

Pengembangan Model Perilaku Multigenerasi terhadap Penggunaan Transportasi Publik di Daerah Khusus Ibukota Jakarta = Development of a Multigenerational Behavior Model towards the Use of Public Transportation in the Special Capital Region of Jakarta

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Abstrak

Polusi udara dan kemacetan merupakan salah satu masalah umum yang dapat ditemui di Indonesia, khususnya di DKI Jakarta. Hal tersebut dikarenakan meningkatnya jumlah kendaraan pribadi dari tahun ke tahun, tidak hanya hal ini menimbulkan kemacetan, tetapi juga masalah lingkungan dan bahaya kesehatan yang diakibatkan oleh emisinya. Pihak berwajib di bidang transportasi selalu berusaha untuk mencari jalan dalam mengurangi jumlah kendaraan pribadi. Tujuan dari penelitian ini ialah untuk mengetahui faktor-faktor yang dapat mendorong niat berperilaku penggunaan transportasi publik dari Generasi X dan Y (*millennia*) lalu, faktor-faktor tersebut dikembangkan menjadi program-program yang dapat menarik minat kedua generasi dalam menggunakan transportasi publik. Penelitian ini menggunakan model yang mengintegrasikan *Theory of Planned Behavior* (TPB), *Technology Acceptance Model* (TAM), *Environmental Concern* dan *Demographics*. Model ini divalidasi oleh para ahli transportasi melalui wawancara dan kuesioner. Setelah kuesioner publik disebar, hasilnya diolah melalui *Structural Equation Modelling* (SEM) dan pembuatan program dilakukan melalui wawancara para ahli. Hasilnya memperlihatkan bahwa hanya variabel *Environmental Concern* yang berpengaruh pada niat berperilaku pada Generasi X, sedangkan untuk Generasi Y ialah variabel *Perceived Ease of Use*, *Perceived Usefulness*, *Subjective Norm*, dan *Environmental Concern*. Selain itu, hasilnya juga memperlihatkan melalui perbandingan variabel TAM, *Perceived Ease of Use* pada Generasi X akan lebih mempengaruhi *Attitude toward Public Transportation* dibandingkan Generasi Y. Adapun program-program yang direkomendasikan ialah penggantian moda transportasi publik yang lebih ramah lingkungan, peningkatan aksesibilitas inklusif, penggunaan *Near Field Communication* (NFC), pengintegrasian moda transportasi, dan pemanfaatan *influencer* dan pejabat publik untuk menggunakan transportasi publik dan transparansi informasi.

Air pollution and traffic congestion are common problems in Indonesia, especially in Jakarta. Mainly because the number of private vehicles increased rapidly in recent years, not only it resulted in traffic congestion, but also environmental problems and human health hazards because of its emissions. Transportation authorities have always been trying to find a way to reduce private vehicles and to encourage using public transportation. The purpose of this work is to understand factors that could encourage behavioral intention to use public transportation from Generation X and Y. Also, these factors are developed into programs that could attract the interest of both generations in using public transportation. This research used a model that integrates Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), environmental concern and demographics. Transportation experts validated the research model through semi-structured interviews and questionnaires. After distributing the public questionnaires, the results were processed through Structural Equation Modelling (SEM) and the programs were created through expert interviews.

The results show only environmental concern that influence behaviour intention in Generation X, meanwhile for Generation Y are perceived ease of use, perceived usefulness, subjective norm and environmental concern variables. On top of that, the results also show through comparison of the TAM variable, perceived ease of use in Generation X will affect attitude toward public transportation more than Generation Y. Therefore, the recommended programs are the replacement of more environmentally friendly public transportation modes, increased inclusive accessibility, the use of Near Field Communication (NFC), the integration of public transportation modes, and the utilization of influencers and public officials to use public transportation and information transparency.</p>