INFLUENCE OF SERVICE QUALITY DIMENSION ON ABC TAXI CUSTOMER SATISFACTION IN JAKARTA

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Abstract: This study aimed to analyze the influence of the quality of customer service that consists of physical evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy) to consumer satisfaction ABC taxi in Jakarta. The method used is descriptive analysis method and multiple linear regression, using the significance test simultaneously (F-test) and partial test (t-test) and Anova test and the coefficient of determination (R^2) using SPSS (Statistics Programme and Social Sciens) version 20.00, the sampling method was purposive sampling method and sampling of 125 respondents.

The test results showed that the service quality (X) has a positive and significant impact on consumer satisfaction (Y) ABC taxi in Jakarta. Of the five independent variables, there are three variables have a significant influence on customer satisfaction that is tangible (X_1), responsiveness (X_3), and empathy (X_5). The variables that have no effect on customer satisfaction is reliability (X_2), and assurance (X_4).

Keyword:
Tangibles, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction

INTRODUCTION

The progress achieved in the field of science, technology and social affect the lives of many companies engaged in transportation services. With increasingly fierce competition, it makes the operator cab company strives to provide the best service to its customers. Customer satisfaction is the most important thing that used to attract consumers at the present time. It is also needed by companies today as well as service companies. Where necessary to attract customers good service quality so as to cause the satisfaction of consumers. The company's success in marketing their products is largely determined by the accuracy of the strategies used, adapted to the circumstances of the target market. According to Irawan (2008) customer satisfaction is determined by the customer's perception on the performace of products or services meet customer expectations. Customers are satisfied when expectations are met or will be very satisfied if the customer's expectations are exceeded. In determining the marketing strategy, the marketers need to examine every consumer behavior characteristics, which is implemented into the expectations and desires. By knowing the fundamental reason why consumers make a purchase, it can be seen that the right strategy to use. In other words, the marketer must actualize every consumer expectations become a satisfaction with the services provided. According to Irawan (2008) customer satisfaction is determined by the customer's perception on the performace of products or services meet customer expectations. Customers are satisfied when expectations are met or will be very satisfied if the customer's expectations are exceeded. In determining the marketing strategy, the marketers need to examine every consumer behavior characteristics, which is implemented into the expectations and desires. By knowing the fundamental reason why consumers make a purchase, it can be seen that the right strategy to use. In other words, the marketer must actualize every consumer expectations become a satisfaction with the

services provided. In which it is the key to success that makes different from competitors. Due if not, then the company will be abandoned by their customers.

To be more able to focus in the discussion and have a clear direction in achieving the goal of research, the issues to be addressed in this study will be formulated in the following, are there any influences on consumer satisfaction taxi *Tangible* ABC in Jakarta, are there any influences on consumer satisfaction *Reliable* ABC taxi in Jakarta, Is there any influence on consumer satisfaction taxi *Responsiveness* ABC in Jakarta, are there any influences on consumer satisfaction taxi *Assurance* ABC in Jakarta, are there any influences on consumer satisfaction taxi *Empathy* ABC in Jakarta, are there any influences Tangible, Reliability, Responsiveness, Assurance, and Empathy together on consumer satisfaction taxi ABC in Jakarta.

Literature Review

Understanding the scope of marketing not only includes the results are tangible products, but also includes the intangible products. With increased competition in the service industry, it is necessary application of marketing knowledge on these services. Definition of services according to Kotler (2009) are all actions or performance that can be offered one party to another that is essentially intangible and does not produce any ownership. Production may be or not associated with the physical product. Another definition of services that all economic activity that results are not a product in the form of physical or construction, which is usually consumed at the same time with the resulting time and adds value or solving problems faced by consumers, it is stated by Hasan (2008).

Service Quality

Definition of service quality by Manullang (2008) was how far the difference between reality and expectations of the customer for the services they receive. A quality of service can be determined by comparing the perceptions of customers for the services they actually receive. Definition of service quality by Tjiptono (2009) is an expected level of excellence in which control over the level of excellence aims to meet customer needs. Another understanding of the quality of service is an attitude of the comparison of service quality expectations of consumers with consumer-perceived performance of the company, it was stated by Usmara (2008). Or can be defined also by Sritua (2006) as a level of excellence expected and control over the level of excellence to meet customer desires. To facilitate the assessment and measurement of service quality service quality measurement tool developed by Zeitthaml (2009) called SERVQUAL (service quality). SERVQUAL is a multi-item scale that can be used to measure customer perceptions of the quality of services that includes five key dimensions, that is:

Tangible

The ability of a company in shows its existence to external parties. Appearance and capabilities of physical infrastructure companies and the state of the surrounding environment is clear evidence of the services provided by the company.

