East Asian Journal of Multidisciplinary Research (EAJMR)
Vol. 5, No. 6, 2026: 2417 - 2430

Analysis of Community Preferences and Strategies to Increase Public Transportation Utilization in Singaraja City Using a Stated Preference Approach

I Gede Agung Wisnu Segara[1*], Putu Alit Suthanaya[2], Dewa Made Priyantha Wedagama[3]
Universitas Udayana, Denpasar
Corresponding Author: I Gede Agung Wisnu Segara
agungwisnusegara@gmail.com

ARTICLEINFO

Keywords: public transportation, community preference, utilization, stated preference, urban transportation

Received : 09, April
Revised : 12, May
Accepted: 30, June

©2026 Segara, Suthanaya, Wedagama : This is an open-access article distributed under the termsof the Creative Commons Atribusi 4.0 Internasional.

ABSTRACT

This study aims to analyze the existing conditions of public transportation utilization, identify factors that affect public interest in using public transportation, and analyze public preferences for public transportation services as the basis for the preparation of strategies to increase utilization. This study uses the Stated Preference (SP) approach through a questionnaire survey to the people of Singaraja City. The results of the study show that the utilization of public transportation in Singaraja City is still low with the dominance of the use of private vehicles. The results of the preference analysis show that people tend to be willing to use public transportation if the quality of service is improved, especially through reducing waiting times and improving fleet comfortThis study concludes that improving the quality of services as a whole can increase the attractiveness of public transportation in Singaraja City. It is recommended to increase the frequency of services, rejuvenate the fleet, optimize routes, and improve supporting facilities to increase the utilization of public transportation.

DOI prefix: https://doi.org/10.55927/eajmr.v5i6.189
ISSN-E: 2828 – 1519 (Online)
https://journaleajmr.my.id/index.php/eajmr

INTRODUCTION

Transportation is an important means of supporting people's mobility, both for the movement of people and goods from one place to another. Public transportation as part of the transportation system has a strategic role in supporting economic, social, and educational activities of the community. According to Warpani (1990), transportation is a means of moving people or goods, while public transportation is a vehicle provided to serve the community with a paid system (Munawar, 2005). Singaraja City as a center of government, trade, and education in the North Bali region has a fairly high level of community mobility. Along with population growth and the development of economic activities, the need for an efficient and affordable transportation system is increasing. However, the current transportation conditions in Singaraja City show an imbalance between the growth in the number of private vehicles and the development of the public transportation system.

Data from the Central Statistics Agency (2024) shows that the population in Bali Province reaches more than 4.3 million people, with Buleleng Regency as the area with the highest population. This significant population growth is followed by an increase in the need for community mobility. The ease of owning private vehicles, especially motorcycles, has encouraged the high level of people's dependence on private transportation modes. This condition causes various transportation problems such as congestion, increased fuel consumption, and decreased overall transportation system efficiency. On the other hand, the role of public transportation in Singaraja City, especially conventional transportation such as bemo, has decreased significantly. Administratively, there are around 24 public transportation routes in Buleleng Regency, but only a small part are still actively operating. In the urban area of Singaraja itself, only about 7 routes are still running in real terms, while other routes have experienced a decline in operations or even not operating.

The decline in public transportation performance is influenced by various factors, such as low fleet comfort, uncertain waiting times, limited route coverage, and suboptimal service quality. In addition, the emergence of application-based transportation has also influenced the shift in public preferences from conventional public transportation to more flexible and practical modes of transportation. Various efforts have been made by the local government to maintain the sustainability of public transportation, one of which is through the provision of operational assistance to the bemo fleet in certain activities such as the Buleleng Festival. However, these efforts have not been able to significantly increase public interest in using public transportation as the main mode of transportation. The main problem faced lies not only in the operational aspect, but also in the lack of understanding of public preferences for expected public transportation services. Most previous research focused more on evaluating operational performance, such as load factors, travel time, and routes, so it has not been able to explain in depth the factors that affect public interest in using public transportation.

A number of previous studies have shown that the low public interest in public transportation is greatly influenced by the quality of service attributes.

