

ANALYSIS OF TWO-WHEELED ONLINE TRANSPORTATION USAGE IN BANDAR LAMPUNG (Case Study: Maxim, GoJek, and inDrive)

Imam Buchori¹, Fery Hendi Jaya²

^{1,2}Universitas Sang Bumi Ruwa Jurai

E-mail: Imam.buchory9699@gmail.com¹, feryhjaya@gmail.com²

Received: 24/06/2026 | Revised: 05/07/2026 | Accepted: 27/07/2026 | Published: 13/08/2026

Abstract

Advancements in information and communication technology have driven the transformation of transportation systems toward app-based (online) services. The emergence of online two-wheeled transportation has provided urban residents with mobility alternatives that are easier, faster, more economical, and more flexible. In Bandar Lampung City, competition among online transportation providers—such as Gojek, Maxim, and InDrive—has intensified, necessitating an evaluation of user preferences and the quality of services provided. This study aims to analyze the usage of online two-wheeled transportation in Bandar Lampung City and compare user perceptions regarding the service performance of each application based on aspects such as cost-effectiveness, accessibility, comfort, safety, facilities, satisfaction, and supporting infrastructure. The study is grounded in Law Number 22 of 2009 concerning Traffic and Road Transportation and Ministry of Transportation Regulation Number 12 of 2019 concerning Safety Protection for Motorcycle Users in Public Transportation Services. A descriptive research method with a quantitative approach was employed, using questionnaires distributed to users of online two-wheeled transportation in Bandar Lampung City. The data were analyzed using descriptive statistics to outline respondent characteristics and preference levels for each service provider. The results indicate that 62% of respondents use Gojek, 15% use Maxim, 5% use InDrive, and 18% use other online transportation applications. Gojek's high usage rate is attributed to respondents' favorable assessments regarding cost-effectiveness, accessibility, and travel time; riding comfort and safety; facilities and user satisfaction; perceptions of supporting infrastructure; and perceptions regarding the service provider's sustainability. The findings reveal that service quality, ease of access, and user trust are the primary factors influencing public choice regarding online two-wheeled transportation services in Bandar Lampung City. These results are expected to provide valuable insights for local government and service providers to enhance the quality of online transportation services, ensuring they are safe, comfortable, efficient, and sustainable.

Keywords: *online transportation, two-wheeled vehicles, service quality, user preferences, Bandar Lampung*

INTRODUCTION

Advances in information and communication technology have brought significant changes to Indonesia's urban transportation system. Digital transformation has driven the emergence of app-based transportation services (*online transportation*), which facilitate fast, practical, and efficient mobility. The presence of online transportation is part of the implementation of *smart mobility*, supporting improvements in the quality of urban transportation services through the use of digital technology. Based on Law Number 22 of 2009 concerning Traffic and Road Transportation, the implementation of transportation aims to realize traffic and road transportation services that are safe, secure, orderly, smooth, comfortable, and sustainable. In addition, Regulation of the Minister of Transportation Number 12 of 2019 concerning the protection of the safety of motorcycle users used for the benefit of the community provides a legal basis for the implementation of application-based transportation services, especially for two-wheeled vehicles. In recent years, Bandar Lampung has seen a surge in the use of *online transportation*, driven by its growing population, economic activity, and mobility needs. Services like **Gojek**, **Maxim**, and **InDrive** have become popular options for the public, offering ease of ordering, competitive rates, easy payment options, and relatively short waiting times. Competition among service providers has driven each company to improve service quality through technological innovation, promotional systems, and driver enhancements.

