

ABSTRACT

The increase in the number of motor vehicles that are not comparable with the growth of the road is one of the factors in the occurrence of congestion in the capital Jakarta. Currently existence of shuttle services by motorcycle or who are familiar with the term of ojek became the choice most of the citizens of Jakarta. Recently ojek has been transformed become a professional ojek that called Go-Jek.

The purpose of this study was to determine what are the factors are being framer a consumer preference in using Go-Jek in Jakarta city. The research method is quantitative using factor analysis as well as using a sampling technique non probability sampling with sub sampling technique incidental sampling. Respondents in this study amounted to 100 people users Go-jek in Jakarta city.

The results showed that there are six the initial factor which became consumer preference Go-Jek, among other: practicality, tarif, speed, security, trust, comfort. The results showed also that in this study formed one new factor called factor of competitive advantage Go-Jek as well as the most dominant is the comfort factor.

Keyword: *Go-Jek, consumer preference, factor analysis, sharing economy*