Mulyono and Santosa (2018) in a study of student preferences towards the use of campus buses using the Stated Preference method found that travel time and comfort are the main factors that affect the choice of mode. Wahyudi's (2020) research on the Trans Semarang Bus service also shows that waiting time and vehicle facilities are the main determinants in public preference for public transportation. In addition, Wibowo et al. (2017) emphasized that the strategy of increasing public interest can be carried out through fleet rejuvenation, improvement of bus stop facilities, and adjustment of service routes. Research by Rudianto (2016) using the Stated Preference approach revealed that cost and security have a significant effect on the choice of mode, and showed the potential for user migration if the quality of service is improved. Meanwhile, Putra and Winata (2021) found that the low utilization of public transportation in Denpasar City is caused by the dominance of private vehicles, so a strategy based on public preferences is needed to increase the attractiveness of services.

Although these studies have examined the factors that affect the use of public transportation, most of them still focus on large urban areas or cities with relatively developed transportation systems. Therefore, this study is here to fill this gap by analyzing the preferences of the people in Singaraja City as a secondary city with limited public transportation services, as well as formulating a strategy to increase utilization in accordance with local conditions.

In this context, the Stated Preference (SP) approach becomes relevant to use. This method allows researchers to analyze public preferences based on hypothetical scenarios that illustrate improvements in public transportation services, such as improved convenience, reduced waiting times, fare adjustments, and increased route coverage. With this approach, public responses to various policy alternatives can be identified even though these conditions are not yet available on the ground. The use of the SP method in this study is based on the existing condition of public transportation in Singaraja City which does not provide adequate service variety to be analyzed through actual behavior (Revealed Preference). Most public transport services have relatively uniform and limited characteristics, making it difficult to identify people's preferences based on real conditions.

Through this approach, the research is expected to be able to identify the service attributes that have the most influence on people's decisions in choosing modes of transportation. The results of this research can then be used as a basis for formulating a strategy to increase the utilization of public transportation that is more effective and in accordance with the needs of the community. Thus, this study not only focuses on existing conditions, but also provides an overview of the potential for future public transportation services to be improved based on public preferences. The results obtained are expected to be considered for local governments in formulating transportation policies that are more sustainable and oriented to user needs.

THEORETICAL REVIEW

Transportation

Transportation is one of the fundamental elements in people's lives that functions as a means of moving people and goods from one place to another safely, quickly, and efficiently. The existence of the transportation system has a strategic role in supporting social, economic, educational, health, and government activities. According to the concept of transportation science, transportation is not only understood as a process of displacement, but also as a system that involves infrastructure, modes of transportation, users, operators, regulations, and policies that interact with each other to meet the mobility needs of the community (Sembiring, 2019). A good transportation system is able to increase connectivity between regions so as to facilitate the distribution of goods and services, expand access to jobs, and encourage economic growth in a region. On the other hand, an inadequate transportation system can cause various problems such as congestion, high logistics costs, energy waste, environmental pollution, and inequality of accessibility between regions. In the context of sustainable development, transportation also has an important role in supporting the achievement of environmentally friendly mobility through the development of mass transportation, the use of clean energy, and the reduction of greenhouse gas emissions. The development of information technology has also encouraged the transformation of the transportation sector through the implementation of the Intelligent Transportation System, digital application-based services, electronic payment systems, and intermodal integration (Sadana, 2022).

Urban Transportation

Urban transportation is a transportation system designed to meet the mobility needs of people in urban areas that have high levels of economic, social, and population density. The main characteristic of urban transportation is the high intensity of daily trips made by people to work, school, shop, and access various public services. Urban transportation systems must be able to provide fast, safe, comfortable, affordable, and integrated services (Hasna et al., 2024). The development of urbanization that continues to increase causes the need for urban transportation to also increase. However, the increase in the number of private vehicles that is not balanced with the capacity of the road often causes various problems such as traffic congestion, air pollution, accidents, and the deterioration of the quality of the urban environment. To overcome these conditions, the government encourages the development of public transportation that can be an alternative to the use of private vehicles. The concept of modern urban transportation emphasizes the importance of intermodal integration, the development of transit-oriented areas, the application of information technology, and the improvement of the quality of service to users. Urban transport must also pay attention to the principle of inclusivity by providing adequate access for people with disabilities, the elderly, children, and other community groups (Sela Febrina, 2021).