Reability

The ability to gives the promised service with immediate, accurate and satisfactory. Performance should be in accordance with customer expectations, which means punctuality, the same service to all customers without error, sympathetic attitude and high accuracy.

Responsiveness

The ability of a company to helps and delivered fast service (responsive) and the right to the customer by clear information delivery.

Assurance

Certainty that knowledge, politeness and the ability of the company's employees to foster a sense of trust of the customer to the services a company that has several

components, among others: (a). Communication, which continuously provide information to customers in the language and use words clearly so that customers can easily understand in addition companies should be fast and responsive in addressing complaints and complaints made by customers. (b). Credibility (credibility), the need for collateral for a trust given to customers, believability or the nature of honesty. Instill trust, provide good credibility for the company in the future. (c). Security (security), the existence of a trust from customers for services received. Of course the performance provides a guarantee maximal trust. (d). Competence (competence), skills possessed and needed in order to provide service to customers can be implemented optimally. (e). Courtesy (politeness), in service of the existence of a moral value that is owned by the company in providing services to customers. Kesopan guarantee of compensation offered to the customer in accordance with the conditions and situation.

Empathy

Willingness gives sincere attention and individualized or personalized given to customers by striving to understand the desires of consumers. In which a company is expected to have the understanding and knowledge of the customer, understanding customer's specific needs, and has the operating time that is convenient for customers.

Customer Satisfaction

Definition of satisfaction according to Oliver (2005) is a consumers' assessment of product features or services that successfully deliver fulfillment on a level that pleasant either below or above expectations. Satisfaction is predictive of consumer confidence about what will happen. The concept of total satisfaction is a comprehensive evaluation of the consumer, after the consumer perceives a service on previous experience, it was stated by Ruswanti (2012). Based on expert opinions above that customer satisfaction is a function and performance expectations that customers evaluate the performance of the products / services that meet or exceed consumer expectations.

Hyphothesis Development

Framework of this study illustrate the relationship of independent variables which include tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5), the dependent variable is the consumer satisfaction (Y).

Physical facilities include buildings, fixtures and equipment used (technology), as well as the appearance of employees. by tangible influence consumer satisfaction is having tangible positive impact on customer satisfaction. Increasingly persepsi Kotler (2001) defines the physical form (tangible) as the ability of a company in show its existence to outsiders.

Appearance and capabilities of facilities and physical infrastructure companies and the state of the surrounding environment is clear evidence of the services provided by giving the consumer against the tangible customer satisfaction will also be higher. And if the consumers' perception of the poor tangible customer satisfaction will also be lower. Based on the description that has been described, it can be concluded a hypothesis as follows:

H1   Tangible has significant effect on customer satisfaction taxi ABC in Jakarta.

According to Zeithaml, *et al*. (1985) the reliability (reliability) is the fulfillment of the promise of immediate and satisfactory service of the company. According to Parasuraman, Zeithaml and Berry (1998), reliability is the company's ability to deliver as promised services accurately and reliably. According to Parasuraman, *et al*. (1998), reliability (reliability) is the company's ability to provide services in accordance with what promises to be accurate and reliable. Performance must be in accordance with the

expectations of consumers, which means punctuality, the same service to all customers without error, sympathetic attitude, and with high accuracy.

The fulfillment of the promise in the service will reflect the company's credibility. Effect of reliability to customer satisfaction is the reliability has a positive impact on consumer satisfaction. The better the consumers' perception of the reliability of the company, customer satisfaction will also be higher. And if the consumers' perception of poor reliability make consumers satisfaction will also be lower. Based on the description that has been described, it can be concluded a hypothesis as follows:

H2   Reliability has significant effect on customer satisfaction taxi ABC in Jakarta.

