

ABSTRACT

Technological developments in Indonesia are very fast and lead to the creation of new jobs based online where one of them is online transportation. Online transportation in Indonesia is controlled by two companies, namely Grab and Gojek. This research is motivated by problems related to service quality and increases in government-controlled online transportation prices which can disrupt most online transportation consumers in Bandung, where the majority are students and office workers. Based on the results of interviews with several GrabCar service users researchers found several problems related to service quality.

This study aims to find out how much consumer responses to service quality, prices and purchase decisions of GrabCar in the city of Bandung. The method used in this research is quantitative and descriptive, by collecting data using questionnaires to respondents who in this study were users of GrabCar services in Bandung.

Based on the results of this study we can know that service quality variables have a positive response of 79.9% and a price variable of 83.2% where both are included in the high category. Service quality has an influence of 15.5% and the price of 41.2% with a total of 56.8% and the remaining 44.2% is influenced by other variables not examined.

Keywords: Service Quality, Price, Purchase Decision.