On the other hand, the increasing use of *online transportation* also presents various challenges, including increased vehicle traffic in urban areas, competition between service providers, driving safety, user data protection, and the need to improve service quality that focuses on public satisfaction. Therefore, an evaluation of user perceptions regarding the quality of service provided by each *online transportation provider is necessary*. *online transportation* are influenced by several factors, including travel fares, ease of app access, travel time, comfort, safety, driver service quality, supporting facilities, and user satisfaction. However, to date, there has been limited research specifically comparing the usage rates and public perceptions of **Gojek**, **Maxim**, and **InDrive services** in Bandar Lampung City. Based on these conditions, this study was conducted to analyze the characteristics of the use of *online two-wheeled transportation* in Bandar Lampung City and compare user perceptions of the quality of services provided by Gojek, Maxim, and InDrive based on aspects of economy, accessibility, travel time, comfort, safety, facilities, user satisfaction, and support for facilities and infrastructure. The results of the study are expected to provide input for local governments, online transportation service providers, and stakeholders in improving the quality of safe, comfortable, efficient, and sustainable transportation services.

LITERATURE REVIEW

Transportation online applications, especially those based on movement of people and goods (origin objectives), has become a popular and much-loved alternative in fulfil need mobility public urban areas. In this context, Bandar Lampung as one of the city which is developing in Indonesia is also experiencing change significant in pattern use transportation. In this research, the aim is For give understanding deep about preference use two-wheeled online transportation in Bandar Lampung, with focus on three application main, namely *GoJek*, *Maxim* and *inDrive*. In literature related, many study has done For understand phenomenon online transportation in various city large worldwide. Research by (Susan Shaheen, 2019) highlight importance analysis behavior users in apply policy effective transportation. They emphasize that characteristics travel, such as distance travel time travel, and patterns usage, is elements important things that need to be done taken into account in designing relevant policies. In addition, the study by Lee et al. (2020) show that preference users to application transportation *on line* can influenced by factors like price, availability, and quality service. This analysis becomes base for this research is for limit factors and identify its influence to use *GoJek*, *Maxim* and *inDrive* in Bandar Lampung.

In context economy local, research by Zhenpeng Su et al. (2019) highlighted role transportation *on line* in create field Work new and improved contribution to economy local. This finding encourages this research is for involving dimensions economy, with objective For evaluate impact growth industry transportation *on line* to sector economy in Bandar Lampung. Security and privacy users become aspect important in utilization technology transportation *online*. According to research by Wang et al. (2018), level trust users to application online-based is greatly influenced by factors security. Therefore that, this research will dig How far are *GoJek*, *Maxim* and *inDrive*? guard user data security, as well as the impact to level involvement public. Transportation *on line* based mobility according to (Fery HJ, sistran 2023) is the tendency of individuals or groups of people to move from one place to another, both people and goods. Effective and efficient urban transportation service performance The larger a city, the greater its population. The greater the population, the greater the types and kinds of needs. Not only basic needs (food, clothing, and shelter), but also include various non-basic but very important needs, such as services, education, health, trade, transportation, electricity, clean water, information, and social security. One of the main functions of large cities is transportation services. Urban transportation is the main supporting sector for urban population mobility and freight transportation, which is an important element in the implementation of economic activities and urban development, which tends to increase. Residents need transportation services to go to the office, to the market, to the shop, to the bank, to school, to the hospital, and so on. Freight transportation is carried out to and from factories/industry, terminals, seaports, airports, offices, markets, homes, and others. Urban transportation services are implemented to serve various economic, social, government administration, and political activities, so that efforts are made to be carried out effectively and efficiently.

METHOD

Methods used in this survey is method with method descriptive Descriptive analysis means survey that focuses on existing problems at the time Now, regarding the existing conditions of users and providers of *online motorcycle taxi public transportation*. Both through interview surveys and questionnaire distribution or Google forms, while analysis means the data collected and compiled, then analyzed with using principles preference theory. Research Location conducted in Bandar Lampung City, Lampung Province. Method the sampling used is Random Sampling. This technique is based on respondents found in the field. Retrieval sample in study This use method

Slovin. For sampling from a number of populations and the alpha (α) value used is 10%. Thus the calculation that obtained that is:

$$n = \frac{N}{1 + N \cdot e^2} = \frac{1096936}{1 + 1096936 \cdot 0,10^2} = 99,99 \sim 100 \text{ responden}$$

technique collection data Which used is with method : Literature study is a way to obtain data by means of read literature related to the problem being researched so as to obtain a reference that can be used for the benefit of research , methods documentation, is technique collection data Which related with take data Which related with problem Which currently researched from the results of publications from institutions, government agencies and organizations Others , observation, is a data collection technique that has certain characteristics more specific, unlimited in people, but also objects natural Which other.