According to Parasuraman, *et al*. (1998), responsiveness (Responsiveness) is a policy to assist and provide fast service (responsive) and the right to the customer, with the delivery of clear information. Let customers wait for a negative perception in the quality of service. According Tjiptono (2007) perception (responsiveness) is the desire of employees to assist customers and provide fast and responsive services. Meanwhile, according to Rangkuti (2006) Responsiveness is the ability of a maid service to read the minds of customers in expecting the products they want, so that customers feel a serious concern of the company will hope that they need, in the sense that the company must quickly take the initiative to be the problem faced by customers. Responsiveness (responsiveness) measured based on customer assessment of the ability of the company that berkaitandengan officer responsiveness to complaints and problems faced by customers and speed in serving and helping provide services quickly, or responsiveness, Yuliarmi and Riyasa (2007).

Influence responsiveness to customer satisfaction is the responsiveness has a positive impact on consumer satisfaction. The better the consumer's perception of the responsiveness of the company, customer satisfaction will also be higher. And if the consumers' perception of the poor responsiveness of customer satisfaction will also be lower. Based on the description that has been described, it can be concluded a hypothesis as follows:

H3   Responsiveness has significant effect on customer satisfaction in ABC taxi di Jakarta.

Assurance according to Parasuraman, Zeithaml, and Berry (1990), are that competence, politeness compensation, and the ability of employees who work to foster a sense of trust and safety. Kotler (2001) defines faith (assurance) is the knowledge of the product appropriately, politeness of employees in providing services, skills in providing information, the ability to provide security and the ability to instill trust and confidence of customers to the company. According to Parasuraman, *et al*. (1998), which includes the ability of employees to the knowledge of the product appropriately, hospitality, attention and courtesy, skills in providing information, the ability to instill customer confidence towards the company, trustworthiness owned by staff, is free of danger , risk or doubt. Knowledge, politeness, and the ability of the company's employees can menunmbuhkan confidence of customers to the company.

Effect of assurance to the consumer satisfaction is assurance has a positive impact on consumer satisfaction. The better the consumer's perception of the assurance given by the company, the customer satisfaction will also be higher. And if the consumer perception of the assurance given by the bad company customer satisfaction will also be lower. Based on the description that has been described, it can be concluded a hypothesis as follows :

H4   Assurance has significant effect on customer satisfaction taxi ABC in Jakarta.

Caring relationships with customer satisfaction is a concern to have a positive effect on customer satisfaction. The better the customers' perception of care provided by the company, the customer satisfaction will also be higher. And if the customer's perception of the care given by the bad company customer satisfaction will also be lower. Empathy is the attitude of caring, concern and understanding of the management or service delivery needs and desires of consumers, as long mengenalipelanggan or loyal customers, studying the physical needs of consumers and anticipates, providing individual services (Gilbert, 2003). According to Parasuraman, *et al*. (1998) in Lupiyoadi and Hamdani (2006), empathy (empathy) that concern by providing a sincere attitude and berifat individual or private company provided to customers like the ease of contacting the company, the employee's ability to communicate with customers and business enterprises to understand the wants and needs customer.

Where a company is expected to have the understanding and knowledge of the customer, understanding customer's specific needs, and has the operating time that is convenient for the customer. Kotler (2001) defines empathy as a condition to care, providing personal attention to consumers. This empathy dimension is fifth dimension of service quality. In general, this dimension is indeed perceived as less important than the dimensions of reliability and responsiveness for consumers, Frontier studies conducted in recent years for a variety of industries confirm this. But for the group of upper-class consumers, this dimension could be a very important dimension.

Effect of empathy by consumer satisfaction is empathy has a positive impact on consumer satisfaction. The better consumer perceptions of empathy given by the company make consumers satisfaction will also be higher. And if consumer perceptions of empathy given by the bad company customer satisfaction will also be lower.

H5   Empathy has significant effect on customer satisfaction taxi ABC in Jakarta.

The main factors that determine customer satisfaction is the consumer perception of service quality (Parasuraman, et al (1990), To achieve customer loyalty, companies must be able to offer a product / jasayang can meet customer satisfaction and delight perasaannyasehingga customers want to purchase action. The element of satisfaction and dissatisfaction arise from the gap between the expectations by reality that occurs when consumers consume services.

