ABSTRACT

The advancement of internet technology is increasingly rapidly pushing all the company's lines create new steps in doing business. Users of internet-based applications in their daily activities have changed the point of view in the business environment. No exception in the field of transportation. It is utilized by Go-Jek. Go-Jek implements technological advances in transportation with its initial product Go-Ride which is an ojek service through applications.

This study was conducted to determine the effect of relationship quality on customer preferences using Go-Ride Go-Jek service, where relationship quality produces responses from consumers of Go-Jek users desired. The purpose of this research is to know the magnitude of relationship quality influence (consisting of trust, commitment, communication quality, cultural similarity and balance interdependence) to cutomer preferences using Go-Ride Go-Jek service to Go-Jek customer in Bandung City.

This research uses quantitative method with descriptive research type. The sampling technique was done by random sampling technique, with the number of respondents 100 people using Go-Ride Go-Jek service. Data analysis techniques used are descriptive analysis, method of successive intervals (MSI), classical assumption test, multiple linear regression analysis, correlation analysis, and determination analysis.

Based on the results of hypothesis testing showed that relationship quality (consisting of trust, commitment, communication quality, cultural similarity and balance interdependence) have a positive and significant effect on customer preferences using Go-Ride Go-Jek service.

The conclusion of this study, relationship quality (consisting of trust, commitment, communication quality, cultural similarity and balance interdependence) significantly affects customer preferences.

Keywords: *Go-Ride, Gojek, Relationship Quality, Preferences*