

ABSTRACT

Online motorcycle taxi is already familiar in the eyes of the Indonesian people both from the top to the bottom must use online motorcycle taxi services to travel, remembering that almost all over Indonesia the traffic is increasingly congested, especially in big cities like Jakarta and Bandung. Congestion has been found every day, because congestion is increasingly widespread and the activities of a dense and fast-paced city community online motorcycle taxi has become a primary need like a private vehicle, by way of ordering easily and affordable tariffs online motorcycle taxis become a solution that is very reasonable and effective for dividing congestion in Indonesia. But over time and the increasing number of motorcycle taxi online there is something that is not considered by the driver even though it is quite important, namely the helmet. Helm is an object or attribute that must be completed or carried by an online motorcycle taxi driver, but over time the customer always complains because of the problem of one of the most important online motorcycle taxi attributes.