

## ABSTRACT

*As the country with the fourth largest population in the world, Indonesia has a huge potential in the transportation industry market. Go-Jek Indonesia appear to assist the government in addressing congestion. Go-Jek uses an app on your smartphone to support its services. But at this point many emerging transportation services similar, Go-Jek are required to continue to align its business development. Therefore, Go-Jek must understand the behavior of their customers by getting the factors that can drive a person using the services of Go-Jek.*

*Through this research will look for factors that can drive a person using the services of Go-Jek using Factor Analysis on factors Servqual ie availability, access, information, time, customer service, comfort, and service as well as E-Servqual namely efficiency, system availability , fullfilment, and privacy.*

*Methods of data collection was conducted through questionnaires via Facebook to customers Line and Go-Jek. Obtained from questionnaires distributed to 400 respondents who meet the screening question. Data processing was performed using SPSS 20. The sample in this study conducted by purposive sampling, a sampling nonprobability design. As an initial step performed pre-test validity and reliability with 40 respondents from 32 variables exist.*

*After the analysis on the factors Servqual and E-Servqual who have passed the test validity and reliability by factor analysis. The result obtained six factors formed, these factors are perceivable, realibility, responsiveness, security, empathy, and performance. These six factors can explain 67.302% of variability of thirty original variables. These factors were found to be colligate populations, as can be seen from the validation of the factors that result does not differ much from the initial process of factoring.*

*Based on the research results suggested the company should consider six factors that could encourage the use of services of the Go-Jek. Suggested to the company to make the application as simple as possible so that it is easy to use, can provide services to customers whenever they need and provide the right service as promised, continued to improve the quality of the applications used in order to always serve customers quickly, maintain good personal data concerning customers to create customer confidence, providing warm service as well as being a good listener for its customers, maintaining the quality of performance in delivering services, such as used motor condition and always use safety equipment and safety while driving.*

**Keywords:** *Transportation, Factor Analysis, Servqual, E-Servqual*