

THE CONCEPTS OF *PETE-PETE* DISTRIBUTION MANAGEMENT AT URIP SUMOHARJO STREET IN MAKASSAR CITY

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ABSTRACT

Pete-pete is the main public transport in Makassar. There are 8 of 17 routes through Urip Sumoharjo which is the main street in Makassar. This study aims to formulate the concept of distribution management *pete-pete* in Urip Sumoharjo street in Makassar.

This study uses quantitative and qualitative approaches. To analyze the performance of the first targets is done by calculating the operational performance *pete-pete* with questionnaire survey to the respondents. Further analysis service quality by analyzing the gap between perception and *pete-pete* user preferences derived from the questionnaires to the respondents passengers *pete-pete*. Once the interview is done to stakeholders to determine the facts, factors affecting the distribution management *pete-pete* in Urip Sumoharjo street. To formulate the concept of distribution management *pete-pete* in Urip Sumoharjo street is used triangulation analysis for the first and second aim of study as well as theory.

The operational performance of *pete-pete* indicates that the load factor of eight routes are under the standard. The highest load factor is S route, 42.25% and the lowest is E routes, 28.3%. Performance analysis results also show that high-frequency *pete-pete* and the average age of a vehicle that is almost beyond the limits of standard. The service quality analysis indicates that most *pete-pete* users are not satisfied of C route for location of stops, convenience in transport and driving behavior. Factors that influence the distribution management *pete-pete* is land use, public transport plan, monitoring, and driving knowledge. The concepts of *pete-pete* distribution management are (1) build shelters integrated with pedestrian pathways shaded and comfortable along Urip Sumoharjo, (2) compose Makassar transport master plan that addresses the distribution management *pete-pete*, integrated with other modes of transport, especially BRT, (3) Improved coordination between Dinas Perhubungan and traffic police in terms of sanctions and supervision of users and transport operators as well as the implementation of policies to help increase the comfort, and (4) Optimizing Organda role for increase driver's understanding about the comfort and safety of passengers.

Keywords : Makassar, management transportation, *pete-pete*, service quality