SUMMARY

DHIMAS WIRA LESMANA. Analysis of Factors Affecting the Decision of Using GO-RIDE Services at PT. GO-JEK Indonesia. Supervised by DADANG SUKANDAR and KIRBRANDOKO.

The development of communication and information technology is increasingly rapid, will encourage creating something more efficient, easy and bring benefits, both for users and their own creators. Indeed the development of information technology aims to provide convenience for its users for several issues that continue to be received in daily life. PT. Gojek Indonesia or Go-jejk, which was founded in 2011, is one of the companies that is engaged in saying that it provides mobile phone-based online transportation services that can be enjoyed by the general public through an application called Go-jek. The existence of alternative public transport service innovations is known as the real-time ride sharing system. As one of the services provided by Go-ride, it provides convenience for the community in determining the use of transportation services to support their activities.

This study aims to analyze the factors that influence the use of Go-ride services and analyze the process of use decisions that are done by Go-ride consumers. Predictive factor variables are price, promotion, service quality, word of mouth, brand image, and purchasing decision. This research was conducted on 130 respondents who were selected by purposive sampling with the criteria of the respondents being GO-RIDE users who had made transactions at least three times in the past week and were active in Jakarta. Data is collected by filling out questionnaires distributed online. Data were analyzed using the Path Analysis method which was supported by SPSS statistical software.

From the results of the data that have been processed, it can be concluded that the results of this study are oral marketing (word of mouth), price, perceived service quality and Brand affect the decision to use or purchase.

Keywords: brand image, Go-jek, Go-ride, price, promotion, purchase decision, service quality, SPSS, word of mouth.