

ABSTRACT

The number of players in the online transportation industry, it appears that users are increasingly faced with various services or so-called diverse attributes of each online transportation itself. The variety of attributes provided by all online transportation makes the public or users more selective in choosing. Users have many things to consider in choosing online transportation, the inherent attributes become a consideration for users to like or dislike and accept or not accept. Therefore, the competition requires companies to be able to know and understand the needs or user preferences.

This study aims to determine user preferences in choosing online transportation. The research method used is a quantitative method and data collection with questionnaire. The number of samples in this study was 405 people using a non-probability sampling method. The questionnaire items were 27 statements and the measuring instrument used was a Likert scale. The analysis technique in this study is conjoint analysis. The results of this study indicate that the highest utility value is at the cost level with a utility value is 0.440, the attribute that has the highest importance value is the cheap cost with an importance value is 23.083. And user like online transportation with reliable, cost with special promo price, speed able to anticipate traffic jams, security available accident insurance, trust with the identity of the driver according to the application, convenience available masks, professional driver services, location pools with security distribution service channels.

Keywords: *Attribute, Conjoint Analysis, Online Transportation*