ABSTRACT

At first we can find a ojek at ojek bases. Currently there are several companies in Indonesia that develop the applications for the ojek booking services online, so it can be easier to get a ojek service. Ojek online became a trend in the city, the ease of transactions without having to bargain be one reason for consumers to use this ojek online services. Popularity of ojek online services make many new ojek online companies have sprung up, but from the many companies that emerged only a few companies that still survive and still looks to serve passengers in Jakarta. In order for ojek online companies can survive and thrive then it is necessary to know the preferences of consumers, so that consumers continue to use a ojek service online.

This study will seek consumers' preferences by using conjoint analysis. This study has eight attributes, that is Speed, Safety, Resonsibility, Acceptble Cost / Affordable Price, Comfort, Environment Quality, Delivery Quality and Outcome Quality.

Methods of data collection is done via the Internet. Respondents are consumers who live in Jakarta who had used ojek online service totaling 385 people. Processing data using SPSS 24.

Based on data processing, attributes can be divided into two attributes that have a high priority and lower priorities. Attributes are a high priority, that is Responsibility, Comfort, Delivery of Quality, Speed and Price. While preference is given less priority, that is Outcome Quality, Environment Quality and Acceptable Cost / Affordable Price.

Based on the research results, it can be seen that consumer preferences have a higher priority, that is the existence of insurance, provided raincoat, applications that are easy to use, the travel time is short and ojek online obey traffic rules.

Keywords: Ojek Online; E-Servqual; P-Trasnqual; Conjoint; Preference