

ABSTRAK

**ANALISA PEMILIHAN MODA TRANSPORTASI DIKAWASAN INDUSTRI
DENGAN METODE *STATED PREFERENCE* (STUDI KASUS KAWASAN
INDUSTRI MM2100)**

Muhammad Ramadhan – 41118210049

Muhammadramadan559@gmail.com

Tempat kerja sebagai salah satu zona aktifitas kerja telah menghasilkan pergerakan dengan kompleksitas pemakaian moda transportasi. Untuk mengetahui model utilitas dan model probabilitas pemilihan moda transportasi menuju kawasan transportasi. Mobilitas adalah perpindahan yang terjadi dari suatu tempat ke tempat lain. Dengan transportasi, jarak antar wilayah di dunia terasa semakin dekat, dunia semakin transparan dan globalisasi di segala bidang kehidupan semakin berkembang. Pemilihan moda yang dirancang dengan teknik *stated preference* dengan 4 level atribut. Desain eksperimen melalui kombinasi menghasilkan 4 alternatif kondisi pelayanan. Salah satu hasil survei terhadap karakteristik sosiol ekonomi responden menunjukkan bahwa 36% responden berpenghasilan lebih dari Rp 5.000.000. Analisis data *stated preference* menghasilkan model $U_{AP} - U_{Ap} = -0,089 + 0.00 X_1 - 0.072 X_2 + 0.034X_3$, dimana Y selisih utilitas antara angkutan perusahaan dan pribadi, X1 (selisih biaya), X2 (selisih waktu tempuh), dan X3 (selisih waktu tunggu). Semakin besar selisih nilai utilitas maka akan semakin besar probabilitas pemilihan moda angkutan perusahaan. Hasil uji sensitivitas terhadap atribut biaya, waktu tempuh, dan waktu tunggu, yang berarti semakin kecil selisih perbedaan keempat atribut maka akan semakin memperbesar probabilitas memilih angkutan perusahaan.

Kata kunci : Pemilihan moda, *Stated Preference*, model utilitas

ABSTRACT

**ANALYSIS OF TRANSPORTATION MODE SELECTION IN INDUSTRIAL
AREA WITH *METHOD STATED PREFERENCE* (CASE STUDY OF
INDUSTRIAL AREA MM2100)**

Muhammad Ramadhan – 41118210049

Muhammadramadan559@gmail.com

The workplace as one of the work activity zones has resulted in movements with the complexity of using transportation modes. To find out the utility model and the probability model for selecting transportation modes to the transportation area. Mobility is the movement that occurs from one place to another. With transportation, the distance between regions in the world is getting closer, the world is more transparent and globalization in all areas of life is growing. The selection of modes designed with stated preference technique with 4 attribute levels. Experimental design through a combination produces 4 alternative service conditions. One of the results of a survey on the socio-economic characteristics of the respondents showed that 36% of the respondents earned more than Rp. 5,000,000. The stated preference data analysis resulted in the model $UAP-UAp = -0.089 + 0.00 X1 - 0.072 X2 + 0.034 X3$, where Y is the difference in utility between corporate and private transportation, X1 (cost difference), X2 (difference in travel time), and X3 (difference in travel time). wait). The greater the difference in utility values, the greater the probability of choosing the company's transportation mode. The results of the sensitivity test on the attributes of cost, travel time, and waiting time, which means that the smaller the difference between the four attributes, the greater the probability of choosing a transportation company.

Keywords: Mode selection, *Stated Preference*, utility model