

## Analisis Indikator Kesiapan Implementasi Mobility as a Service (MaaS) di Indonesia = Analysis of Readiness Indicators for Implementation of the Mobility as a Service (MaaS) in Indonesia

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### Abstrak

MaaS (Mobility as a Service) diinterpretasikan sebagai sebuah konsep yang menawarkan solusi mobilitas yang dapat diimplementasikan di perkotaan Indonesia dengan angkutan umum sebagai fundamental utama. Penelitian ini akan mengembangkan suatu framework indikator baru yang komprehensif dan dapat digunakan untuk melihat kesiapan suatu kota terhadap implementasi MaaS berdasarkan perspektif pemerintah di wilayah perkotaan di Indonesia. Pengembangan framework ini dilakukan dengan menyusun framework dari berbagai studi literatur kemudian menguji kelayakan framework dilakukan dengan analisis pre-sampling dan sampling. Analisis pre-sampling dilakukan untuk menguji validitas suatu framework dengan para ahli melalui pengujian Content Validity Index sehingga terbentuk instrumen yang dapat digunakan sehingga dapat dilakukan analisis sampling. Sebanyak 20 (dua puluh) variabel framework dari analisis pre-sampling kemudian diujicobakan di wilayah Joglosemar. Tahap selanjutnya, pada analisis sampling dibagi menjadi 2 (dua) analisis yaitu deskriptif dan SEM-PLS. Data kemudian diolah dan diperoleh 11 (sebelas) variabel yang memenuhi uji SEM-PLS. Berdasarkan analisis SEM-PLS diketahui pengaruh variabel eksogen yang paling berpengaruh baik langsung dan pengaruh tidak langsung terhadap "Ketersediaan Dana" (variabel endogen) melalui variabel "Familiarisasi" (variabel mediasi) adalah variabel Regulasi dan Peraturan. Oleh karena itu, kebijakan untuk menjalankan perencanaan implementasi MaaS di Indonesia, harus didukung dengan ketersediaan dana dan diperlukan regulasi dan peraturan yang kuat melalui familiarisasi MaaS kepada stakeholder terkait.

.....MaaS (Mobility as a Service) is interpreted as a concept that offers mobility solutions that can be implemented in Indonesian cities with public transportation as the main fundamental. This research will develop a new, comprehensive indicator framework that can be used to see a city's readiness for MaaS implementation based on the government's perspective in urban areas in Indonesia. The development of this framework is carried out by compiling frameworks from various literature studies and then testing the feasibility of the framework is carried out by pre-sampling and sampling analysis. A pre-sampling analysis is carried out to test the validity of a framework with experts by testing the Content Validity Index so that an instrument is formed that can be used so that a sampling analysis can be carried out. A total of 20 (twenty) framework variables from the pre-sampling analysis were then tested in the Joglosemar area. In the next stage, the sampling analysis is divided into 2 (two) analyzes, namely descriptive and SEM-PLS. The data was then processed and 11 (eleven) variables were obtained that fulfilled the SEM-PLS test. Based on the SEM-PLS analysis, it is known that the exogenous variables that have the most direct and indirect influence on the "Availability of Funds" (endogenous variable) through the "Familiarization" variable (mediation variable) are Regulatory and Regulatory variables. Therefore, policies to carry out MaaS implementation plans in Indonesia must be supported by the availability of funds and strong regulations and rules are needed through familiarization of MaaS to relevant stakeholders.