ABSTRACT

More than 50% or around 171 million people have been connected to the internet, according to a 2018 report from the Indonesian Internet Service Providers Association (APJII). The increasing use of the internet makes many business opportunities that use the internet, one of which is the online transportation business. The online transportation business has also been growing rapidly, many business players provide many features, services, and benefits to consumers, but in reality not all benefits are needed by the community. Therefore it is important for a company to know the benefits that encourage consumers to use the GO-JEK application.

This research was conducted with the aim to find out the factors that encourage consumers to use the GO-JEK application in Bandung. The method used is descriptive research analysis with quantitative data types. The sampling method is nonprobability sampling (purposive sampling). Analysis of the data in this study used a factor analysis test. The sample of this research is 100 people who have used the GO-JEK application in Bandung. Data collection tools used were questionnaire, interview, and literature study. The dimensions measured are Availability, Accessibility, Information, Time, Comfort, Security, and Customer Service.

The result of the descriptive analysis is that the highest value of the dimension is owned by the Accessibility dimension, the lowest value of the dimension is owned by the Time dimension. The results of factor analysis are the most dominant in encouraging consumers to use the GO-JEK application is the Safety factor with a value of 0.789, and the lowest factor influencing in encouraging consumers to use the GO-JEK application is the Customer Service factor with a value of 0.586.

Keywords: Marketing Management, GO-JEK Application, Factor Analysis.