

ABSTRACT

AN ANALYSIS OF THE FACTORS AFFECTING THE DEMAND FOR ONLINE OJEK SERVICES (Survey on Students of Siliwangi University)

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This study aims to find out and analyze the factors of price, promotion, and vehicle ownership toward demand of online ojek services. The research survey was conducted on the undergraduate student at Siliwangi University in academic 2021-2022 with 14.150 students as population and 100 students as the sample. The research method was used by the researchers is multiple linear regression analysis, and data collection was obtained through observation, questionnaires, and literature study. The result of this study shows that partially price and promotion have a positive and significant effect on the demand for ojek online services, while vehicle ownership has a negative and significant effect on the demand for online ojek services. As for, the price, promotion, and vehicle ownership factors have a significant effect on the demand for online ojek services.

Keywords: price, promotion, the demand of online ojek services, and vehicle ownership.