

ABSTRACT

The traffic congestion in Surabaya, has led city officials to enhance planning efforts to increase public transportation networks. Irregular public transportation schedules and a declining perception of the attractiveness of road-based transit have been identified as the main challenges. One of transportation companies that manage to see this opportunity is UBER.

Enterprise technology provider of on-demand transport, Uber, launched its operations in the city of Surabaya at January, 2016. Surabaya became the fourth city Uber expansion in Indonesia, after Jakarta, Bandung, and Bali. the company offers a low-cost, UberX. By UberX use city car to car type of a van, Uber customers can choose to pay in cash or depending later whether out of choice, use of credit cards in Indonesia less than 10 percent. Moreover, Surabaya citizens who use a credit card, is considerably less than the citizens of Jakarta. Surabaya was subjected Uber business expansion due to high consumer demand.

Uber will not be a competitor of conventional taxis. As Uber just providing an alternative that is safe and reliable transportation. Sure there are still people who still need a taxi by calling or intercept in the usual place, Uber now claims available in more than 300 cities in 67 countries worldwide.

Keywords: price, brand , car model, safety, Uber