ABSTRACT

Gojek and Grab are online transportation tools that are quite popular and dominate among the people in Indonesian. Not only used for transportation, Gojek and Grab also provide several features of the services. Gojek and Grab are companies which engaged in the same field. So no wonder if both of them compete tightly. Therefore, to create an optimal strategy between the two, consumer perceptions and preferences are very important.

In analyzing the competiton the writer uses game theory where game theory is a mathematical model used in situations of conflict or competition between various opposing interests as competitors.

This research uses quantitive methods with the type of descriptive research. The sampling technique in this study is purposive sampling which is part of non-probability. The respondent of this study are students who use Gojek and Grab online transportation services in Bandung. This research uses descriptive data analysis technique.

The results of this study are based on preliminary questionnaires distributed to 100 respondents showing that the attributes that are important for consumers in choosing online transportation are tariff, security, practical, and promotion. From the results of the calculation of the data calculated by using game theory shows that the game data between Gojek and Grab to find the value of the net equilibrium using the dominant strategy produces a promotion strategy is the optimal strategy.

From the results of this study, the best optimal strategy taken by the two Go-Ride online transportation services on Gojek and Grab Bike on Grab is to improve the promotion strategy on each transportation service. With this equilibrium value, Gojek was asked to carry out a promotion strategy so that the Gojek got a competitive value of 8.Meanwhile Grab with its Promotional strategy can hold the Gojek competition by only 8 (percent) from the worst possible odds of 84%.

***Keywords**: Competition strategy, Online Gojek and Grab transportation services, Game theory.*