Technique collection data This more master's For know condition object research that more complex , Interview, is technique collection data with method give question to respondents For get data Which needed Good in a way structured or No structured. Tool collection data Which used in study This is questionnaire. Questionnaires are a data collection technique that is carried out by means of provide a set of questions or written questionnaire to respondents For he answered (Sugiyono, 2014).

Based on source data Which used in study This, classified to in two source, that is: Data Primary, that is data Which sourced in a way direct from source data research. is intended to be used for know factors What just Which influence users fashion transportation *Online GoJek , Maxim* and four-wheeled *InDrive* . Data This was obtained from the results of distributing questionnaires (*Google Form*) and direct interviews with people in Bandar Lampung City who are always (routine) and passive in movement , in this research. Data secondary, namely data which is obtained from source indirectly both through the user and the provider . Data used as literature Which explain existence amount resident, route, road sections, census, location, area and other data obtained from trusted sources and *up to date* (latest) such as social media, *WhatsApp , Instagram , TikTok*, media mass And electronic.

RESULTS AND DISCUSSION

Data from the results of the questionnaire survey discussion in field which was conducted randomly, both to the related respondents amounting to 100 respondents (using the *Slovin population formula*). Can be seen below:

$$n = \frac{N}{1 + N \cdot e^2} = \frac{707966}{1 + 707966 \cdot (0,1)^2} = 99,99$$

n = 100 respondents

Model testing using binary logit model regression method which is a technique for analyzing the relationship between variables dependent with variables independent For get model equality regression with variables dependent various . Has the following results:

Estimation Results Table

Variables	Regression equation		$Y'' = b_0 + b_1 X1 + b_2 X2 + b_3 X3 + b_4 X4 + b_5 X5 + b_6 X6 + e$					
	Gojek		Maxim		InDrive		R ²	F-stat
	Coefficient	p-value	Coefficient	p-value	Coefficient	p-value		
Constant	0.381	0.426	0.862	0.129	0.811	0.092	0.830 (Gojek) 0.756 (Maxim) 0.816 (Indrive)	0.001
X1	0.361	0.006	0.206	0.173	0.586	0.000		
X2	0.332	0.006	0.323	0.022	0.315	0.008		
X3	0.130	0.234	0.093	0.469	-0.075	0.491		
X4	-0.093	0.511	0.310	0.066	0.235	0.098		
X5	0.213	0.226	-0.81	0.696	-0.190	0.278		

Source : Analysis of Imam Buchori's Research Data , 2026

F test

Based on the test results based on the estimation results, the *probability value* is 0.001 with the error rate used being 0.05. From the estimation results obtained, it shows that the resulting *probability value* is $0.001 < 0.05$, so the decision is that H_0 is rejected and H_a is accepted, so it can be concluded that X1 (Economic, Accessibility & Travel time), X2 (Comfort and driving safety), X3 (Facilities and driving satisfaction), X4 (Perspective (Infrastructure) on driving performance and mobility), X5 (User perspective for sustainable providers) on Y (Use of two-wheeled *online* transportation applications in Bandar Lampung)

T-test

1 t-statistic test for Economics, Accessibility & Travel time (X1),

Based on the results of the Economic estimate, Accessibility & time Travel (X1) for Gojek, has a *probability value* $> \alpha$, namely $0.006 < 0.05$. The decision is H_0 is rejected and H_a is accepted, which means there is a significant relationship between Economic, Accessibility & time Travel (X1), with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Maxim, has a *probability value* $> \alpha$, namely $0.173 > 0.05$. The decision is H_0 is accepted and H_a is rejected, which means there is no significant relationship between Economic, Accessibility & time Travel (X1), with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). InDrive, has a *probability value* $> \alpha$, namely $0.000 < 0.05$. The decision is H_0 is rejected and H_a is accepted, which means there is a significant relationship between Economic, Accessibility & time Travel (X1), with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y).

