SUMMARY

FAHMY FATHUR RAHMAN. Traffic Congestion Control Strategies Using Traffic Behavior Approach of Bogor City’s Society. Supervised by IDQAN FAHMI and AGUS MAULANA.

To support all public activities, there need to be means of transportation and supporting traffic system. Bogor City is one of developing cities with high level of mobility so that traffic congestion frequently happens around Bogor City. Various effort have been carried out by Bogor City Government to alleviate the level of traffic congestion that happens, ranging from procurement of Transpakuan bus, implementation of one-way-system around Bogor Botanical Garden, to public transport route diversion. Several effort that government has done apparently have not made any significant change to reduce the level of traffic congestion in Bogor City.

This research aimed to identify factors causing traffic congestion in Bogor City through public perception. The analyzed public perception was concerning behavior and ethics when driving on roadways. In addition, this research aimed to formulate traffic control strategies using traffic behavior approach of Bogor City’s society. This research focuses more on the public perception regarding behavior and ethics when driving, so that technical aspect and government policies were not discussed in this research.

This research made use of quantitative approach through questionnaire. Questionnaire dissemination was conducted to find out public perception on the traffic congestion occurring in Bogor City. The questionnaires were disseminated to Bogor City’s society with the samples of 210 people. The research samples were focused on three categories, namely private vehicle drivers, public transport drivers, and pedestrians which were split into two models. The quantitative model in this research was descriptive in nature and used Partial Least Square (PLS) analysis.

The results of this research showed that behavior of public transport drivers, especially stopping (to get some passengers) anywhere, became one of the highest factors in causing traffic congestion. Moreover, there were several factors contributing to the occurrence of traffic congestion from the behavior of public transport drivers, like picking up and dropping passengers arbitrarily, overtaking vehicle from any direction, and passing not on the designated lane.

From those several results, it can be concluded that the traffic congestion control strategies that can be applied are by providing unequivocal measures to the traffic violators, particularly public transport drivers, implementing E-Tilang, providing special lane for public transport drivers, and modifying the shelters to raise public interest to stop at the provided place.

Keywords: behavior, ethics, traffic, traffic congestion, perception