This is in line by opinions expressed Kotler (2001) defines service quality as perceived assessment, which is derived from an evaluation process where customers compare their expectations by services received. Thus, if the expectations of the quality of services in accordance with accepted by the customer, then the customer will be satisfied. Based on the description that has been described, it can be concluded a hypothesis as follows:

H6   Tangible, reliability, responsiveness, assurance, and empathy has significant affect on customer satisfaction ABC taxi in Jakarta.

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$
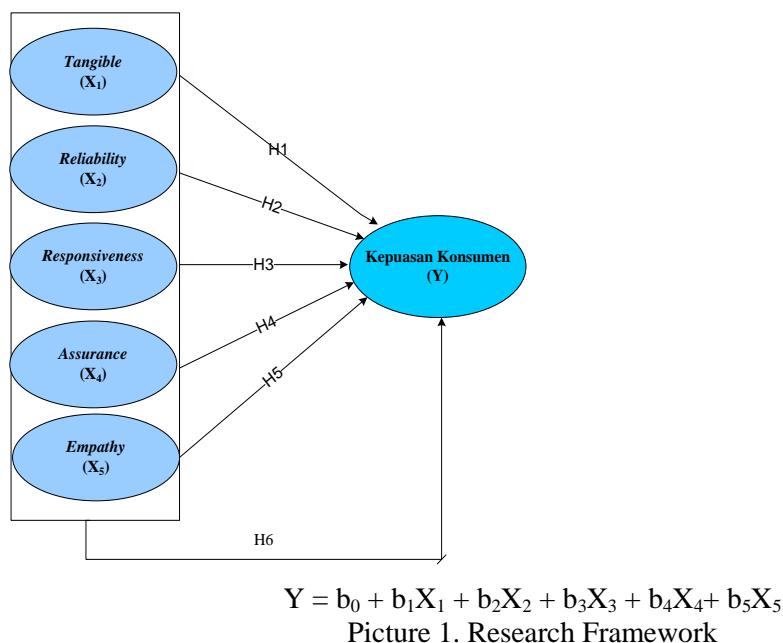
Picture 1. Research Framework

METHODS

Pengertian dari variable penelitian menurut Sugiyono (2011) adalah suatu atribut atau sifat dari orang, nilai dari orang, objek atau kegiatan yang mempunyai variasi tertentu yang di tetapkan oleh peneliti untuk dipelajari dan kemudian ditarik kesimpulan

Measurement

Variabel dependen adalah variable yang dipengaruhi oleh variable independen. Variable dependen sering disebut variable output, kriteria, konsekuen. Variable independen adalah variable yang mempengaruhi variable dependen. Variable independen merupakan variable yang mempengaruhi atau yang menjadi sebab timbulnya variable dependen.

Definisi dari kualitas pelayanan menurut Manullang (2008) adalah seberapa jauh perbedaan antara kenyataan dan harapan para pelanggan atas layanan yang mereka terima. Menurut Tjiptono (2009) adalah suatu tingkat keunggulan yang di harapkan dimana pengendalian atas tingkat keunggulan tersebut bertujuan untuk memenuhi kebutuhan pelanggan.

Definisi kepuasan pelanggan menurut Oliver (2005) merupakan penilaian konsumen terhadap fitur-fitur produk atau jasa yang berhasil memberikan pemenuhan kebutuhan pada level yang menyenangkan baik itu dibawah maupun diatas harapan. Menurut Sumarwan (2011) adalah tingkat perasaan setelah membandingkan kinerja/hasil yang dirasakan dengan harapannya.

Sample

Samples are part of the number and characteristics possessed by this population, it was stated by Sugiyono (2011). Meanwhile, in the opinion of Arikunto (2010), which is a sample or example is partially or representative of the population studied. This study uses a sampling technique nonprobability, according Sugiyono (2006) nonprobability sampling technique is a sampling technique that does not gives the opportunity / equal opportunity for each element or member of the population is selected to be sampled. The criteria used in selecting the sample of this research are at least 17 years old, because they are able to decision makers what would taxi ride, not the driver / employee of a taxi transportation service providers in order that the information given objective, based in the city of Jakarta and never use transportation services including taxi ABC.

