

ABSTRAK

Rute Gorontalo-Manado merupakan jalur transportasi vital di Kawasan Indonesia Timur. Fenomena di lapangan menunjukkan masyarakat cenderung memilih mobil Travel dibandingkan Bus AKAP meskipun biaya perjalanan lebih mahal, mengindikasikan adanya pergeseran preferensi yang tidak lagi semata-mata didasarkan pada pertimbangan ekonomis. Penelitian ini bertujuan menganalisis faktor-faktor dominan yang memengaruhi keputusan pemilihan moda, membentuk model pemilihan moda, serta mengestimasi probabilitas pemilihan antara Bus AKAP dan Mobil Travel. Penelitian menggunakan pendekatan kuantitatif dengan metode *Stated Preference* (SP). Data dikumpulkan dari 100 responden dan diolah menggunakan SPSS dengan desain eksperimen *Orthogonal Design*. Variabel yang dikaji meliputi selisih biaya perjalanan, waktu tempuh, waktu tunggu, kenyamanan, keselamatan, dan aksesibilitas. Hasil analisis menggunakan Model Regresi *Binomial Logit Selisih* menunjukkan aksesibilitas merupakan faktor paling dominan dengan koefisien regresi (β) sebesar 1,801, mengkonfirmasi layanan *door-to-door* sebagai prioritas utama. Nilai konstanta negatif (-1,455) menunjukkan preferensi masyarakat saat ini lebih condong pada moda Travel. Simulasi model menunjukkan pada kondisi pelayanan optimum, probabilitas pemilihan dapat meningkat signifikan menjadi 68,3% untuk Bus AKAP dan 31,7% untuk Mobil Travel. Penelitian ini menunjukkan bahwa peningkatan aksesibilitas dan kualitas layanan, khususnya penyediaan layanan antar-jemput, dapat meningkatkan daya saing Bus AKAP secara signifikan.

Kata Kunci: Aksesibilitas, Binomial Logit, Pemilihan Moda, *Stated Preference*.

ABSTRACT

The Gorontalo–Manado route represents a strategically significant transportation corridor in Eastern Indonesia. Empirical field observations indicate a growing passenger preference for Travel vans over intercity–interprovincial (AKAP) buses, despite the higher fares associated with Travel services, suggesting that mode choice behavior is shaped by multidimensional service attributes rather than solely by economic considerations. This study aims to identify the dominant determinants of mode selection, construct a behavioral mode choice model, and estimate the probability of selecting AKAP buses relative to Travel vans. A quantitative research design employing the Stated Preference (SP) approach was adopted. Data were obtained from 100 respondents and analyzed using SPSS through an orthogonal experimental design framework. The explanatory variables incorporated in the model include travel cost differentials, in-vehicle travel time, waiting time, comfort, safety, and accessibility. Estimation using a binary logit regression model demonstrates that accessibility emerges as the most influential determinant of mode choice, with a regression coefficient of 1.801, underscoring the critical role of door-to-door service provision. The negative constant term (–1.455) reflects an inherent prevailing preference for Travel vans within the existing transport system. Simulation results under enhanced service scenarios reveal a substantial potential modal shift, with the probability of choosing AKAP buses increasing to 68.3%, while the probability of selecting Travel vans declines to 31.7%. These findings suggest that strategic improvements in accessibility and overall service quality—particularly through the implementation of integrated pickup and drop-off services—can significantly enhance the competitive positioning of AKAP buses.

Keywords: accessibility; binary logit model; mode choice; stated preference.

