**ABSTRAK**

**PENGARUH TRANSPORTASI ONLINE (GOJEK) TERHADAP PENURUNAN OMSET TRANSPORTASI KONVENSIONAL**

**(STUDI KASUS PT. RMC SETIA BUDI) MEDAN**

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Tujuan penelitian ini adalah untuk mengetahui seberapa besar pengaruh penurunan omset transportasi konvensional terhadap munculnya transportasi online Gojek di kota Medan.. Populasi dalam penelitian ini adalah seluruh pengemudi angkot Trayek 120 di PT. RMC Setia Budi kota Medan. Teknik pengambilan Sampel yang digunakan adalah sampling jenuh (metode sensus) sehingga sampel dalam peneltian ini berjumlah 43 responden. Adapun sumber data dalam penelitian ini dari data primer dan data sekunder. Dimana data primer dari observasi, wawancara dan kuesioner.. Teknik analisa data yang digunakan yaitu Regresi Linier Sederhana, Uji-T dan Koefisien Determinan. Hasil analisis regresi sederhana dengan menggunakan bantuan aplikasi SPPS.20 diketahui nilai R sebesar 0,415 yang menunjukkan angka korelasi atau hubungan antara sebelum kehadiran transportasi online dan setelah kehadiran transportasi online. Hasil uji (t) diketahui nilai signifikansi (Sig) variabel X adalah sebesar 0,006 maka semua variabel independen secara individual berpengaruh terhadap variabel dependen. Karena nilai Sig. 0,006 < probabilitas 0.05, maka dapat disimpulkan bahwa ha diterima dan ho ditolak.. Hasil koefisien determinasi diketahui nilai R Square adalah sebesar 0,172. Nilai R Square ini berasal dari pengkuadratan nilai koefisien korelasi atau “R” yaitu 0,415 x 0,415 = 0,1726, artinya bahwa variabel kehadiran transportasi online secara stimulant (bersama-sama) berpengaruh terhadap penurunan omset transportasi konvensional sebesar 17,2%.

***Kata Kunci : Transportasi Online, Transportasi Konvensional, Penurunan Omset***

***ABSTRACT***

***THE INFLUENCE OF ONLINE TRANSPORTATION (GOJEK) TOWARDS DECREASE IN CONVENTIONAL TRANSPORTATION OMSET***

***(CASE STUDY OF PT. RMC SETIA BUDI) MEDAN***

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*The objective of the research was to determine how much influence the decline in conventional transportation turnover on the emergence of Gojek online transportation in the city of Medan. The population in this research were all public transportation drivers at Route 120 at PT. RMC Setia Budi of Medan. The sampling technique used was saturated sampling (census method) so that the sample in this research amounted to 43 respondents. The data sources in this research were from primary data and secondary data, where the primary data from observations, interviews and questionnaires .. Data analysis techniques used were Simple Linear Regression, T-Test and Determinant Coefficient. The results of a simple regression analysis using the help of the application SPPS.20 known R value of 0.415 which showed the number of correlations or the relationship between before the presence of online transportation and after the presence of online transportation. The test results (t) known significance value (Sig) variable X was equal to 0.006 then all independent variables individually affected the dependent variable. Because the value of Sig. 0.006 <probability 0.05, it could be concluded that ha was accepted and ho was rejected. The results of the coefficient of determination noted that the value of R Square was 0.172. This R Square value was derived from the correlation coefficient or "R", which was 0.415 x 0.415 = 0.1726, meaning that the presence of online transportation stimulant (together) influenced the decline in conventional transportation turnover by 17.2%.*

*Keywords: Online Transportation, Conventional Transportation*