The guidelines in determining the size of the sample as follows: (1). 100-200 samples for Maximum Likelihood Estimation techniques. (2). Depending on the number of indicators to be estimated. Guidance is 5-10 times the estimated number of indicators. (3). Depending on the number of indicators used in the entire latent variables. The number of samples is multiplied by the number indicator 5-10. When there are 20 indicators, sample size is between 100-200. (4). If the sample is very large, then the researcher can choose estimation techniques. For example, when the number of samples above 2500, ADF estimation techniques (asymptotically Distribution Free Estimation) can be used.

Based on the above guidelines, the sampling should be used in this study by 5 to 10 times the indicator totaling a minimum of 100 samples, and therefore the number of samples that will be used in this research were:

n = (5 to 10 x the number of indicators used)

n = 25 indicator $\times$ 5

n = 125 sample

So the minimum number of samples used in this study a total of 125 samples.

Data Analisis

data analisis yang di gunakan dari awal peneliatian adalah uji validitas, uji reliabilitas, uji normalitas, uji multikolineritas, uji heteroskedastisitas, analisis regresi berganda, uji kelayakan model, uji t. uji validitas dilakukan untuk mengetahui valid atau tidaknya kuesioner yang digunakan untuk penelitian. Uji reliabilitas digunakan untuk mengukur kuesioner yang merupakan indikator dari variable. Uji normalitas bertujuan untuk mengetahui apakah masing-masing variable berdistribusi normal atau tidak.

Uji multikolinieritas digunakan untuk menguji ada atau tidaknya kerelasi antara variable bebas, sedangkan uji heteroskedastitas bertujuan untuk menguji apakah dalam regresi terjadi ketidaksamaan variance dari residual satu pengamatan ke pengamatan lain. Analisis regresi berganda merupakan studi mengenai ketergantungan variable dependen dengan variable independen, dengan tujuan untuk mengestimasi rata-rata populasi variable dependen berdasarkan nilai variable independen yang diketahui.

Uji kelayakan model (uji F) adalah pengujian yang dilakukan untuk mengetahui apakah variable-variabel yang diteliti memiliki tingkat kelayakan yang tinggi untuk dapat menjelaskan fenomena yang dianalisis dengan menggunakan uji F. uji t adalah uji yang menunjukan seberapa jauh pengaruh satu variable independen secara individual dalam menerangkan variable dependen.

RESULT

In this study validity test performed using SPSS version 20.0. At this stage of the survey, a questionnaire containing 25 point statement regarding the independent variables which include tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5), and the dependent variable is customer satisfaction (Y) taxi ABC in Jakarta. Here is the output multiple linear regression test, F test, t test, R2 test by using SPSS version 20.0:

Tabel 1. Multiple Linear Regression Test Result

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics		Uji	R Square
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	F	
1	(Constant)	-803	0,473		-1,696	0,092				
	Tangibel (X1)	0,146	0,068	0,171	2,128	0,035	0,234	4,278		
	Reliability (X2)	0,083	0,068	0,122	1,221	0,224	0,152	6,599		
	Responsiveness (X3)	0,186	0,083	0,202	2,231	0,028	0,183	5,453	108,651	0,813
	Assurance (X4)	0,056	0,074	0,070	0,758	0,450	0,178	5,603		
	Empathy (X5)	0,261	0,050	0,406	5,171	0,000	0,245	4,076		

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much influence the independent variables consist of tangible, reliability, responsiveness, assurance, and empathy toward dependent variable that consumer satisfaction ABC taxi in Jakarta. Multiple linear regression analysis in this study using SPSS version 20.0 which can be seen in the following table: Constant value of -0.803 means that if the quality of services its value is 0, then the negative value of consumer satisfaction at -0.803. Coefficient value of tangible variable (X1) of 0,146. Meaning that if the variable tangible increase one unit, then the customer satisfaction ABC taxi will be an increase of 0,146 units. Positive values mean regression coefficient indicates that tangible positive effect on customer satisfaction. The positive influence of the better means tangible, then the better the consumer satisfaction.

