

Yogyakarta sebagai kota pendidikan masih menghadapi tantangan dalam penyediaan transportasi umum bagi mahasiswa. Meski TransJogja telah menjangkau banyak area, kawasan Fakultas Teknik UGM belum terlayani secara optimal, sehingga mahasiswa masih mengandalkan sepeda motor pribadi dan ojek online. Penelitian ini bertujuan mengidentifikasi karakteristik pengguna potensial dan mengkaji preferensi mahasiswa terhadap rencana pengembangan rute TransJogja di kawasan tersebut.

Penelitian ini menggunakan pendekatan kuantitatif melalui survei *stated preference* yang menyajikan delapan kombinasi skenario layanan TransJogja berdasarkan variasi atribut seperti moda akses awal, *headway*, waktu tempuh utama, tarif, kepadatan di jam sibuk, dan *last-mile accessibility*. Data dianalisis menggunakan model *ordered logit* untuk mengetahui pengaruh masing-masing atribut terhadap minat penggunaan, serta didukung dengan analisis deskriptif, perhitungan probabilitas, tabulasi silang, dan segmentasi pengguna. Data yang digunakan terdiri dari data primer melalui kuesioner dan data sekunder diperoleh dari sumber resmi seperti Dinas Perhubungan DIY dan BPS.

Hasil analisis terhadap 132 partisipan menunjukkan bahwa variabel moda akses awal, *headway*, waktu tempuh utama, dan tarif perjalanan berpengaruh signifikan terhadap minat mahasiswa menggunakan TransJogja. Skenario terbaik yang menggabungkan akses jalan kaki langsung, *headway* kurang dari 15 menit, waktu tempuh setara kendaraan pribadi, tarif Rp2.700 hingga Rp3.600, kondisi bus lega, dan jarak halte kurang dari 200 meter menghasilkan probabilitas minat tertinggi sebesar 89,24%. Sebaliknya, skenario terburuk dengan *headway* panjang, bus padat, tarif mahal, dan jarak halte jauh hanya mencatatkan 0,47% minat positif. Temuan juga mengungkap adanya pengaruh karakteristik perjalanan dan demografi terhadap preferensi, yang dikelompokkan ke dalam tiga segmen utama: (1) mahasiswa yang tinggal jauh dari kampus dengan pengeluaran transportasi tinggi, (2) mahasiswa pemilik motor dengan mobilitas tinggi yang mengutamakan fleksibilitas perjalanan, dan (3) mahasiswa penghuni kos atau asrama tanpa kendaraan pribadi yang menghadapi tantangan akses ke halte dan kenyamanan perjalanan akhir.

Kata kunci: permintaan transportasi, transportasi kampus, *stated preference*, *ordered logit*, segmentasi pengguna potensial

Yogyakarta, known as a city of education, continues to face challenges in providing reliable public transportation for students. While TransJogja has covered many areas, the Faculty of Engineering at Universitas Gadjah Mada (UGM) remains underserved, leading students to rely on private motorcycles and online ride-hailing services as their main modes of transport. This study aims to identify the characteristics of potential users and assess student preferences regarding the proposed development of a new TransJogja route in the Faculty of Engineering area.

This study employs a quantitative approach through a stated preference survey presenting eight service scenario combinations of TransJogja, based on variations in attributes such as initial access mode, headway, main travel time, fare, peak-hour crowding, and last-mile accessibility. The data were analyzed using an ordered logit model to examine the influence of each attribute on usage interest, supported by descriptive analysis, probability calculations, cross-tabulations, and user segmentation. The data used consist of primary data collected through questionnaires and secondary data obtained from official sources such as the Yogyakarta Transportation Agency and BPS.

Analysis of 132 respondents revealed that four key variables significantly influence students' willingness to use TransJogja: initial access mode, headway, main travel time, and travel cost. The most preferred scenario, combining direct walking access, headway of less than 15 minutes, travel time comparable to private vehicles, a fare between Rp2,700 and Rp3,600, a spacious bus condition, and a walking distance of less than 200 meters from the bus stop, achieved the highest probability of interest at 89.24%. Conversely, the least favorable scenario, characterized by long headways, crowded buses, high fares, and distant stops, only attracted 0.47% definite interest. The findings also reveal that travel behavior and demographic characteristics affect students' preferences, which can be grouped into three main segments: (1) students living far from campus with high daily transport expenses, (2) motorcycle-owning students with high travel frequency who prioritize flexibility, and (3) boarding house or dormitory residents without private vehicles who face challenges related to access and last-mile comfort.

Keywords: *transportation demand, campus transportation, stated preference, ordered logit, potential user segmentation*