Passenger Public Transportation

Passenger public transportation is a transportation service provided to serve the movement of people together using vehicles that operate on a regular or irregular basis with the aim of providing safe, comfortable, affordable, and sustainable services. The existence of public transportation is one of the important components in the transportation system because it is able to meet the mobility needs of people who do not have private vehicles or who choose to use public transportation as an alternative to travel. Passenger public transportation includes various types of vehicles such as buses, city transportation, minibuses, trains, crossing ships, to rail-based modes of transportation (Fitri et al., 2023). The implementation of public transportation not only aims to provide passenger transfer services, but also plays a role in reducing the use of private vehicles so that it can reduce the level of congestion, fuel consumption, and environmental pollution. The quality of public transportation services is influenced by various aspects, including punctuality, frequency of service, vehicle comfort, travel safety, fare affordability, ease of access, and professionalism of drivers. On the other hand, the low quality of service is often the cause of people switching to using private vehicles (Henriette Pattipeilhy & C. Sitompul, 2023).

Modes of Transportation

Transportation modes are means used to move people and goods from one location to another by land, sea, air, or railway. Each mode of transportation has different characteristics, advantages, and limitations according to geographical conditions, travel needs, transportation capacity, travel time, and operational costs. Land transportation modes such as cars, buses, motorcycles, trains, and city transportation are the most widely used modes because they have high flexibility and are able to reach various regions (Puspa, 2021). Sea transportation modes are very important for archipelagic countries like Indonesia because they function to connect islands and support national logistics distribution. Meanwhile, air transportation is the main choice for long-distance travel that requires a short travel time even though the operating costs are relatively higher. In the modern transportation system, the development of transportation modes not only focuses on increasing capacity, but also on integration between modes so that people's travel becomes more efficient. Mode integration allows users to move from one mode of transportation to another easily through a unified ticketing system, multimodal terminal, and interconnected itinerary. Technological developments have encouraged the emergence of electric and environmentally friendly energy-based modes of transportation that aim to reduce carbon emissions (Setiawati, 2023).

The Role of Public Transportation

Public transportation has a very important role in supporting community mobility and the sustainability of economic, social, educational, and government activities. As part of the national transportation system, public transportation functions to provide transportation services that can be accessed by all levels of society regardless of income level. The existence of public transportation is able

to increase public accessibility to economic activity centers, educational facilities, health services, trade areas, and various other public services (Ishak et al., 2019). In addition to providing economic benefits through travel cost efficiency, public transportation also contributes to reducing the use of private vehicles so that it is able to reduce the level of traffic congestion, fossil fuel consumption, and exhaust gas emissions that cause air pollution. From a sustainable development perspective, public transportation is one of the important instruments in realizing an environmentally friendly and inclusive transportation system. The government has a responsibility to ensure that public transportation services meet the standards of safety, comfort, affordability, and ease of access for all people, including people with disabilities, the elderly, and other vulnerable groups (Priadi et al., 2022).

Transportation Conditions in Buleleng Regency

Buleleng Regency is the largest area in Bali Province which has geographical characteristics in the form of coastal areas, hills, and settlements spread across various sub-districts. This condition makes transportation one of the important sectors in supporting community mobility and the distribution of goods. Most of the transportation activities in Buleleng Regency are still dominated by the use of private vehicles, especially motorcycles, because they are considered more flexible in reaching various regions (Dianne Putri Arianes & Fitri Suryani, 2018). The utilization rate of public transportation has decreased in recent years due to the limited number of fleets, low travel frequency, route coverage that has not yet reached all regions, and the increasing use of application-based transportation. This condition has an impact on the reduced interest of people in using public transportation as a means of daily mobility. On the other hand, local governments continue to strive to improve the quality of the transportation system through the construction and maintenance of road infrastructure, improvement of terminal facilities, development of inter-regional connectivity, and the formulation of transportation policies that are more adaptive to the needs of the community. Buleleng Regency also has great potential as a tourist destination so that a reliable transportation system is an important factor in supporting the tourism sector and the regional economy (Rahmatullah et al., 2022).

