

## **ABSTRACT**

*Bandung is one of the tourist city both from domestic and international, in line with the development of online transportation one of GO-JEK. The high intensity of competition and the needs of consumers so GO-JEK improve services on GO-RIDE services. The increase is done to provide convenience for consumers. In addition, the company also tries to maximize in maintaining consumer confidence, which will lead to loyalty.*

*The method used is descriptive verification research by using quantitative approach. Nonprobability sampling method with purposive sampling technique using Bernoulli formula with the number of respondents is 100.*

*Based on the results of descriptive analysis is known that the response of respondents to the convenience of service GO-JEK amounted to 81.56%, 84.88% confidence, and customer loyalty of 80.9%. Result of F test obtained value from F arithmetic is  $27,724 > F$  table 3,090, so it can be concluded that  $H_0$  is rejected and  $H_1$  accepted, meaning there is significant relation between comfort and trust to customer loyalty. Meanwhile, the T test results ( $0.05 > 0,000$ ) which means that  $H_0$  is rejected and  $H_1$  accepted, which means there is a significant influence between convenience and trust on customer loyalty. R square result that is equal to 0,364 or 36,4%, which means influence of comfort and trust variable have weak effect to customer loyalty variable.*

***Keywords: Comfortable, Trust and Consumer Loyalty***