

ABSTRAK

Semakin berkembangnya zaman maka semakin banyak moda transportasi yang bermunculan, salah satu contohnya di Kabupaten Subang. Pada awalnya di Kabupaten Subang hanya memiliki beberapa moda transportasi yang digunakan, namun saat ini sudah banyak moda transportasi yang dapat digunakan seperti transportasi *online*, ojek konvensional, dan lain-lain. Hal tersebut membuktikan bahwa perkembangan zaman yang pesat berpengaruh terhadap munculnya berbagai macam moda transportasi.

Penelitian ini bertujuan untuk mengetahui karakteristik pelaku perjalanan terhadap pemilihan moda dan mengetahui pengaruh faktor-faktor pemilihan moda transportasi di Kabupaten Subang. Penelitian ini dilakukan dengan membagikan kuesioner secara langsung kepada 430 responden dengan menggunakan skala *likert* dan pengolahan data dengan metode *Structural Equation Modeling* (SEM) melalui aplikasi *SmartPLS*.

Berdasarkan hasil kuesioner diperoleh karakteristik responden yang menunjukkan bahwa lebih banyak responden didominasi oleh laki-laki, responden lebih banyak ada pada kelompok usia 18 – 35 tahun, responden lebih banyak didominasi oleh pelajar/mahasiswa, responden lebih banyak yang belum berpenghasilan, responden lebih banyak memiliki motor, dan umumnya 43% responden sudah pernah menggunakan moda transportasi yang ada di Kabupaten Subang. Berdasarkan hasil uji *Structural Equation Modeling* (SEM) diperoleh variabel biaya perjalanan memiliki pengaruh terhadap angkutan perkotaan, ojek konvensional dan transportasi *online*. Variabel jarak tempuh memiliki pengaruh terhadap angkutan perkotaan, mobil, motor, ojek konvensional, dan transportasi *online*. Variabel kemudahan mendapat moda memiliki pengaruh terhadap angkutan perkotaan, mobil, motor, ojek konvensional, dan transportasi *online*. Variabel kondisi kendaraan tidak memiliki pengaruh terhadap angkutan perkotaan, mobil, motor, ojek konvensional, dan transportasi *online*.

Kata Kunci: Pemilihan Moda, *Structural Equation Modeling* (SEM), SmartPLS

ABSTRACT

As the times develop, more and more modes of transportation have emerged, one example is in Subang Regency. At first Subang Regency only had a few modes of transportation used, but now there are many modes of transportation that can be used such as online transportation, conventional motorcycle taxis, and others. This proves that the rapid development of the times affects the emergence of various modes of transportation.

This study aims to determine the characteristics of travelers on mode selection and determine the influence of transportation mode selection factors in Subang Regency. This research was conducted by distributing questionnaires directly to 430 respondents using Likert scale and data processing with the Structural Equation Modeling (SEM) method through the SmartPLS application.

Based on the results of the questionnaire, respondent characteristics were obtained which showed that more respondents were dominated by men, more respondents were in the age group of 18-35 years, respondents were more dominated by students / students, more respondents who did not have income, respondents owned more motorbikes, and generally 43% of respondents had used transportation modes in Subang Regency. Based on the results of the Structural Equation Modeling (SEM) test, it was obtained that the variable cost of travel has an influence on urban transportation, conventional motorcycle taxis and online transportation. Variable mileage has an influence on urban transportation, cars, motorcycles, conventional motorcycle taxis, and online transportation. The variable of ease of obtaining modes has an influence on urban transportation, cars, motorcycles, conventional motorcycle taxis, and online transportation. Vehicle condition variables have no influence on urban transportation, cars, motorcycles, conventional motorcycle taxis, and online transportation.

Keywords: *Mode Selection, Structural Equation Modeling (SEM), SmartPLS*