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The strategy to improve community interest toward Trans Metro Dewata public service transportation

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ABSTRACT

Traffic jam becomes a public problem to solve. The massive ownership of personal vehicles contributes to this traffic jam. This matter influences the environment negatively and increases the crowd volume. Generally, travelers prefer driving personal vehicles to use public transportations. This habit becomes a fundamental phenomenon. Currently, the presence of Trans Metro Dewata is expected to provide wise an efficient and friendly solution with a lower cost of energy per passenger and lower road space uses due to massive transportation. Unfortunately, this solution has not received significant attention from the community and road users due to privacy and security matters while driving. This research applied quantitative and descriptive qualitative methods. From the analysis, the researchers found some strategy categories to improve the public transportation use rates by the community. The strategies include identifying public transportation facilities, service quality, and performance of the public transportation, starting from the headway and load factor. The applied TOD system within the metropolitan area was useful to improve the rate of

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public transportation use. Thus, further policy implementation will be better and the community will choose public transportation.

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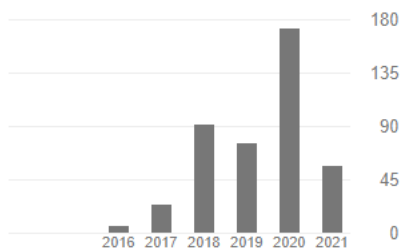
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