METHODOLOGY

This research was prepared through a systematic analysis framework to achieve the research objectives regarding public preferences for public transportation services in Singaraja City. The initial stage of the research began with the identification of problems in the form of low levels of public transportation use and increasing public dependence on private vehicles. Furthermore, a literature study was conducted to strengthen the theoretical foundations related to transportation systems, travel behavior, fashion selection, and the Stated Preference (SP) method. Based on the results of the study, a theoretical framework and research concept was prepared that explained the relationship between the attributes of public transportation services and public preferences in choosing a mode of transportation. The research instrument in the

form of a Stated Preference questionnaire was then designed to measure people's responses to various service scenarios involving tariff attributes, travel time, waiting time, and comfort level.

Data collection is carried out through primary data and secondary data. Primary data was obtained from the distribution of questionnaires directly and online to respondents who met the research criteria, while secondary data was obtained from various related agencies and other official sources. Before use, the questionnaire first goes through the trial and validation stage to ensure the clarity and consistency of the instrument. The collected data then goes through the process of editing, coding, tabulation, and data cleaning so that it is ready for analysis. Data analysis was carried out using a descriptive approach to describe respondent characteristics and travel patterns, as well as Stated Preference analysis to identify the service attributes that most influenced the choice of transportation modes. The results of the analysis are then used as a basis for formulating a strategy to increase the utilization of public transportation in Singaraja City. Through these stages, the research is expected to be able to produce relevant and applicable recommendations in supporting the development of urban transportation systems that are more effective, efficient, and sustainable.

RESULTS AND DISCUSSION

Improved Fleet Comfort and Condition

Fleet comfort is one of the important factors that affect people's decisions in choosing a mode of transportation. Based on the results of the analysis in Subchapter 5.3, the level of comfort of public transportation in Singaraja City is in the category of adequate, which shows that the service conditions have not fully met user expectations. Comfort in public transportation is not only related to the physical condition of the vehicle, but also includes the user experience during the trip, such as passenger density, cleanliness, ventilation, and seat quality. Uncomfortable fleet conditions can reduce public interest in using public transportation, especially for users who are used to the comfort of private vehicles.

In addition, the results of the Stated Preference analysis show that although the time factor is the main consideration, convenience remains a supporting factor that influences fashion selection decisions. Inconvenient public transportation will find it difficult to compete with private vehicles, even though it has lower costs. To improve the comfort and condition of the fleet, several strategies that can be carried out Improving the comfort and condition of the fleet is one of the important strategies in improving the quality of public transportation services and encouraging public interest in switching from private vehicles. One of the efforts that can be made is through the rejuvenation of fleets that are old or unfit for operation so that they are able to meet better service standards in terms of safety, comfort, and reliability. A new or improved fleet will provide a more comfortable travel experience for passengers. In addition, vehicle cleanliness also needs to be a major concern through regular maintenance of the interior, such as seats, floors, windows, and air vents. Clean vehicles not

only improve user comfort, but also create a positive image of public transportation services.

Another effort is to improve vehicle interior facilities, such as providing proper seating, good ventilation systems, adequate lighting, and other supporting facilities that can improve the quality of passenger travel. Passenger capacity management also needs to be applied optimally to avoid overcrowded vehicle conditions, so that user comfort and safety are maintained during the trip. In addition, the implementation of minimum service standards that regulate aspects of cleanliness, comfort, security, and fleet conditions needs to be carried out consistently by all public transportation operators. These standards are a reference in maintaining the quality of service so that it remains in accordance with community expectations. With these various efforts, the level of comfort of public transportation is expected to increase so that it can provide a better travel experience for users. Overall, improving the comfort and condition of the fleet is a very important strategy in increasing the competitiveness of public transportation, creating better quality services, and supporting increased public transportation utilization in the future.

