

Abstract

The development of online transportation is starting to erode the existence of public transportation because online transportation accommodates the needs of passengers personally, privately and exclusively. Public transportation is actually more reliable because it can accommodate the needs of passengers in general and mass. With the nature of being accommodated in general and massively, this makes passengers interact and socialize with each other. Passenger characteristics greatly affect the choice of mode of transportation. This study aims to find out the characteristics and factors that affect travelers in choosing online transportation modes and conventional transportation.

Data processing for this study uses multiple linear regression analysis with the help of the SPSS program to determine the factors that affect the selection of online transportation modes and conventional transportation.

The results of the questionnaire distribution to mall visitors were obtained by the majority (72%) of users choosing online transportation and 28% choosing conventional transportation as a mode of travel to Mayasari Plaza Mall. Based on the correlation test, the influencing factors are tariff/cost, fast and lancer, convenience, service quality, and accuracy with R Square = 0,901.

Keywords : Mode selection, Online transportation, Conventional transportation, SPSS.