

ABSTRAK

Harry Hendarto. NIM 5191250009: Pengaruh Integrasi *Bus Rapid Transit* (BRT) dengan Kereta Api Lokal Terhadap Perilaku Pengguna Transportasi Antarmoda di Kawasan Lapangan Merdeka Medan dengan Metode *Importance Performance Analysis*

Transportasi publik memegang peran yang sangat penting dalam menunjang mobilitas masyarakat terutama di kawasan perkotaan negara berkembang seperti Indonesia. Banyak orang Indonesia lebih memilih kendaraan pribadi daripada memanfaatkan transportasi umum. Hal itu karena banyak orang beranggapan kendaraan pribadi menawarkan kenyamanan dan kualitas yang lebih baik dibandingkan transportasi umum. Kawasan lapangan merdeka dilintasi dua moda utama, yaitu Bus Rapid Transit (BRT) dan Kereta Api Lokal. Penelitian ini bertujuan untuk mengkaji sejauh mana pengaruh layanan integrasi BRT dan Kereta Api Lokal terhadap perilaku pengguna transportasi antar moda di Kawasan Lapangan Merdeka Medan dengan pendekatan Transit Oriented Development (TOD) dan metode penelitian dilakukan dengan observasi lapangan dan penyebaran kuesioner sebanyak 100 responden lalu data kuesioner dianalisis menggunakan metode Importance Performance Analysis. Hasil penelitian menunjukkan bahwa integrasi BRT dan Kereta Api Lokal di kawasan Lapangan Merdeka Medan memberikan pengaruh positif terhadap perilaku pengguna transportasi. Hal ini diperkuat dengan tingginya persentase responden yang menyatakan Integrasi BRT-KA Lokal memudahkan saya beralih dari kendaraan pribadi ke transportasi umum yaitu sebanyak 91% responden dan Karena adanya integrasi, saya semakin sering menggunakan BRT/KA Lokal sebanyak 96% responden. Hasil penelitian juga menegaskan bahwa peningkatan kualitas pelayanan pada sektor kenyamanan, kemudahan dan keamanan akses saat perpindahan moda BRT dan KA Lokal merupakan kunci utama dalam membentuk perilaku pengguna dan menentukan keberhasilan integrasi transportasi perkotaan, serta dapat mendorong pergeseran penggunaan kendaraan pribadi menuju sistem transportasi umum terintegrasi.

Kata Kunci: *Bus Rapid Transit* (BRT), Kereta Api Lokal, Integrasi, Perilaku Pengguna, *Importance Performance Analysis* (IPA), *Transit Oriented Development* (TOD), Lapangan Merdeka Medan



ABSTRAC

Harry Hendarto. NIM 5191250009: *The Effect of Bus Rapid Transit (BRT) Integration With Local Trains on the Behavior of Intermodal Transportation Users in the Kawasan Lapangan Merdeka Medan Using The Importance Performance Analysis Method*

Public transportation plays a crucial role in supporting public mobility, especially in urban areas of developing countries like Indonesia. Many Indonesians prefer private vehicles over public transportation. This is because many believe private vehicles offer better comfort and quality than public transportation. The Merdeka Square area is crossed by two main modes: Bus Rapid Transit (BRT) and Local Trains. This study aims to examine the extent to which the integration of BRT and Local Train services affects the behavior of intermodal transportation users in the Merdeka Square area of Medan using the Transit Oriented Development (TOD) approach. The research method was conducted through field observations and the distribution of questionnaires to 100 respondents. The questionnaire data were analyzed using the Importance Performance Analysis method. The results show that the integration of BRT and Local Trains in the Merdeka Square area of Medan has a positive impact on transportation user behavior. This is reinforced by the high percentage of respondents who stated that the BRT-Local Train Integration makes it easier for me to switch from private vehicles to public transportation (91% of respondents) and that because of the integration, I use BRT/Local Trains more often (96% of respondents). The research results also confirm that improving the quality of service in the comfort, ease and security of access sectors when changing between BRT and local train modes is the main key in shaping user behavior and determining the success of urban transportation integration, and can encourage a shift in the use of private vehicles towards an integrated public transportation system.

Keyword: *Bus Rapid Transit (BRT), Local Trains, Integration, User Behavior, Importance Performance Analysis (IPA), Transit Oriented Development (TOD), Merdeka Square area of Medan*

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