NAUFAL ARIEF RAHADIANTO. Analysis of Intention to Use Transjakarta Bus. Supervised by M. SYAMSUL MAARIF and LILIK NOOR YULIATI.

Congestion is a common problem in big cities, including Jakarta as a special area of the capital. The congestion is caused by several factors, such as the high level of traffic activity, the movement within the city of Jakarta, or the vehicles entering and leaving Jakarta, the increasing number of vehicles, as well as the imbalance between road growth and the increasing number of vehicles. The government as a regulator has issued several policies related to the congestion, such as the enactment of odd or even numbers in different day, progressive taxes for those who has more than one vehicle, and so on.

The congestion problem in Jakarta can be reduced by the use of mass public transportation such as Transjakarta. However, people’s intention in using Transjakarta is still low. There are still many people choose private vehicles than public transportation. The use of private vehicles actually made traffic conditions more crowded.

This study aims to describe the behavior of private vehicle users. Analyzing factors influencing intention to use Transjakarta buses, as well as managerial implications related to the intention to use Transjakarta. The data used in this study is primary data taken by using questionnaires to respondents with certain criteria (purposive sampling). Data was collected from March to May 2017. The number of samples collected for 190 respondents. Spearsman and Pearson test were conducted to see the correlation between demographics of respondents with intention to use Transjakarta. Structural Equation Model (SEM) is used to test the correlation of variables that may affect intention to use Transjakarta.

The findings in this study indicate that intention to use Transjakarta has no correlation with gender, educational background, and age. Transport costs indicate a correlation with intention to use Transjakarta. The results of the test of latent variables reveal that personal norms, social influences, and perceived quality has significant affect with intention to use of potential users.

Based on the results of this study the government as regulator and PT Transjakarta as service provider can develop some service and education strategy to increase public intention to use Transjakarta. Increase public awareness of possible environmental impacts caused by the use of private vehicles, and increase awareness of Transjakarta products through various media.

Keywords: environment impact, intention behavior, perceived quality, personal norms, public transport, social influence, Transjakarta.