

# Preface

Not unlike other big cities in the world, the Greater Area of Jakarta (Jabodetabek) has its fair share of traffic congestion. The financial loss stemmed from it was more than 5 billion Rupiah and at some point, it even had cost the people beyond the count of money. Psychological burden and environmental damages were among the vast effects brought by traffic congestion. Peak hours were frustrating hours for drivers and also the hours of higher carbon dioxide concentration for our planet. The problems associated with traffic congestions could not be underestimated anymore.

These problems had called a sense of urgency for the governments to come up with applicable solutions; bus rapid transit, monorails, overpasses and automatic tollbooth. They worked very well on some countries and failed on the others. For Jakarta, somehow traffic congestions did not cease to exist no matter how many technical solutions implemented by the government. TransJakarta has been rolling on the roads and the electric trains had been upgraded, but still, the road capacity was ridiculously outnumbered by the amount of private vehicles. This phenomenon has led us to believe that there was something more than technical and rational reasons that affect the behaviours of passengers.

Previous studies saw passengers' behaviour as something that was rationally premeditated; decisions that were rationally taken using all information available and excellent cognitive evaluation skill. This study saw it from a different point of view. It conferred about the relationships among perceived sacrifice, value, service quality, trust, image and behavioural intentions. In other words, it considered the other sides of the passengers; their affective nature and hedonic orientation.

The general purposes of this study was to create a model that could explain passengers' behavioural intention in Jabodetabek; things that were important for them, things that could make them tick and decide to use certain kind of transportation mode. The knowledge of passengers' behaviour was expected to give insight into how to solve traffic congestion in a more comprehensive manner.

This study was conducted in Jabodetabek and samples were taken from pools of paratransit passengers. The data collected by using questionnaire were then used to measure seven variables, namely image, perceived sacrifice, service quality,

perceived value, satisfaction, trust and behavioural intention and their respected relationships. All measures and indicators were taken from the relevant literatures. The data analysis utilised Structural Equation Modelling under LISREL 8.80 to test the hypotheses.

The result of this study was able to discern the nature of paratransit passengers' behavioural intention. We hoped that this finding will be useful for future researches on consumer behaviour as well as policy makers in the field of transportation. Although it might not offer the whole solution, it put forward complementary answers to disentangle traffic congestion in the Greater Area of Jakarta.

Public Transport Passengers' Behavioural Intentions

Paratransit in Jabodetabek-Indonesia

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