

## INTISARI

Bandar Udara Internasional Yogyakarta (YIA) merupakan bandara baru yang melayani wilayah sekitar D.I.Yogyakarta (DIY). YIA berlokasi pada Kecamatan Temon, Kabupaten Kulon Progo yang berjarak  $\pm 42$  kilometer dari pusat Kota Yogyakarta. Penelitian ini bertujuan untuk mengetahui kesesuaian pelayanan moda transportasi dengan preferensi dari penumpang dan mengetahui faktor-faktor yang mempengaruhi preferensi pemilihan moda transportasi tersebut. Data dari penelitian ini dikumpulkan melalui kuesioner kepada 105 responden yang dijawab melalui wawancara yang dilakukan di ruang tunggu terminal YIA. Data yang telah dikumpulkan dianalisis menggunakan statistik deskriptif dan regresi logistik binomial. Setelah dilakukan analisis, ditemukan bahwa seluruh penilaian pelayanan moda transportasi masih belum bisa memenuhi persepsi preferensi penumpang, terutama pada aspek keamanan terhadap kecelakaan serta kejahatan. Lebih lanjut, analisis regresi logistik binomial menemukan bahwa variabel asal perjalanan darat dan keamanan terhadap kecelakaan memiliki pengaruh terhadap pemilihan moda transportasi umum terhadap kendaraan pribadi. Di sisi lain, variabel usia, jumlah penumpang lain, dan asal perjalanan darat memiliki pengaruh terhadap pemilihan moda transportasi kereta api bandara terhadap moda non-kereta api.

Kata kunci: pemilihan moda, preferensi, pelayanan, regresi logistik, bandara YIA

## ABSTRACT

Yogyakarta International Airport (YIA) is a new airport that serves the surrounding area of the Special Region of Yogyakarta (DIY). YIA is located in Temon District, Kulon Progo Regency, which is approximately 42 kilometers from the center of Yogyakarta City. The long travel distance has led to a demand for transportation modes, resulting in a variety of transportation modes. Therefore, research on the preference for transportation modes desired by passengers is needed. This study aims to identify the gap between level of service and passengers' preference of certain transport modes to YIA and to identify influencing factors for certain mode preferences. Data from this study were collected through 105 questionnaires asked through interviews conducted in the waiting room of the YIA terminal. The data were analyzed using a descriptive statistical method and binomial logistic regression. The findings revealed that the level of service of all transport modes are unable to meet the passengers' preference perception, especially in terms of safety from accidents and crimes. The binomial logistic regression found that the aspects of trip origin and safety from accidents influence the mode preference of public transportation against private vehicles. It was also found that age, number of passengers, and trip origin influence the mode preference of airport train against non-train modes.

Keywords: mode choice, mode preference, level of service, logistic regression, YIA airport