Development of Supporting Facilities

Supporting facilities are one of the important components in the public transportation system that plays a role in improving comfort, ease of access, and public trust in public transportation services. Based on the results of the analysis in Subchapter 5.3, public transportation supporting facilities in Singaraja City are still in the sufficient category, which shows that the availability and quality of facilities are not optimal.

The supporting facilities in question include bus stops, terminals, route information, signs, and other supporting facilities that function to support public transportation operations and user comfort. Limited facilities, such as the lack of proper bus stops and lack of service information, cause people to have difficulty accessing and using public transportation effectively. In addition, the results of the analysis show that supporting facilities have an influence on public perception of the overall quality of service. Inadequate facilities can reduce the comfort and sense of security of users, thus having an impact on the low interest of the public in using public transportation.

To improve the quality of supporting facilities, several strategies that can be carried out Improving public transportation supporting facilities is one of the strategies needed to improve the quality of services and ease of access for the community. This effort can be carried out through the construction and repair of bus stops in strategic locations that have a high level of activity, such as market areas, schools, campuses, shopping centers, and other public service centers. The existence of a proper bus stop will provide comfort and protection for passengers while waiting for the arrival of the vehicle. In addition, the provision of clear information about routes, fares, and schedules for public transportation services also needs to be considered. This information can be placed at bus stops, terminals, and other information media so that users can plan trips more easily and efficiently. Improving the quality of terminal facilities is also an important aspect because the terminal serves as a center for transportation activities.

Terminals need to be equipped with a comfortable waiting room, easy-to-understand information boards, and a more organized system for vehicle departure and arrival. In addition, the provision of clear signs and directions will help the public in finding the location of bus stops, terminals, and public transportation routes more easily. The integration of public transportation facilities with the surrounding environment also needs to be realized through the provision of safe and comfortable pedestrian access and connectivity with various community activity centers. With adequate and integrated supporting facilities, the accessibility of public transportation services will increase so that it can provide a better travel experience for users. Overall, the development of these supporting facilities is expected to increase the attractiveness of public transportation and encourage people to prefer public transportation as a means of daily mobility. With the development of adequate supporting facilities, it is hoped that the accessibility and convenience of using public transportation can increase. This will have a positive impact on increasing public interest in using public transportation.

Route Network Optimization

The route network is an important element in the public transportation system that determines the scope of services and ease of access for the community. Based on the results of the analysis in Subchapters 5.1 and 5.3, it is known that the coverage of public transportation services in Singaraja City is still uneven and has not fully reached all community activity centers. This condition causes limited accessibility and is one of the factors that reduce public interest in using public transportation. Some of the routes that currently exist tend to follow the main route, but are not optimal in reaching residential areas, educational areas, and centers of economic activity directly. This causes people to have to use additional modes to reach public transportation service points, thereby reducing travel efficiency.

In addition, the lack of integration between routes also makes travel ineffective, especially for users who have to switch vehicles to reach the final destination. This condition makes public transportation less competitive than private vehicles that offer travel flexibility.

Improving the Quality of Driver Service

The quality of driver service is one of the factors that affect public perception of public transportation. Based on the results of the analysis in Subchapter 5.3, the driver's behavior is in the sufficient category, which shows that the services provided have not fully met the expectations of users. Drivers have a direct role in providing service experience to passengers, both in terms of safety, comfort, and interaction during the trip. Unprofessional driver behavior, such as unsafe driving or a lack of friendliness towards passengers, can lower the level of public trust in public transportation.

In addition, the quality of driver service is also related to punctuality and operational orderliness. Drivers who do not follow the operational schedule can cause service irregularities that impact passenger waiting times.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research on the analysis of public preferences and strategies to increase the utilization of public transportation in Singaraja City with the Stated Preference approach, it can be concluded that the existing condition of public transportation in Singaraja City still shows a low level of utilization and has not been able to become the main choice of the community in daily travel. This condition is characterized by a decrease in the number of active routes, a low number of passengers, and a decrease in the frequency of services. On the other hand, the use of private vehicles, especially motorcycles, still dominates because it is considered more practical, flexible, and able to better meet people's mobility needs. The results of the study also showed that the factors that most affected people's interest in using public transportation were waiting time, fleet comfort, service timeliness, fares, and route coverage.

