ABSTRACT

THE EFFECT OF EXISTENCE OF ONLINE TRANSPORTATION IN THE SELECTION OF PUBLIC TRANSPORTATION

(CASE STUDY: BINTARO - MRT FATMAWATI STATION)

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The development in this era of globalization, transportation has become the most important main role in the needs of the standard of living of humans with the latest technological advancements. So it makes some users take advantage of this opportunity to develop online-based transportation applications such as Grab and Go-Jek. By placing an order within a few minutes via cellphone, without waiting for long time online transportation comes to pick up. The choice of transportation mode is one of the most important modeling in transportation planning. As a basis of consideration in the selection of transportation modes that will be used for daily activities. In this case, research is conducted to determine the characteristics and factors that influence the choice of public and online transportation modes. This study uses a stated preference technique in the form of a questionnaire to determine perceptions of modal users' choices. The linear regression analysis method to model the results of research in the form of mathematical equations. Then obtained the results of modeling in the form of linear regression charts with the Equation equation model: $Y = 0.569 + 0.025\ TF$ and the travel time equation model: $Y = 1.825 - 0.019\ WT$. Provided that TF is the rate and WT is traveling time which greatly influences various considerations in the selection of transportation modes. Therefore, the choice of the rate and traveling time offered for the selection of public transport modes is obtained in scenario 1 with a rate of Rp10,000 and a traveling time of 30 minutes with a percentage of 61.76% superior to the choice of online transportation mode by 38.24%.