

ABSTRACT

The motivation of someone who is different in using the internet because of inequality for Internet users. There are several motivational factors that explain the differences in each individual's motivation in using the Internet that is Information, Career, Personal Development, Shopping, Entertainment, Relaxation, Relationship Maintenance and Social Interaction. Online taxi application as one of the applications that are being used in Indonesia, it is worth to see how the user motivation of online taxi applications in using the application.

The purpose of this study to determine the factors that are confirmed from motivation factors in users in the region of Bandung and to determine the motivation factor that has the highest contribution value of the user online taxi applications in the area of Bandung.

This study uses quantitative method. Data collection techniques uses questionnaires distributed to student users of E-commerce applications, as many as 100 respondents. type of this research is Descriptive analytics. Questionnaire in validity and reliability test. Data analysis using confirmatory factor analysis with the help of SPSS 23 software for window.

The results of data processing confirmatory factor analysis, there are 7 factors that are confirmed are: Relaxation, Information & career, Personal Development, Social Interaction, Entertainment, Relationship Maintenance & Social Interaction, Shopping. Factors that have the highest contribution value to users of online taxi applications in the region of Bandung is a relaxation with a percentage of the contribution value of 15.635%.

Based on the results of the research, it is advisable for online taxi app companies to give users more apps of information and choice of feature services to compare available products or services and pricing information from online taxi applications. The next researcher needs to develop similar research using different method suppose by correlation test, regression, and others , because the result of factor confirmatory analysis of this research can be used as variable x for further research.

Keywords : Motivation, Internet, Online Taxi Application