

INTISARI

Banyaknya jumlah institusi di DKI Jakarta menyebabkan tingginya pergerakan masyarakat dengan tujuan yang sama, sehingga pola perjalanan cenderung seragam dan memicu tingginya beban lalu lintas pada waktu tertentu. Kantor Pusat Kementerian Perhubungan dengan 5091 orang pegawai dan berlokasi di pusat kota Jakarta mempengaruhi tingginya pergerakan menuju DKI Jakarta setiap harinya. Sebagai *leading sector* dalam implementasi *Transportation Demand Management*, sudah seharusnya Kementerian Perhubungan melakukan pengendalian permintaan perjalanan pegawainya secara internal.

Penelitian ini mengidentifikasi strategi *Institutional-Based Transport Demand Management* (ITDM) yang tepat diimplementasikan di Kementerian Perhubungan berdasarkan permintaan perjalanan pegawai, sistem layanan internal eksisting, serta persepsi dan preferensi pegawai. Metode penelitian dilakukan dengan pengumpulan data sekunder berupa 5091 data pegawai dan data layanan internal eksisting, sedangkan pengumpulan data primer dilakukan melalui media *google form* untuk mengetahui persepsi dan preferensi pegawai dengan jumlah responden sebanyak 520 orang. Data yang diperoleh selanjutnya dianalisa menggunakan metode analisa deskriptif, analisa *Exploratory Factor Analysis* (EFA), serta analisa pemilihan moda menggunakan multinomial logit model.

Hasil analisa deskriptif menunjukkan adanya kesenjangan antara sistem layanan eksisting terhadap kebutuhan dan pola perjalanan pegawai. Hasil analisa EFA menghasilkan 6 faktor berupa Kinerja Layanan Jemputan, Kinerja Layanan Angkutan Umum, Sistem Layanan Jemputan, Penggunaan Fasilitas *Park and Ride*, Upaya Peningkatan Minat Terhadap Angkutan Umum, serta Ketersediaan Pegawai Menggunakan Layanan. Sedangkan hasil analisa multinomial logit model menghasilkan persentase pemilihan moda yang perlu dipertimbangkan dalam penentuan skema ITDM. Berdasarkan hasil analisa tersebut, diperoleh rekomendasi strategi ITDM yang dapat diterapkan berupa rekomendasi kebijakan internal (*internal policies*), rekomendasi koordinasi (*coordination*), serta rekomendasi kerjasama (*cooperation*).

Kata Kunci: Jabodetabek, *Institutional-Based*, *Transportation Demand Management*, *Exploratory Factor Analysis*, *Multinomial Logit Model*

ABSTRACT

A large number of institutions in DKI Jakarta cause high movement of people with the same purpose, so that the travel patterns tend to be uniform and triggers high traffic loads at certain times. The Head Office of the Ministry of Transportation with 5091 employees and located in the center of Jakarta affects the high movement to DKI Jakarta every day. As a leading sector in the implementation of Transportation Demand Management, the Ministry of Transportation should control the travel demand of its employees internally.

This study identified the appropriate Institutional-Based Transportation Demand Management (ITDM) strategy to be implemented in the Ministry of Transportation based on employee travel demand, existing internal service systems, and employee perceptions and preferences. The research method was carried out by collecting 5091 employee data and existing internal service data as secondary data collection, while primary data collection was carried out through google form to identify employee perceptions and preferences with total of 520 respondents. The data obtained were analyzed using descriptive analysis methods and Exploratory Factor Analysis (EFA) analysis, and mode choice analysis using multinomial logit model.

The results of the descriptive analysis show that there is a gap between the existing service system and the needs and travel patterns of employees. The results of the EFA analysis produce 6 factors in the form of Pick-up Service Performance, Public Transportation Service Performance, Pick-up Service System, Use of Park and Ride Facilities, Solutions to Increase Employee Interest in Public Transportation, and Employee Willingness to Use Service. While the results of the multinomial logit model analysis produce the percentage of mode selection that needs to be considered in determining the ITDM scheme. Based on the results of the analysis, ITDM strategy recommendations can be implemented in the form of recommendations for internal policies, recommendations for coordination, and recommendations for cooperation.

Keyword: Jabodetabek, *Institutional-Based, Transportation Demand Management, Exploratory Factor Analysis, Multinomial Logit Model*