The value of variable reliability coefficient (X2) of 0.083. Meaning that if the variable reliability has increased one unit, then the ABC taxi customer satisfaction will increase by 0.083 units. Positive values mean regression coefficient indicates that the reliability positive effect on customer satisfaction. The positive influence means the better reliability, then the better the consumer satisfaction. The coefficient of variable responsiveness (X3) of 0.186. Meaning that if the variable responsiveness has increased one unit, then the ABC taxi customer satisfaction will increase by 0.186 units. Positive values mean regression coefficient indicates that the responsiveness positive effect on customer satisfaction. The positive influence means more and better responsiveness, then the better the consumer satisfaction. Variable coefficient value assurance (X4) of 0.056. Meaning that if the variable assurance increased one unit, then the ABC taxi customer satisfaction will increase by 0.056 units. Positive values mean regression coefficient indicates that the assurance positive effect on customer satisfaction. The positive influence of the better means of assurance, then the better the consumer satisfaction. Variable coefficient value of empathy (X5) of 0.261. Meaning that if the variable empathy has increased one unit, then the ABC taxi customer satisfaction will increase by 0.261 units. Positive regression coefficient means showing that empathy positive effect on customer satisfaction. The positive influence of the better means empathy, then the better the consumer satisfaction.

Feasibility Test Model (f Test)

To see influences tangible, reliability, responsiveness, assurance and empathy towards customer satisfaction ABC taxi in Jakarta, F test, was tested with a confidence level of 0.95 or significance level $\alpha = 0.05$ or if the significance level> 0.05, H0 and H1 accepted test criteria:

- H_0 no influences simultaneously between tangible, reliability, responsiveness, assurance and empathy towards customer satisfaction ABC taxi in Jakarta.
- H_1 simultaneously there is influence between tangible, reliability, responsiveness, assurance and empathy towards customer satisfaction ABC taxi in Jakarta.

Based on the table above, it is known count F value of 108 651 with a significance of 0.000. F table at the 0.05 DF1 = k-1 or 6-1 = 5, and DF2 = nk or 125-6 = 119 (k is the number of variables), obtained F tables is 2,290. This means that F count> F table (108 651> 2,290). Therefore H0 rejected H1 accepted, meaning that there is influence in unison between tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) to the consumer kepuadsan ABC taxi in Jakarta. As well as the tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) high significant influence on consumer satisfaction ABC taxi in Jakarta.

High significant meaning shows that tangible, reliability, responsiveness, assurance, and empathy very significant effect on customer satisfaction ABC taxi.

Partial Test (t Test)

The t test is used to see whether or not the effect of partially tangible, reliability, responsiveness, assurance and empathy towards customer satisfaction ABC taxi in Jakarta.

Effect of tangible variables (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5) on consumer satisfaction was tested with a confidence level of 95% or significance level α = 5% by the test criteria:

1. H_0 accepted and H_1 rejected when t significant value bigger than α = 0,05 dan melihat t $_{table}$ < t $_{count}$.
2. H_0 rejected and H_1 accepted when t signicant value smaller than α = 0,05 dan melihat t $_{table}$ > t $_{count}$.

t$_{table}$ can be searched on the statistical tables at 0.05 / 2 = 0.025 (test 2 sides) by df = nk-1 or 125-5-1 = 119 (k is the number of independent variables), hence got t $_{table}$ with value 1,980.

R Square

R square or coefficient of determination used to know how big the percentage contribution of the independent variable together to variations in the dependent variable. Adjusted R square is 0,813, indicating that the contribution of the independen variable service quality that is equal to 81,3% while the remaining 18,7% (100% - 81,3% = 18,7%) influence by other factor not examined. In others words the actual consumer satisfaction ABC taxi in Jakarta is not only determined by the variable service quality but also determined by others factors.

DISCUSSION

Variable Tangible against Customer Satisfaction

Tangible influence on consumer satisfaction can be partially seen in the table above. H_0 accepted and H_1 rejected. So that in partial tangible (X$_1$) has a significant influence on consumer satisfaction (Y) taxi ABC in Jakarta.

Variable Reliability for Consumer Satisfaction

Reliability influence on consumer satisfaction can be partially seen in the table above. H_0 rejected and H_1 accepeted. Thus partially variable reliability (X$_2$) does not have a significant influence on consumer satisfaction (Y) ABC taxi in Jakarta.

Variable Responsiveness to Customer Satisfaction

Influence responsiveness to customer satisfaction partially can be seen in the table above. H_0 accepted dan H_1 rejected. Thus partially variable responsiveness (X$_3$) has a significant influence on consumer satisfaction (Y) ABC taxi in Jakarta.

