduk disuatu kota maka tingkat kebutuhan transportasi umum meningkat. Dengan sarana transportasi masyarakat umum meningkat. Dengan sarana transportasi masyarakat dapat melakukan mobilitas dari suatu tempat ketempat lain dalam menunjang aktivitas masyarakat sehari-hari, masyarakat saat ini sangat selektif dalam memilih sarana transportasi salah satu aspek terpenting yang diinginkan oleh masyarakat ketika menggunakan transportasi umum yaitu dapat memenuhi kebutuhan dan harapan mereka ketika menggunakan sarana transportasi umum seperti kemudahan dalam mendapatkan transportasi umum, mendapatkan jaminan ketika menggunakan transportasi umum, ketepatan waktu ketika menggunakan transportasi umum. PT. Go-Jek Cabang Kota Bandung bergerak dalam sarana transportasi berbasis online, pelayanan yang diberikan PT. Go-Jek Cabang Kota Bandung cukup baik terlihat dari segi kualitas pelayanan seperti (*tengibles*) bukti fisik, (*reliability*) keandalan, (*responsivess*) daya tanggap, (*assurance*) jaminan, (*empathy*) empati. Meskipun kualitas pelayanan baik masih tetapi terjadi hambatan dalam meningkatkan kualitas pelayanan seperti kurang responsive dalam merespon orderan. Penulis menyarankan perusahaan melakukan pelatihan sesudah *driver* diterima di PT. Go-Jek Cabang Kota Bandung serta mengurangi penerimaan *driver* dan melakukan riset mengenai kekurangan dan keinginan mengenai jasa transportasi.

Kata kunci : kualitas pelayanan

ABSTRACT

At present, public transportation facilities are needed by the community, especially in urban areas. As population growth increases in a city, the level of public transportation needs increases. With public transportation facilities increasing. By means of transportation, the public can mobility from one place to another in supporting the daily activities of the community. Today's society is very selective in choosing transportation facilities, one of the most important aspects desired by the community when using public transportation, namely being able to meet their needs and expectations when using public transportation facilities such as ease of getting public transportation, getting a guarantee when using public transportation, timeliness when using public transportation. PT. Go-Jek Bandung City Branch is engaged in online-based transportation facilities, services provided by PT. Go-Jek Branch of Bandung City is quite well seen in terms of service quality such as (tangibles) physical evidence (reliability) reliability, (responsiveness) responsiveness, (assurance) assurance, (empathy) empathy. Although the quality of service is still good, there are obstacles in improving service quality, such as lack of responsiveness in responding to orders. The author suggests that the company conduct training after the driver is accepted at PT. Go-Jek Branch of Bandung City and reduce the acceptance of drivers and conduct research on deficiencies and desires regarding transportation services.

Keywords: service quality