

ABSTRACT

Being a tourist destination, the city of Bandung is bring in revenue, but in additon it also raises problems, namely congestion. Increased motor vehicles of the tourist on the roads can obviously add to the congestion, this is because the number of vehicles owned by residents of Bandung was already very much that the precentage of 94% of vichicles there is a private vehicles. It is caused by a lack of interest in the city of Bandung to use public transportation less well managed. With many existing private vehicles and a lack of public interest in public transport, Uber mobile applications company that offers transportation services are present in the city of Bandung with the concept of sharing business economy. This mobile application can be a meeting place owners of vehicles that are partners Uber with the Uber pessengers that can be downloaded on smartphone and can be accessed with an internet connection.

The purpose of this study was to determine the factors what are some of forming consumer preference in using Uber services in the city of Bandung. This research is a quantitative study using data analysis techniques that factor analysis, as well as using a sampling technique that nonprobability sampling with sub sampling techniques that incidental sampling. Respondents were examined in this study of 100 people who are users Uber services in the city of Bandung.

The results showed that there are five factors early into consumer preferences in using Uber services in the city of Bandung, among others: tariffs, practically, trust, comfort, and safety. The result showed also that in this study formed a new factor called factor Uber competitive advantage as well as the most dominant factor that into consumer preferences in using the services Uber namely comfort factor.

Keyword: *Uber, consumer preferences, factor analysis, sharing economy*