Variable Assurance for Customer Satisfaction

Variable Assurance for Customer Satisfaction. H_0 rejected and H_1 accepted. Thus partially variable assurance (X$_4$) does not have a significant influence on consumer satisfaction (Y) ABC taxi in Jakarta.

Variable Empathy towards Customer Satisfaction

Influence of empathy on consumer satisfaction can be partially seen in the table above. H_0 accepted and H_1 rejected. So that in partial empathy (X_5) has a significant influence on consumer satisfaction (Y) ABC taxi in Jakarta.

IMPLIKASI MANAJERIAL

Implikasi manajerial yang diperoleh dalam penelitian ini adalah secara parsial variabel *tangible*, *responsiveness*, dan *empathy* membuktikan mempunyai kontribusi yang significant terhadap kepuasan konsumen Taksi ABC di Jakarta. Hal ini menunjukkan bahwa tingginya kepuasan konsumen Taksi ABC dipengaruhi oleh variabel *tangible, responsiveness* dan *empathy,* sementara variabel *reliability* dan *assurance* menunjukkan tidak berpengaruh terhadap kepuasan konsumen. Fasilitas fisik, kelengkapan, pegawai, dan sarana komunikasi yang ada dalam Taksi ABC seperti mobil yang baru, kondisi fisik taksi, cara berbusana dan kebersihan dari pengemudi taxi membuat salah satu faktor pelanggan mau menggunakan taxi ABC. Selain itu perusahaan juga harus dapat memberitahu ke pelanggan kapan mereka akan melayani, dan juga perusahaan harus berkomitmen untuk memberikan layanan yang cepat bagi pelanggan. Menanggapi permintaan pelanggan dengan cepat serta mempunyai jiwa yang bersedia membantu pelanggan akan sangat membuat pelanggan selalu puas dan tetap menggunakan Taksi ABC. Jika Taxi ABC ingin bersaing dengan taxi taxi yang lain, taxi ABC harus bisa memberikan pelayanan yang khusus buat pelanggannya dan bisa belajar untuk menggali kebutuhan pelanggan nya, seperti, tujuan pelanggan, jalur yang ingin dilalui pelanggan dan lainnya. Menciptakan kesan yang baik oleh pengemudi nya kepada pelanggan nya merupakan salah satu daya tarik yang akan sulit untuk di lupakan oleh pelanggan, sehingga ketika pelanggan ingin menggunakan taxi, maka yang ada di pikiran pelanggan tersebut adalah taxi ABC, di tambah pemberian rasa nyaman dalam berkomunikasi dan berkendara membuat pelanggan tidak akan berpindah ke taxi lainnya. Besarnya pengaruh variabel *tangible*, *responsiveness*, dan *empathy* terhadap kepuasan konsumen sangat baik, diharapkan taksi ABC tetap mempertahankan kualitas pelayanannya khusus nya faktor *tangible, responsiveness, dan emphaty* agar dapat tetap bersaing dengan perusahaan sejenis.

CONCLUSIONS AND SUGGESTIONS
Conclusion

Dari pengolahan dan analisis data, serta pengujian hipotesis dan hasil pembahasan dari hasil penelitian, maka kesimpulan dalam penelitian ini adalah sebagai berikut: (1) Secara parsial variabel *tangible*, *reliability, responsiveness*, *assurance*, dan *empathy* membuktikan ada tiga variabel yang berpengaruh signifikan atau mempunyai kontribusi terhadap kepuasan konsumen Taksi ABC di Jakarta, yaitu variabel *tangible, responsiveness* dan *empathy*. Perusahaan harus memperhatikan variable *Tangible* yaitu, fasilitas fisik, kelengkapan, pegawai, dan sarana komunikasi yang ada dalam Taksi ABC seperti, mobil yang digunakan masih baru, kondisi fisik taksi yang masih sangat layak untuk di pakai, cara berbusana yang rapih dan kebersihan tubuh dari pengemudi taxi membuat salah satu faktor pelanggan mau menggunakan taxi ABC. Selain itu perusahaan juga harus dapat melihat variable *Responsivenes* yaitu, perusahaan harus se bisa mungkin untuk dapat memberitahu ke pelanggan kapan mereka akan melayani pelanggan dengan ramah dan memberikan layanan yang cepat bagi pelanggan. Setiap armada harus bisa menanggapi permintaan pelanggan dengan cepat serta mempunyai jiwa yang bersedia membantu pelanggan seperti tidak segan-segan untuk menaikan dan menurunkan barang-barang bawaan pelanggan dan lainnya. Jika Taxi ABC ingin bersaing dengan taxi taxi yang lain, taxi ABC harus bisa memberikan pelayanan yang khusus buat pelanggannya dan bisa belajar untuk menggali kebutuhan pelanggan nya, seperti, tujuan pelanggan, jalur yang ingin dilalui pelanggan, memberitahu daerah-

