ABSTRACT

MyBluebird is a Bluebird taxi application that has been known as one of the best offline taxi for the people of Indonesia. The purpose of this study was to find out the positioning of MyBluebird between it's competitors. The method used in this study is a multidimensional scaling that will produce a perceptual map. The attributes used are price, security, car specifications, interaction quality, brand, promotion, waiting time, application to ease of use, Reputation of Brand Application, convenience, information of driver location, availibility of driver to picking up passengers, driver reviews, fleet used by driver. The research population used in this study was users of trasnportation online car. The study sample was 180 people. For sampling techniques using purposive sampling (non-probability sampling). After processing data using multidimensional scaling, MyBluebird has the closest competitor that is AA Klik and MyBluebird is superior to the attributes used. In this study, the result of the most superior MyBluebird in this region needs to be improved by determining MyBluebird on Gojek which is the most superior brand of all brands used. Improvement of MyBluebird's position is based on attributes that are weaknesses in MyBluebird, but those attributes that will support the achievement of the goals that MyBluebird wants to achieve are to get customer satisfaction with the facilities provided.

Keyword: Positioning, Car Online Transportation, Perceptual Mapping and Multidimensional Scaling.