ABSTRACT

CHARACTERISTICS OF BUS NON AC AND BUS AC PASSENGER
ROUTE RAJABASA - BAKAUHENI

By

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Order to determine the characteristics and determine the probability of traveling actors in election mode Bus AC and non-AC bus routes Rajabasa - Bakauheni and determine the condition of the level of service modes.

Characteristics obtained non-AC bus passengers are men 54.4%, 60.8% aged 21-40 years, 49% of education past high school, a job as a Self Employed / Trader 40%, earning Rp. 1,000,000 - Rp. 2,000,000 39%, mean 61.2% trip social visits and 79% frequency of travel only once in a while. Characteristics of AC Bus passengers were male 62.5%, 64.5% aged 21-40 years, 61% educated past high school, a job as a Self Employed / Trader 41.5%, earning Rp. 1,000,000 - Rp. 2,000,000 by 37%, mean travel social visit as much as 58%, and 79% frequency of travel only once in a while. Probability modal choice for work trips intent / business services predominantly non-AC bus by 91.40%, mean trip dominated social visit non-AC buses of 86.16%, meaning the school trip / school bus AC dominated by 73.11%, intention to trade trip was dominated by non-AC bus 64.11%. Leisure and travel time is an important factor in the selection mode. Should be given the rejuvenation bus travel as other competitors have better service.

Keywords: Laslon, Percentage of Flaky Aggregate Variation, AC-WC, Marshall Parameter