

ABSTRAK

Perkembangan teknologi digital telah mengubah berbagai aspek kehidupan, salah satunya transportasi online yang berkembang pesat. Transportasi online menjadi alternatif bagi masyarakat kota dalam memenuhi kebutuhan mobilitas sehari-hari, termasuk mahasiswa. Penelitian ini bertujuan untuk mengetahui dan menganalisis persepsi mahasiswa Universitas Widyatama terhadap faktor-faktor pemilihan transportasi online sebagai moda transportasi, yang meliputi aspek harga, kenyamanan, kemudahan, dan kepuasan pengguna. Metode yang digunakan adalah penelitian kuantitatif deskriptif dengan penyebaran kuesioner kepada 267 responden. Data yang diperoleh dianalisis menggunakan analisis deskriptif dan tabulasi silang. Hasil penelitian menunjukkan bahwa tingkat kepuasan mahasiswa terhadap transportasi online tergolong tinggi dengan nilai TCR sebesar 82,6%, yang dikategorikan sangat puas. Aspek kemudahan mendapatkan skor tertinggi dengan TCR sebesar 87,8%, diikuti oleh kepuasan pengguna sebesar 83,4%, kenyamanan sebesar 80,7%, dan harga sebesar 77,7%. Hasil tabulasi silang juga memperlihatkan adanya variasi kepuasan berdasarkan jenis kelamin, angkatan, waktu tempuh, jarak tempuh, dan jenis transportasi yang digunakan.

Kata kunci: Harga, kenyamanan, kemudahan, kepuasan, mahasiswa, Universitas Widyatama

ABSTRACT

The development of digital technology has changed various aspects of life, one of which is the rapid growth of online transportation. Online transportation has become an alternative for urban communities to meet their daily mobility needs, including students. This study aims to identify and analyze the perceptions of Widyatama University students regarding the factors influencing their choice of online transportation as a mode of transportation, including aspects such as price, comfort, convenience, and user satisfaction. The method used was a descriptive quantitative study involving the distribution of questionnaires to 267 respondents. The data obtained were analyzed using descriptive analysis and cross-tabulation. The results of the study indicate that students' satisfaction with online transportation is relatively high, with a TCR value of 82.6%, categorized as very satisfied. The convenience aspect scored the highest with a TCR of 87.8%, followed by user satisfaction at 83.4%, comfort at 80.7%, and price at 77.7%. The cross-tabulation results also showed variations in satisfaction based on gender, cohort, travel time, travel distance, and type of transportation used.

Keywords: *Price, comfort, convenience, satisfaction, students, Widyatama University*