2 T-statistic test for driving comfort and safety (X2)

Based on the estimation results for Gojek, it can be seen that the *probability value* $< \alpha$ is $0.006 < 0.05$. The decision is that H_0 is rejected and H_a is accepted, which means there is a significant relationship between comfort and safety . driving (X2) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Based on the estimation results for Maxim, it can be seen that the *probability value* $< \alpha$ is $0.022 < 0.05$. The decision is that H_0 is rejected and H_a is accepted, which means there is a significant relationship between comfort and safety . driving (X2) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Based on the estimation results for InDrive, it can be seen that the *probability value* $< \alpha$ is $0.022 < 0.05$. The decision is that H_0 is rejected and H_a is accepted, which means there is a significant relationship between comfort and safety . driving (X2) with the use of *online* two-wheeled transportation applications in Bandar Lampung (Y).

3 T-statistic test for the variables of Facilities and Driving Satisfaction (X3)

Based on the estimation results for Gojek, the *probability value* $> \alpha$ is $0.234 > 0.05$. The decision H_0 is accepted and H_a is rejected, which means there is no significant relationship between Facilities and Driving Satisfaction (X3) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Based on the estimation results for Maxim, the *probability value* $> \alpha$ is $0.469 > 0.05$. The decision H_0 is accepted and H_a is rejected, which means there is no significant relationship between Facilities and Driving Satisfaction (X3) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Based on the estimation results for InDrive, the *probability value* $> \alpha$ is $0.491 > 0.05$. The decision H_0 is accepted and H_a is rejected, which means there is no significant relationship between Facilities and Driving Satisfaction (X3) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y).

4 T-statistic test for the Perspective variable (Sarpras) on driving performance and mobility (X4),

Based on the estimation results for Gojek, the *probability value* $> \alpha$ is $0.511 > 0.05$. The decision H_0 is accepted and H_a is rejected, which means there is no significant relationship between Perspective (Infrastructure) on Performance and driving mobility (X4) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Based on the estimation results, it is seen that for Maxim, the *probability value* $> \alpha$ is $0.066 > 0.05$. The decision H_0 is accepted and H_a is rejected, which means there is no significant relationship between Perspective (Infrastructure) on Performance and driving mobility (X4) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y). Based on the estimation results, it is seen that for InDrive, the *probability value* $> \alpha$ is $0.066 > 0.05$. The decision H_0 is accepted and H_a is rejected, which means there is no significant relationship between Perspective (Infrastructure) on Performance and driving mobility (X4) with the Use of Two-Wheeled *Online Transportation Applications in Bandar Lampung* (Y).

5 T-statistic test for the variable User Perspective for Sustainable Providers (X5)

Based on the estimation results for Gojek, the *probability value* $> \alpha$ is $0.226 > 0.05$. The decision is that H_0 is accepted and H_a is rejected, which means there is no significant relationship between Perspective Users For providers Sustainable (X5) with the Use of Two-Wheeled *Online Transportation Applications in Bandar*

Lampung (Y). Based on the estimation results for Maxim, the *probability value is* $> \alpha$, namely $0.696 > 0.05$. The decision is that H_0 is accepted and H_a is rejected, which means that there is no significant relationship between Perspective Users For providers Sustainable (X5) with the Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung (Y). Based on the estimation results for InDrive, the *probability value is* $> \alpha$, namely $0.278 > 0.05$. The decision is H_0 is accepted and H_a is rejected, which means there is no significant relationship between the Perspective Users For providers Sustainable (X5) with the Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung (Y)

R² test)

The results of data processing for Gojek show that the coefficient of determination value obtained from the estimation results is 0.830. This means that the variable X1 (Economic, Accessibility & time Travel), X2 (Comfort and Safety driving), X3 (Facilities and Satisfaction driving), X4 (Perspective (Infrastructure) on driving performance and mobility), X5 (Perspective Users For providers Sustainable) is able to contribute to influencing Y (Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung) by 83%, while the remaining 17% is influenced by other variables outside this research model.