Of these various factors, waiting time and comfort level are the most dominant factors in determining the choice of transportation mode. The Stated Preference analysis shows that people have a higher tendency to use public transportation if there is an improvement in service quality, especially through reducing waiting times, increasing fleet comfort, providing affordable fares, and better service assurance. These findings show that the quality of service has a great influence on changing public preferences. The strategy to increase public transportation utilization needs to be focused on increasing service frequency, fleet rejuvenation, improving vehicle comfort and safety, optimizing routes, and providing adequate supporting facilities. This strategy needs to be supported by local government policies that are oriented towards improving the quality of services and user needs so that public transportation can again become a competitive mode of transportation and in demand by the community.

Based on the results of the research that has been conducted, several suggestions can be given as an effort to increase the use of public transportation in Singaraja City. Local governments need to revitalize the public transportation system through route arrangement, improving operational quality, and developing services that are more in line with the current mobility needs of the community. In addition, increasing service frequency, reducing waiting times, and improving fleet conditions needs to be a top priority because it has proven to be the most influential factor in public interest in using public transportation.

Service development should also pay attention to public preferences obtained through Stated Preference analysis so that the policies implemented are more effective and on target. Local governments and public transportation operators also need to improve transportation support facilities such as bus stops, terminals, route information, and accessibility to public transportation services to provide a more comfortable and easy travel experience for users. In addition, a socialization and education program is needed for the public regarding the benefits of using public transportation in supporting a more efficient, safe, and environmentally friendly transportation system. For further research, it is recommended to use more in-depth analysis methods, such as mode selection models or advanced quantitative approaches, so that a more detailed picture can

be obtained of travel behavior and factors that influence people's decisions in choosing modes of transportation.

FURTHER STUDY

Future research is recommended to expand the scope of analysis by involving a larger and more diverse sample of respondents to better represent the travel behavior and transportation preferences of the population in Singaraja City. Further studies may incorporate revealed preference data alongside stated preference methods to compare intended and actual travel choices. Additionally, future researchers are encouraged to examine the influence of emerging factors such as digital ticketing systems, ride-hailing services, environmental awareness, and smart mobility initiatives on public transportation utilization. Comparative studies across different cities and longitudinal research assessing changes in public preferences over time would also provide valuable insights for developing more effective and sustainable public transportation policies.

ACKNOWLEDGMENT

The authors would like to express their sincere gratitude to all individuals and institutions who contributed to the completion of this study. Special appreciation is extended to the respondents in Singaraja City for their valuable time and participation in providing information regarding their transportation preferences. The authors also acknowledge the support of relevant government agencies, transportation stakeholders, and academic institutions that facilitated data collection and provided necessary resources for this research. Finally, the authors are grateful to colleagues, reviewers, and all parties whose constructive feedback and encouragement helped improve the quality of this study.

REFERENCES

Dianne Putri Arianes, & Fitri Suryani. (2018). Sistem Transportasi Logistik Kawasan Industri Di Jabodetabek. *Google Schoolar*, *1*.

Fitri, F. L., Cikusin, Y., Cikusin, Y., Khoiron, K., & Khoiron, K. (2023). KUALITAS LAYANAN TRANSPORTASI PUBLIK DI JAWA TIMUR (Studi Kasus: Pelayanan Transportasi Publik Bus Trans Jatim Koridor I Rute Gresik - Surabaya - Sidoarjo). *Respon Publik*, *17*(6).

Hasna, P., Luthfiyyah, D., Yuningsih, N. Y., & Afrilia, U. A. (2024). Kualitas Pelayanan Transportasi Publik Bus Rapid Transit (Brt) Melalui Biskita Trans Pakuan Kota Bogor Tahun 2022. *Janitra*, *4*(1).

