

## **ABSTRACT**

*The development of the existing technology in this day and age demands that we as a society in order to intelligently adapt, with many new ideas to emerge in this digital era, the community has made easy to perform daily activities. Nowadays the existence of transport services online are familiar with the title Uber become the choice of most people in Jakarta to enjoy the facilities created by technology applications via smartphones.*

*The purpose of this study was to determine the factors of quality of service that is forming a consumer satisfaction in using Uber transportation services in the city. This research is a quantitative study using data analysis techniques that factor analysis as well as using a sampling technique nonprobability sampling with sub sampling technique that is incidental sampling. Respondents were examined in this study of 100 people who are users of transportation services in the city Uber.*

*The results showed that there are five factors based on the initial quality of service in using Uber transportation services in the city, among others: physical appearance, ability, responsiveness, assurance, and empathy. The results showed also that in this study formed a new factor called factor of flexibility that can adapt to consumers Uber well as the most dominant factor that into customer satisfaction based on quality of service in using the services of transport Uber is empathy.*

**Keywords:** *Uber, service quality, sharing company*