

ABSTRACT

Online transportation (ride sharing) is a growing phenomenon in the past 5 years. Commonly in Indonesia known as the "online taxi", its emergence is believed to replace public transportation to compete in the public transportation industry. Competition also happens to ride sharing transportation companies like Gojek with Gocar feature. Grab with GrabCar feature, and Uber with its UberX feature. In this research want to know what the factors are affecting downstream users in using ride sharing transportation as their choice. In addition, ease of access in mobile applications for downstream users allows them to move products easily. Therefore in this study has a goal to see the characteristics and factors that affect the downstream user in choosing an alternative ride sharing transportation. In addition, this research also to understand how the segments that are targeted each ride sharing company.

In this research used several variables that serve as a measuring tool of research that is enjoyment, sustainability, social benefit, economy benefit, reputation, and economy benefit, and service experience.

Data collection method is done through questionnaires with cluster sampling technique by dividing the respondents based on the district area. Respondents are active users of online transportation (ride sharing) in Bandung. From the distributed questionnaires, 424 questionnaires were obtained which can be processed in this research with SPSS data processing tools version 24 and XLSTAT.

Based on the results of research, there are 3 characteristics of downstream users in using online transportation (ride sharing) that is loyal, hybrid2, and hybrid3. That we have 6 factors that are enjoyment, sustainability, social benefit, economy benefit, reputation, and economy benefit.

In the research, also conducted segmentation identification by the ride sharing company by using segmentation variables that are demography, psychography, and lifestyle. Grabcar's segmentation targeted the lower middle group, Gocar targeting the upper middle economic group, and UberX targeting the upper economic group.

With a well-known segment of online transport companies (ride sharing) then for Gocar and GrabCar can use multisegment segmentation strategy with business strategy to penetrate the market. As for UberX need to implement a focus segmentation strategy to strengthen the positioning so as not to lose compete in the online transportation industry.

Key Word: *Ride Sharing; Online Transportation; Factor Analysis; Cluster Analysis; Segmentation*