

Analisis Pemilihan Moda Transportasi Perkotaan Jenis *Bus Rapid Transit* (BRT) Di Kota Serang

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INTISARI

Transportasi yang cepat, murah, aman, nyaman dan mudah diakses merupakan beberapa alasan penduduk di perkotaan memilih moda transportasi yang akan digunakan. Kondisi eksisting angkutan umum di Kota Serang masih kurang memadai dari segi kualitas dan kuantitas sehingga transportasi konvensional mulai ditinggalkan masyarakat dan beralih ke kendaraan pribadi. Pemerintah Kota Serang sedang dalam merencanakan pengadaan *Bus Rapid Transit* (BRT) yang diharapkan dapat meningkatkan peranan angkutan umum yang lebih optimal dalam penyelesaian permasalahan transportasi di Kota Serang.

Tujuan penelitian ini untuk mengetahui karakteristik pengguna transportasi konvensional dan untuk mengetahui berapa besar probabilitas perpindahan pengguna transportasi konvensional ke BRT. Data diperoleh dari hasil kuesioner terhadap masyarakat Kota Serang dengan sampel sebanyak 348 responden dengan menggunakan metode *Stated Preference* dan untuk analisa menggunakan bantuan program SPSS v23 dan model logit binomial.

Hasil dari analisa didapatkan karakteristik responden 59% berjenis kelamin wanita dan 41% berjenis kelamin pria dengan mayoritas berusia 21 tahun. Pertimbangan responden dalam pemilihan moda paling tinggi berdasarkan kecepatan waktu yaitu sebesar 35%. Dan diperoleh besar probabilitas BRT lebih tinggi dibandingkan dengan transportasi konvensional yaitu pada atribut biaya perjalanan sebesar 74,23%, atribut waktu perjalanan sebesar 73,2% dan atribut kenyamanan sebesar 62,2%.

Kata kunci: *Bus Rapid Transit*, *Stated Preference*, model logit binomial, Pemilihan Moda

Analysis of Modes Urban Transportation Selection on Bus Rapid Transit (BRT) Types in Serang City

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ABSTRACT

Rapid, cheap, safe, comfortable and easy to access transportation is a number of reasons for residents in urban areas to choose the mode of transportation that will be used. The condition of public transport in Serang City is still inadequate in terms of quality and quantity so that conventional transport begins to be abandoned by the community and switches to private vehicles. The Government of Serang city is currently planning to procure Bus Rapid Transit (BRT), which is expected to increase the role of public transport that is more optimal in solving transportation problems in Serang city.

The purpose of this study is to determine the characteristics of public transport users and to find out how much the possibility of transferring conventional transportation users to BRT. Data was obtained from the results of the questionnaire of the community in Serang city with a total sample of 348 respondents using the Stated Preference method and for analysis using the help of the SPSS v23 program and the binomial logit model.

The results of the analysis found that the characteristics of the respondents were 59% women and 41% male sex with the majority aged 15-25 years. Consideration of respondents in choosing the highest mode based on the speed of time is 35%. And it was found that the probability of BRT is higher than conventional transportation, that is, the attribute of travel costs is 74.23%, the attributes of travel time are 73.2% and the attributes of convenience are 62.2%.

Keywords:: *Bus Rapid Transit, Stated Preference, Binomial Logit Model, Moda Selection*