UNIVERSITAS ANDALAS

ANALYSIS OF FACTORS THAT AFFECT CUSTOMER'S DECISION IN USING ONLINE TRANSPORTATION

THESIS
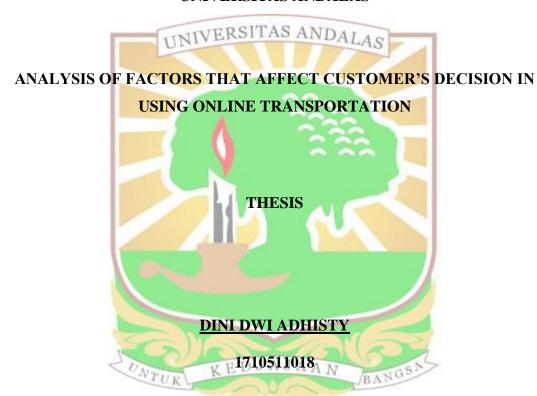
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ABSTRACT

This research aims to analyze the factors that affect customer's decision in using online transportation services focusing on the factors which hypothesized by researcher namely price, services quality, promotion and accessibility. This research using quantitative methods by collecting respondents through Google Form and distributed on social media, the respondent's criteria for this research is a person who are experienced in using online transportation especially in shuttle services by motorcycle and car. For the population, the researcher has set the scope for customer of online transportation in North Sumatera Province and the data was collected in a month. After collecting the data from respondents, the data was analyzed using SmartPLS 3.3.3. The results of this study state that the price and accessibility variables have a positive and significant effect, while the promotion and service quality variables have a positive but not significant effect.

Keywords   : *Online Transportation, Customer's Decision, Factors*

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