Henriette Pattipeilhy, S. C., & C. Sitompul, Y. A. (2023). Perang Rusia-Ukraina, Gangguan Transportasi Multimoda, dan Kerawanan Rantai Pasokan Pangan Global. *Jurnal Transportasi Multimoda*, *20*(2). https://doi.org/10.25104/mtm.v20i2.2242

Ishak, Putra, A. A., & Magribi, L. O. M. (2019). Sistem Jaringan Transportasi Logistik dan Aksebilitas Distribusi Angkutan Barang di Pulau Kabaena Kabupaten Bombana. *Jurnal Ilmiah Teknik Sipil*, *7*(2).

Priadi, A. A., Ari, B., Sugiarto, R., & Nurullah, P. (2022). Biaya Logistik Sektor Transportasi Laut Dan Pengaruhnya Terhadap PDB Nasional. *Jurnal Transportasi Multimoda*, *19*(2). https://doi.org/10.25104/mtm.v19i2.2042

Puspa, A. (2021). Sektor Transportasi Tertekan saat Pandemi, Menhub Ungkap Strategi Pemulihannya. *Bisnis.Com*.

Rahmatullah, A. R., Dewi, D. I. K., & Nurmasari, C. D. T. (2022). INTEGRASI ANTAR TRANSPORTASI UMUM DI KOTA SEMARANG. *Jurnal Pengembangan Kota*, *10*(1). https://doi.org/10.14710/jpk.10.1.36-46

Sadana, R. (2022). Efektivitas Pelayanan Transportasi Publik Bus Rapid Transit Di Kota Surakarta. *The Moving City*.

Sela Febrina. (2021). INOVASI PELAYANAN TRANSPORTASI PUBLIK SUROBOYO BUS RAPID TRANSIT RUTE UTARA - SELATAN. *Aplikasi Administrasi: Media Analisa Masalah Administrasi*. https://doi.org/10.30649/aamama.v24i1.55

Sembiring, J. (2019). Penilaian Terhadap Dampak Sosial Integrasi Transportasi Perkotaan Studi Kasus BRT Transjakarta Indonesia. *Warta Penelitian Perhubungan*, *27*(6). https://doi.org/10.25104/warlit.v27i6.807

Setiawati, S. (2023). Transportasi & Logistik Penopang Ekonomi RI, Cek Datanya. *CNBC Indonesia*.

Adi, R., & Ramdhan, T. (2017). *Pengaruh karakteristik demografi terhadap pilihan moda transportasi di kawasan perkotaan*. Jurnal Transportasi, 17(2), 123–134.

Aditjondro, A. (2019). *Analisis Preferensi Masyarakat Terhadap Moda Transportasi Umum di Kawasan Perkotaan*. Jurnal Transportasi, 15(2), 101–110.

Arifin, M. (2021). *Perubahan perilaku pengguna transportasi konvensional ke transportasi daring di Kota Denpasar*. Jurnal Transportasi Publik, 5(1), 45–56.

Badan Pusat Statistik Provinsi Bali. (2025). *Provinsi Bali Dalam Angka 2024*.

Denpasar: BPS Provinsi Bali.

Ben-Akiva, M., & Lerman, S. (1985). *Discrete Choice Analysis: Theory and Application to Travel Demand*. MIT Press.

Bowersox, D. J., Closs, D. J., & Cooper, M. B. (2002). *Supply Chain Logistics Management*. New York: McGraw-Hill.

Cahyani, D., & Purnomo, A. (2020). Evaluasi Utilisasi Angkutan Umum dengan Pendekatan Stated Preference. *Jurnal Teknik Sipil dan Perencanaan*, 22(1), 45–56.

Direktorat Jenderal Perhubungan Darat. (2002). *Peraturan dan Standar Pelayanan Angkutan Umum*. Jakarta: Kemenhub RI.

Direktorat Jenderal Perhubungan Darat. (2009). *Kebijakan Pengembangan Transportasi Publik Nasional*. Jakarta: Kemenhub RI.

Handayani, R., & Pratama, Y. (2021). Analisis Pola Perjalanan Masyarakat Kota Semarang dengan Pendekatan *Revealed Preference*. *Jurnal Transportasi*, 23(2), 101–115.

Hensher, D. A., Rose, J. M., & Greene, W. H. (2015). *Applied Choice Analysis: A Primer*. Cambridge University Press.

