

## **ABSTRACT**

Customer satisfaction is one of the successful key to a company to maintain their existence in the market. By expecting this aspect, the company will support customer loyalty and promote their service to a potential customer, and increase the company profit. PT Blue Bird is concentrating their business in transportation taxi's service in Semarang. It's very important to know the customer's value of service had been done. This research identify the customer's service and to know the important factor for customer from their view. Besides that, this research also analyzes any correlation significance among Quality of service, customer satisfaction and customer loyalty.

This research use quadrant analysis (Importance Performance analysis – IPA) that involving 100 respondent from bluebird customer. The result said that service quality stayed at quadrant A. it mean from respondent point of view this dimension are important but in the fact the application itself is still lack. For tangibles and assurance placed in quadrant B, and for empathy placed in quadrant C which not to important aspect for customer.

Based on IPA analysis, to increase the customer needs and company performance toward service quality and increase loyalty with training and motivation among the drivers, addition pool that spread at strategic points, And fully equipped car with a GPS to save the time and get clear route, also to monitoring some drivers to prevent the customer's loss if there is some stuff carried away.

**Keywords: Service Quality, Customer Satisfaction, and Customer Loyalty**