ABSTRAK

Muhammad Ananda Syahrial. Nim 5211250006 : Analisis Pemilihan Moda Transportasi Mahasiswa Universitas Negeri Medan Dengan Metode *Analytical Hierarchy Proses* (AHP).

Penggunaan moda transportasi pribadi oleh mahasiswa Universitas Negeri Medan (Unimed) mengalami peningkatan yang berpotensi menambah volume kendaraan di kawasan kampus. Peningkatan tersebut dapat menimbulkan kepadatan lalu lintas apabila tidak dikelola dengan baik. Oleh karena itu, diperlukan analisis terkait pemilihan moda transportasi mahasiswa guna mengetahui kecenderungan dalam menentukan moda yang digunakan. Hasil penelitian ini diharapkan dapat menjadi langkah awal dalam upaya perbaikan sarana dan prasarana transportasi di lingkungan kampus Unimed. Data penelitian dianalisis menggunakan metode Analytical Hierarchy Process (AHP). Berdasarkan hasil analisis, faktor biaya menjadi faktor yang paling dominan dalam pemilihan moda transportasi mahasiswa dengan bobot sebesar 46%. Sementara itu, hasil perhitungan prioritas global menunjukkan bahwa sepeda motor merupakan moda transportasi utama yang dipilih mahasiswa dengan bobot sebesar 54%. Tingginya pemilihan sepeda motor dipengaruhi oleh pertimbangan biaya yang relatif rendah, fleksibilitas yang tinggi, serta kepastian waktu tempuh. Di sisi lain, transportasi umum meskipun lebih terjangkau, masih memiliki keterbatasan dalam hal fleksibilitas dan ketepatan waktu. Adapun ojek online cenderung digunakan pada kondisi tertentu karena biaya yang relatif lebih tinggi. Secara keseluruhan, hasil analisis menunjukkan bahwa mahasiswa Universitas Negeri Medan memiliki kecenderungan yang kuat untuk memilih transportasi pribadi sebagai moda utama dalam menunjang aktivitas akademik sehari-hari.

Kata kunci: *Analytical Hierarchy Process* (AHP); Faktor Pemilihan moda; pemilihan moda

ABSTRAC

Muhammad Ananda Syahrial. NIM 5211250006: ***Analysis of Transportation Mode Selection of Medan State University Students Using the Analytical Hierarchy Process (AHP) Method.***

The use of private transportation modes at the Unimed campus, State University of Medan have increased, potentially increasing the volume of private vehicles. The increase in the volume of private vehicles will cause congestion if not properly regulated. Therefore, an analysis is needed regarding the choice of student transportation modes to determine students' tendencies towards choosing transportation modes. The results of this study can later be the first step in improving transportation facilities in the area around the Unimed campus, State University of Medan. In addition, the data will be analyzed using the Analytical Hierarchy Process (AHP) method. Based on the results of the AHP analysis, it was found that the factor that dominates the choice of transportation modes for Unimed students, State University of Medan is the cost factor, which is the most dominant factor with a weight of (46%). Meanwhile, based on the results of the global priority calculation using the AHP method, the motorcycle transportation mode which is a priority for students gets a weight of 54%, the choice of motorcycle transportation mode has the largest percentage because it is based on considerations of cost factors. The dominance of motorcycles shows that this mode is considered most capable of meeting the main criteria considered by students, especially in terms of cost, flexibility, and certainty of travel time. Meanwhile, public transportation, while relatively affordable, still has limitations in terms of flexibility and punctuality. Online motorcycle taxis tend to be used in certain situations due to their relatively higher cost compared to other alternatives. Overall, the results of this analysis indicate that students at Medan State University have a strong tendency to choose private transportation as their primary mode of transportation for their daily academic activities.

Keywords*: Analytical Hierarchy Process (AHP); Mode Selection Factors; mode selection*