Institute of Transportation Engineers (ITE). (1992). *A toolbox for alleviating traffic congestion and enhancing mobility*. Washington, DC: Institute of Transportation Engineers.

Kadi, A. (1999). *Dasar-Dasar Transportasi dan Aplikasinya*. Bandung: ITB Press. Khisty, C. J., & Lall, B. K. (2005). *Transportation Engineering: An Introduction*.

Pearson Prentice Hall.

Litman, T. (2011). *Urban Transport Performance Indicators*. Victoria Transport Policy Institute.

Louviere, J.J., Hensher, D.A., & Swait, J.D. (2000). *Stated Choice Methods: Analysis and Application*. Cambridge University Press.

Manheim, M. L. (1979). *Fundamentals of transportation systems analysis: Volume 1 – Basic concepts*. Cambridge, MA: MIT Press.

Meyer, J. R. (1971). *Transport: A study in economic policy*. Homewood, IL: Richard D. Irwin.

Miro, F. (2005). *Perencanaan transportasi*. Jakarta: Erlangga.

Mulyono, A.T. & Santosa, W. (2018). "Studi Preferensi Mahasiswa Terhadap Penggunaan Bus Kampus", *Jurnal Transportasi*, 18(1), 45–56.

Munawar, A. (2005). *Manajemen transportasi*. Yogyakarta: Gadjah Mada University Press.

Nasution, M. N. (2004). *Manajemen Transportasi*. Jakarta: Ghalia Indonesia. Nugroho, D. (2018). *Analisis preferensi pengguna terhadap angkutan umum di*

Kota Yogyakarta. Jurnal Teknik Sipil, 25(3), 201–210.

Ortúzar, J. de D., & Willumsen, L.G. (2011). *Modelling Transport* (4th ed.). John Wiley & Sons.

Putra, M.I. & Winata, A. (2021). *Utilisasi Angkutan Umum di Kota Denpasar*.

Jurnal Infrastruktur Transportasi, 9(3), 134–144.

Rahmawati, T., & Nugroho, S. (2018). Faktor-Faktor yang Mempengaruhi Pemilihan Moda Transportasi di Surabaya. *Jurnal Teknik ITS*, 7(2), 53–58.

Rudianto, I. (2016). *Analisis Pilihan Moda dengan SP di Medan*. Jurnal Teknik Sipil, 15(2), 101–110.

Santoso, B. (2020). Faktor-faktor yang Mempengaruhi Minat Penggunaan Bus Kota di Surabaya. *Jurnal Teknik Sipil dan Perencanaan*, 22(1), 55–68.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Suprapto, H. (2017). "Strategi Peningkatan Penggunaan Angkutan Umum di Perkotaan", *Jurnal Teknik Sipil*, 19(2), 135–144.

Suryawan, I. P. (2022). Analisis Preferensi Masyarakat terhadap Pengembangan BRT di Denpasar dengan Pendekatan *Stated Preference*. *Jurnal Ilmiah Teknik Sipil*, 16(2), 120–132.

Tamin, O. Z. (2000). *Perencanaan dan Pemodelan Transportasi*. Bandung: Penerbit ITB.

Utama, I. M. (2019). Preferensi Mahasiswa terhadap Angkutan Umum di Kota Denpasar. *Jurnal Transportasi*, 21(1), 45–57.

Wahyudi, B. (2020). *Evaluasi Atribut Layanan Bus Trans Semarang*. Jurnal Teknik Sipil, 19(2), 112–123.

Warpani, S. P. (1990). *Perencanaan sistem transportasi*. Bandung: ITB Press. Wibowo, S. S., Raharjo, T., & Nugroho, A. (2017). Strategi Peningkatan

Penggunaan Angkutan Umum di Yogyakarta. *Jurnal Perhubungan*, 11(1), 75–88.

Yuliani, R., & Sutandi, A. C. (2020). *Kualitas layanan angkutan umum di Kota Bandar Lampung*. Jurnal Manajemen Transportasi & Logistik, 7(2), 99–108.