

Analisis motivasi konsumen terhadap penggunaan driving navigation di Jakarta = Consumer motivation analysis on using driving navigation in Jakarta

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Abstrak

[ABSTRAK
Jurnal ini membahas mengenai penggunaan sistem navigasi untuk di wilayah Ibukota DKI Jakarta yang menghadirkan fenomena baru dalam penggunaan sistem navigasi. Fenomena ini terkait dengan kemacetan yang melanda Jakarta, sehingga ada salah satu aplikasi istem navigasi bernama Waze yang menjadi andalan pengendara di Jakarta dalam mencari solusi jalan alternatif untuk menghindari kemacetan. Tidak hanya itu, fitur yang ada di dalam Waze dapat mempermudah pengendara untuk memberikan informasi terkait jalan yang akan dilalui, sehingga setiap pengguna Waze dapat saling bertukar informasi. Maka Waze mampu menjadi solusi yang dibutuhkan oleh para pengendara di Jakarta dalam menghindari kemacetan;

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