ABSTRACT

PUBLIC PERCEPTION TOWARD POLICY OF BANDAR LAMPUNG MAYOR IN ENFORCEMENT OF BUS RAPID TRANSIT (BRT)

By
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One of policy of Bandar Lampung Government in addressing traffic congestion is the enforcement of Bus Rapid Transit (BRT), as a means of mass transportation for the city of Bandar Lampung. BRT implementation of policies poured into Bandar Lampung Mayor Regulation No. 10 Year 2011 about Spatial Plan is to develop urban transportation system using mass transportation system in primary central Cape Coral and the provision of Bus Rapid Transit (BRT), which has implications for the provision of facilities for pedestrians.

Formulation of the problem in this research is: "How is public perception toward policy of Bandar Lampung Mayor in enforcement of Bus Rapid Transit (BRT)?”

The purpose of this research is to determine the public perception toward policy of Bandar Lampung Mayor in enforcement of Bus Rapid Transit (BRT).

This type of research is descriptive quantitative approach. The sample was 60 users BRT in Bandar Lampung. Data was collected by questionnaires and documentation. Data were then analyzed using percentage formula and interval.
The results and discussion indicate that public perception toward policy of Bandar Lampung Mayor in enforcement of Bus Rapid Transit (BRT) that consists of BRT comfort, BRT rates, BRT security and BRT hospitality service by the crew in the category quite well. This is demonstrated by data from 60 respondents, 33 (55.00%) of respondents who have a perception in the category quite well.

Keywords: Perception, Enforcement of BRT