The results of data processing for Maxim show that the coefficient of determination value obtained from the estimation results is 0.756. This means that the variable X1 (Economic, Accessibility & time Travel), X2 (Comfort and Safety driving), X3 (Facilities and Satisfaction driving), X4 (Perspective (Infrastructure) on driving performance and mobility), X5 (Perspective Users For providers Sustainable) is able to contribute to influencing Y (Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung) by 76%, while the remaining 24% is influenced by other variables outside this research model.

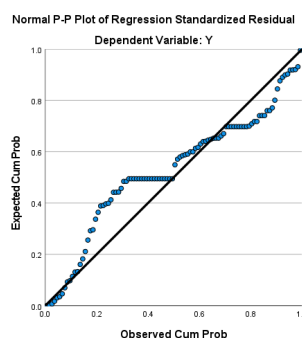
The results of data processing for InDrive show that the coefficient of determination value obtained from the estimation results is 0.816. This means that the variable X1 (Economic, Accessibility & time Travel), X2 (Comfort and Safety driving), X3 (Facilities and Satisfaction driving), X4 (Perspective (Infrastructure) on driving performance and mobility), X5 (Perspective Users For providers Sustainable) is able to contribute to influencing Y (Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung) by 82%, while the remaining 18% is influenced by other variables outside this research model.

Classical Assumption Test

Normality Test

Basis for Decision Making for Probability Plot Normality Test According to Imam Ghozali (2011: 161) a regression model is said to be normally distributed if the plotting data (points) that describe the actual data follow a diagonal line.

The data in the image above shows that the points are connected along a diagonal line, so it can be concluded that the data is normally distributed. So the data can be used.



Source : Analysis of Imam Buchori's Research Data , 2026

Multicollinearity Test

Table 4.1 1 Multicollinearity Test Table

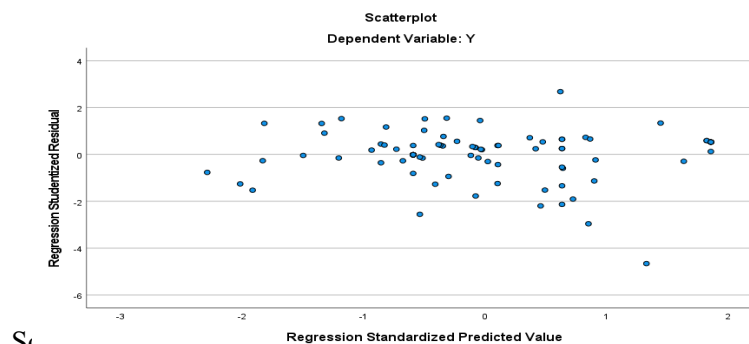
Variables	Tolerance	VIF
X1	0.354 > 0.100	2.825 < 10.0
X2	0.146 > 0.100	6,828 < 10.0
X3	0.147 > 0.100	6.813 < 10.0
X4	0.103 > 0.100	9,699 < 10.0
X5	0.219 > 0.100	4.562 < 10.0
X6	0.167 > 0.100	5.975 < 10.0

Source : Analysis of *Imam Buchori's Research Data* , 2026

The Basis for Decision Making for Multicollinearity Testing of Tolerance and VIF According to Imam Ghazali (2011: 107-108) There are no symptoms of multicollinearity if the Tolerance value is > 0.100 and the VIF value is < 10.0. It can be seen from the table above that all independent variables pass the threshold of the tolerance value and have a VIF value that is less than 10.0.

