

ABSTRACT

With the use of transportation, people can go large distances in their everyday tasks swiftly and effortlessly without exerting a lot of energy. Thus, online transportation was beginning to get public recognition in 2015 as the digitization era grew. Online transportation is a shuttle service that conducts transactions through an app.

Gojek has become abecome a community necessity to assist with daily activities, even though more and more competitors have emerged in the online transportation industry, such as Grab, Maxim, indriver. With several competitors in the online transportation industry, online transportation users will easily carry out Brand Switching Behavior to other brands. Therefore, the purpose of this study is to determine the effect of e-service quality, e-trust, and price on brand switching behavior in Goride service users in the Gojek application.

The method used in this study is a quantitative research method with a descriptive research type. The population used in this research is Goride online transportation users in Jabodetabek with a total sample of 385 respondents. The sampling used in this study is purposive sampling.

Based on the results of the study using descriptive analysis with the help of SPSS for Windows software, it shows that e-service quality, e-trust, and price have a significant effect simultaneously and partially on brand switching behavior among Goride users.

Keywords: *E-Service Quality, E-Trust, Price, Brand Switching Behavior*