FACTORS THAT INFLUENCE ON DRIVERS`, PASSENGER` AND SMALL TRADERS DECISION IN UTILIZING SARE STATION OF ACEH BESAR

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ABSTRACT

Sare station constructed in 2007 and operated first in July 2010 but the operation of the station not yet successful as expected. Data from the operator office shows that number of minibus and standard bus passing through the station are only 200 units per day, the operator can collect only Rp. 250,000/day, the economic facilities inside station also faces the same problem where out of 20 unit small kiosks only 1 kiosk operated.

This research aims at identifying factors that influence on drivers`, passengers` and small traders` decision in utilizing Sare bus station.

The data collection done through questionnaires distributed to 50 respondents from among the public transport drivers, 90 passengers, 40 small traders and 8 respondents selected from station office who are also of the station operation, afterward the data verified in order to find out the gap between satisfaction and the need of respondents from among the drivers, passengers, small traders and in charge operators, the data later on been analyzed by using quadrant analysis method and mapped by using cartesianus diagram.

Based on result research it was found out that respondents` satisfaction level is lower than respondents` need, result of quadrant analysis came out as sub variable that become a top priority (quadrant 1V), also means that the technical main factors that cause: drivers, passengers and small traders not interested to get in actively within the Sare station are: restaurant/canteen, garden park, street lamps, workshop facilities and dustbin. While non technical factors that make the respondents not interest to be active in the Sare station area are: existing small traders around the station, existing of motor cycle availability used as public transport to carry passengers (ojek), passengers` habit in changing the public transport within the station area, station geographical location located at not strategic RT/RW, no penalty for any vehicle park out side station, extension of station area and the seriousness of local district authority in optimizing Sare station function. The analyzed budget proposal on the prioritized technical factors in optimization Sare bus station is Rp. 653,580,000 (six hundred fifty three millions and five hundred eighty thousands rupiah).

Key word: Budget analysis, quadrant analysis, Sare station
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