Heteroscedasticity Test

Basis for Decision Making for Heteroscedasticity Testing of Scatterplots According to Imam Ghazali (2011: 139) Heteroscedasticity does not occur if there is no clear pattern (wavy, widening then narrowing) in the scatterplot image, and the points are spread above and below the number 0 on the Y axis. It can be seen in the image below that the points are spread out above



and below the number 0 on the Y axis so it can be concluded that the data is free from heteroscedasticity and can continue the test.

CONCLUSION

Based on the analysis of the calculation data of the characteristics of the mobility users of online transportation modes, namely: **Age Group** of 40% is under 25 years old, 29% is the age group of 36-45 years, 9% is 26-35 years old and 22% is over 46 years old. Respondents' **gender** is 52% male and 48% female. **The origin of the respondents' destination** is 36% from the district/city of Bandar Lampung, 20% others, 29% sub-districts in Bandar Lampung, 13% from outside Lampung Province and only 2% from sub-districts in Bandar Lampung. **Respondents' education** is 48% bachelor's degree or above, 11% is Diploma or equivalent, 40% is Senior High School or equivalent, and Junior High School or equivalent. **Respondents' occupations** are 29% students, 32% are civil servants/military/police, 16% are others not listed in the question, and 12% are private employees and 11% are self-employed. Respondents' **income/salary** is 30% (below Rp.1,000,000), 8% (Rp.2,000,000 – 3,000,000), 30% (Rp.3,000,000-5,000,000), 18% (greater than 5,000,000) and 10% (1,000,000-2,000,000). Respondents' **travel purposes** are 24% for school/college, 37% for work, 22% for others, 5% for shopping and 12% for traveling. **Frequency of Visits** Respondents were 44% who traveled very rarely, 23% once a week, 3% once a day, 18% went back and forth, and 44% very rarely. Based on the Regression Test for Variables where Y = Use of Two-Wheeled Online Transportation Applications in Bandar Lampung as the Dependent Variable and Independent Variables X1,X2,X3.....X5 (Economic, Accessibility & Travel time, Comfort and Safety of driving, Facilities and Satisfaction of driving, Perspective (Sarpras) on Performance and mobility of driving, User Perspective for

Sustainable providers), after being tested with a regression model , it was declared to have passed the classical assumption test, the results showed that for Gojek only X1 (Economical , Accessibility & Travel time) and X2 (Comfort and driving safety) which have a positive and significant influence on Y (Use of Two-Wheeled Online Transportation Applications in Bandar Lampung), while for maxim only X2 (Comfort and driving safety) which have a positive and significant influence on Y (Use of Two-Wheeled *Online* Transportation Applications in Bandar Lampung), and for InDrive only X1 (Economical , Accessibility & Travel time) and X2 (Comfort and Driving Safety) which have a positive and significant effect on Y (Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung). If seen from the overall influence through the **F test**, it can be concluded that X1 (Economical , Accessibility & Travel time), X2 (Comfort and Safety of driving), X3 (Facilities and Satisfaction of driving), X4 (Perspective (Infrastructure) on Performance and mobility of driving), X5 (User Perspective for Sustainable providers) on Y (Use of Two-Wheeled *Online* Transportation Applications in Bandar Lampung). Meanwhile, if we look at how well the linear regression model is able to explain the variation in variable Y, it can be seen through the test For Gojek , it shows that the coefficient of determination obtained from the estimation results is 0.830 (83%), while for Maxim, it shows that the coefficient of determination obtained from the estimation results is 0.756 (76%) and Indrive shows that the coefficient of determination obtained from the estimation results is 0.816 (83%). This means that the variable X1 (Economic , Accessibility & Travel time), X2 (Comfort and Safety of Driving), X3 (Facilities and Satisfaction of Driving), X4 (Perspective (Infrastructure) on Performance and Mobility of Driving), X5 (User Perspective for Sustainable Providers) are able to contribute to influencing Y (Use of Two-Wheeled Gojek *Online Transportation Application* in Bandar Lampung) , Based on the characteristics of users of transportation modes Frequently Used Applications Use of Two-Wheeled *Online Transportation Applications* in Bandar Lampung Respondents mostly use Gojek, namely 62% of respondents use Gojek, 15% use Maxim, 18% others and the remaining 5% use InDrive.