daerah mana yang bisa di lewati dengan cepat dan bisa mencari jalan alternatif dan lainnya. Menciptakan kesan yang baik oleh pengemudi nya kepada pelanggan nya dengan cara bersikap ramah, tutur kata yang baik serta bahasa tubuh yang sopan merupakan salah satu daya tarik yang akan sulit untuk di lupakan oleh pelanggan, sehingga ketika pelanggan ingin menggunakan taxi, maka yang ada di pikiran pelanggan tersebut adalah taxi ABC, di tambah pemberian rasa nyaman dalam berkomunikasi dan berkendara membuat pelanggan tidak akan berpindah ke taxi lainnya. Besarnya pengaruh variabel *tangible*, *responsiveness*, dan *empathy* terhadap kepuasan konsumen sangat baik, diharapkan taksi ABC tetap mempertahankan kualitas pelayanannya khusus nya faktor *tangible, responsiveness, dan emphaty* agar dapat tetap bersaing dalam perusahaan sejenis

Limitation

Peneliti menyadari bahwa hasil penelitian yang telah dilakukan secara optimal pasti terdapat keterbatasan. Adapun keterbatasan-keterbatasan yang dialami oleh peneliti adalah antara lain yaitu dalam hal jumlah sampel yang masih terbatas pada kota Jakarta, sehingga diharapkan untuk penelitian selanjutnya untuk memperluas sampel dari populasi penelitian tidak hanya di wilayah DKI Jakarta, namun bisa dibandingkan dengan kota lainnya yang telah terjangkau layanan Taksi ABC seperti Surabaya, Semarang, Medan, dan Padang, dengan demikian akan diperoleh gambaran yang lebih objektif. Keterbatasan lain, bahwa dalam penelitian ini tidak memasukkan aspek sosial budaya, aspek demografi, aspek psikologis, aspek situasional, pada masyarakat yang pada dasarnya mempengaruhi pola perilaku dalam memilih layanan jasa transportasi taksi mana yang mereka pilih. Variabel penelitian terbatas pada 1 variabel independen yaitu kualitas pelayanan yang mempengaruhi kepuasan konsumen Taksi ABC

Suggestion

Walaupun 81,3% adalah sumbangsi dari dimensi Kualitas Pelayanan seperti, *tangible, reliable, responsiveness, assurance* dan *emphaty* akan tetapi masih ada 18,7% kepuasan konsumen bisa tergantung pada beberapa faktor lainnya seperti, *Brand Image* dan *Price*. *Brand Image* juga bisa mempengaruhi kepuasaan pelanggan terhadap taxi yang mereka gunakan, oleh sebab itu perusahaan harus bisa memilih pengemudi yang *track record* nya bagus, attitude nya baik, dan jujur sehingga tidak terjadi tindakan-tindakan kejahatan, pemilihan rute yang semutinya dekat, tapi di buat jauh supaya harga taxi menjadi lebih mahal. Perusahaan juga harus selalu mengingatkan supaya pengemudi sopan dan santun dalam berkata-kata, serta tidak ugal-ugalan dalam berkendara sehingga membuat penumpang merasa takut dan tidak ingin lagi menggunakan taxi ABC. Sebagai taxi tarif bawah, Taxi ABC harus tetap menjaga harga nya untuk bisa lebih murah dari taxi lainnya serta taxi ABC harus tetap konsisten menerapkan nominal kelipatan tarif atau pergantian tarif dan juga seberapah jauh jarak yang di tempuh taxi ketika terjadi perpindahan atau kenaikan tarif.

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