**ABSTRACT**

*Lydia / 79150047 / 2019 / Influence of Service Quality Dimensions on Customer Satisfaction in GRAB Transportation Services Business in Jabodetabek / Advisor: Dr. Ir. Abdullah Rakhman, M.M.*

*The development of an increasingly rapid era, more and more people are increasingly creative and innovative to create new businesses, especially businesses that provide transportation services. In the past three years, Indonesia has entered into a new type of online business based on smartphone mobile applications such as Grab, Go-Jek, JegerTaksi, BlueJek and others. This study aims to analyze the effect of service quality dimensions on customer satisfaction in the GRAB transportation service business.*

*Service quality is a judgment or global attitude regarding the superiority of a service. There are five elements that determine service quality, namely physical evidence, reliability, responsiveness, assurance and empathy (Parasuraman, Zeithaml, and Berry, 2003). This study uses five independent variables namely physical evidence, reliability, responsiveness, assurance and empathy with one dependent variable, customer satisfaction. The physical evidence dimension has three indicators, the reliability dimension has three indicators, the responsiveness dimension has two indicators, the assurance dimension has four indicators, and the empathy dimension has three indicators.*

*In this study, the object of the research was the JABODETABEK community who had been a user of Grab transportation services. This data is collected by communication techniques using Google Form which can be distributed through social media. The sampling technique in this study used a non probability sample method with a purposive sampling approach. The sample size is 158 people. The data analysis method used is quantitative analysis, namely validity and reliability test, classic assumption test, multiple linear regression analysis, t test and F test and coefficient of determination.*

*Based on data analysis, the results of the study indicate that the indicators in this study are valid and reliable. In the classic assumption test data is normally distributed, there is no heteroscedasticity and multicollinearity.*

*The results of this study indicate physical evidence, reliability, assurance and empathy have a significant positive effect on customer satisfaction. But responsiveness has no significant effect on customer satisfaction.*