REFERENCES

- [1] Indonesia. (2009). *Undang-Undang Republik Indonesia Nomor 22 Tahun 2009 tentang Lalu Lintas dan Angkutan Jalan*. Jakarta: Sekretariat Negara Republik Indonesia.
- [2] Indonesia. Kementerian Perhubungan. (2019). *Peraturan Menteri Perhubungan Nomor 12 Tahun 2019 tentang Pelindungan Keselamatan Pengguna Sepeda Motor yang Digunakan untuk Kepentingan Masyarakat*. Jakarta: Kementerian Perhubungan Republik Indonesia.
- [3] Indonesia. Kementerian Perhubungan. (2018). *Peraturan Menteri Perhubungan Nomor PM 108 Tahun 2017 sebagaimana telah diubah mengenai Penyelenggaraan Angkutan Orang dengan Kendaraan Bermotor Umum Tidak dalam Trayek*. Jakarta: Kementerian Perhubungan.
- [4] Kotler, P., & Keller, K. L. (2022). *Marketing Management* (16th ed.). Pearson.
- [5] Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2018). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: Free Press.
- [6] Tamin, O. Z. (2020). *Perencanaan dan Pemodelan Transportasi*. Bandung: Penerbit ITB.
- [7] Warpani, S. P. (2021). *Pengelolaan Lalu Lintas dan Angkutan Jalan*. Bandung: Penerbit ITB.
- [8] Morlok, E. K. (2019). *Pengantar Teknik dan Perencanaan Transportasi*. Jakarta: Erlangga.
- [9] Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Edisi terbaru). Bandung: Alfabeta.
- [10] Ghozali, I. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- [11] Pratama, A., & Nugroho, S. (2023). Analisis kepuasan pengguna transportasi daring menggunakan metode SERVQUAL dan Customer Satisfaction Index. *Jurnal Transportasi*, 23(2), 101–112.
- [12] Rahman, M., & Setiawan, B. (2022). Faktor-faktor yang memengaruhi pemilihan moda transportasi daring di wilayah perkotaan Indonesia. *Jurnal Rekayasa Sipil*, 18(3), 185–196.
- [13] Putri, D., & Hidayat, A. (2023). Analisis kualitas pelayanan terhadap loyalitas pengguna transportasi berbasis aplikasi. *Jurnal Manajemen Transportasi & Logistik*, 10(2), 115–128.
- [14] Saputra, R., & Wibowo, H. (2021). Pengaruh kualitas pelayanan terhadap kepuasan pengguna transportasi online di Indonesia. *Jurnal Teknik Sipil*, 28(1), 55–66.
- [15] Kurniawan, F., & Susanto, Y. (2024). Analisis preferensi masyarakat dalam memilih moda transportasi daring roda dua menggunakan pendekatan regresi logistik. *Jurnal Transportasi Multimoda*, 22(1), 43–56.
- [16] Sari, N., & Hanafiah, R. (2022). Evaluasi pelayanan transportasi berbasis aplikasi pada kawasan perkotaan. *Jurnal Jalan–Jembatan*, 39(2), 95–108.

- [17] Utami, L., & Firmansyah, D. (2021). Pengaruh tarif, keamanan, dan kemudahan aplikasi terhadap keputusan penggunaan transportasi online. *Jurnal Rekayasa Infrastruktur*, 7(2), 84–94.
- [18] Badan Pusat Statistik. (2025). *Kota Bandar Lampung Dalam Angka 2025*. Jakarta: Badan Pusat Statistik.
- [19] Badan Pusat Statistik Provinsi Lampung. (2025). *Provinsi Lampung Dalam Angka 2025*. Bandar Lampung: BPS Provinsi Lampung.
- [20] Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). *Survei Penetrasi Internet Indonesia Tahun 2024*. Jakarta: APJII.