

## ABSTRACT

The result of a survey conducted by the Indonesian Consumers Foundation (YLKI) on the existence of online-based public transport in April 2017, revealed the reasons for people choosing or using online transportation, that is because cheap (84,1%), fast (81,9%), comfortable (78,8%), and safe (61,4%).

The purpose of this research is to determine the factors of consumer behaviour on the rotation of conventional to online transportation and to find out the most dominant factors in costumer switching behaviour in the use of conventional to online transportation.

This research method is quantitative. The data collection technique is using questionnaires to consumers of online transportation users, as many as 394 respondents. The technique in this research uses non probability sampling with a type of purposive sampling research. This research uses descriptive analysis. The data analysis uses factor analysis, namely Confirmatory Factor Analysis (CFA) with IBM SPSS 25 statistical tools for windows.

The results showed that the confirmed factor has an influence on costumer switching behaviour in the use of conventional transportation services to online transportation, thus forming a new factor. The new factor that is formed is the quality of service, which has a loading factor value 0.785 and contribution percentage 52.8275%, the value of loading factor 0.822 and the contribution percentage 5.966%, service innovation value of loading factor 0.657 and contribution percentage 4.429%, product attribute value of loading factor 0.668 and the value of the contribution percentage 3.183%, and the variety seeking value of loading factor 0.725 and the contribution percentage 2.675%.

Based on the results of the research, it can be concluded that 5 new factors are formed in costumer switching behaviour in the use of conventional to online transportation. The five factors are service quality, price, service innovation, product attributes and variety seeking. Based on these five factors, the most dominant factor is service quality.

Keywords: Consumer Behaviour, Service Quality, Service Innovation.