

## DAFTAR ISI

LEMBAR PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
PERNYATAAN.....	<b>Error! Bookmark not defined.</b>
Abstrak .....	<b>Error! Bookmark not defined.</b>
<i>Abstract</i> .....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR.....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI .....	1
DAFTAR GAMBAR .....	<b>Error! Bookmark not defined.</b>
DAFTAR TABEL.....	<b>Error! Bookmark not defined.</b>
DAFTAR LAMPIRAN .....	<b>Error! Bookmark not defined.</b>
BAB I <u>P</u> ENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang Penelitian .....	<b>Error! Bookmark not defined.</b>
1.2 Perumusan Masalah Penelitian.....	<b>Error! Bookmark not defined.</b>
1.3 Tujuan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.4 Kerangka Pemikiran Penelitian .....	<b>Error! Bookmark not defined.</b>
1.5 Batasan Masalah.....	<b>Error! Bookmark not defined.</b>
1.6 Manfaat Penelitian.....	<b>Error! Bookmark not defined.</b>
BAB II <u>T</u> INJAUAN PUSTAKA .....	<b>Error! Bookmark not defined.</b>
2.1 Landasan Teori .....	<b>Error! Bookmark not defined.</b>
2.1.1 Transportasi.....	<b>Error! Bookmark not defined.</b>
2.1.2 Perencanaan Transportasi.....	<b>Error! Bookmark not defined.</b>
2.1.3 Model Pemilihan Moda Transportasi .....	<b>Error! Bookmark not defined.</b>
2.1.4 Moda Transportasi.....	<b>Error! Bookmark not defined.</b>
2.1.4.1 Transportasi Konvensional .....	<b>Error! Bookmark not defined.</b>
2.1.4.2 Transportasi <i>Online</i> .....	<b>Error! Bookmark not defined.</b>
2.1.5 Faktor – Faktor Pemilihan Moda .....	<b>Error! Bookmark not defined.</b>
2.2 Metode Pengambilan Sampel.....	<b>Error! Bookmark not defined.</b>
2.2.1 Sampel Minimum.....	<b>Error! Bookmark not defined.</b>
2.2.2 Kuisioner .....	<b>Error! Bookmark not defined.</b>
2.2.3 Analisis Regresi Linier Berganda ....	<b>Error! Bookmark not defined.</b>

2.2.4	Uji Kolerasi .....	<b>Error! Bookmark not defined.</b>
2.2.5	Uji Serentak (Uji F).....	<b>Error! Bookmark not defined.</b>
2.2.6	Uji Individual (Uji T) .....	<b>Error! Bookmark not defined.</b>
2.2.7	Analisis Determinan ( <i>R Square</i> ) .....	<b>Error! Bookmark not defined.</b>
BAB III METODOLOGI PENELITIAN.....		<b>Error! Bookmark not defined.</b>
3.1	Waktu dan Lokasi Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2	Metode Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3	Tahapan Penelitian.....	<b>Error! Bookmark not defined.</b>
3.4	Teknik Analisis Data.....	<b>Error! Bookmark not defined.</b>
BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....		<b>Error! Bookmark not defined.</b>
4.1	Hasil Penelitian.....	<b>Error! Bookmark not defined.</b>
4.1.1	Penentuan Sample.....	<b>Error! Bookmark not defined.</b>
4.1.2	Hasil Survei Berdasarkan Pemilihan Moda .....	<b>Error! Bookmark not defined.</b>
4.1.3	Hasil Survei Berdasarkan Jenis Kelamin.....	<b>Error! Bookmark not defined.</b>
4.1.4	Hasil Survei Berdasarkan Pekerjaan.....	<b>Error! Bookmark not defined.</b>
4.1.6	Presepsi Pengguna Moda Terhadap Tarif/Biaya ..	<b>Error! Bookmark not defined.</b>
4.1.8	Presepsi Pengguna Moda Terhadap Kemudahan Mendapatkan Moda .....	<b>Error! Bookmark not defined.</b>
4.1.9	Presepsi Pengguna Moda Terhadap Cepat dan Lancar	<b>Error! Bookmark not defined.</b>
4.1.10	Presepsi Pengguna Moda Terhadap Keamanan .	<b>Error! Bookmark not defined.</b>
4.1.11	Presepsi Pengguna Moda Terhadap Kenyamanan .....	<b>Error! Bookmark not defined.</b>
4.1.12	Presepsi Pengguna Moda Terhadap Kualitas Pelayanan .....	<b>Error! Bookmark not defined.</b>
4.1.13	Presepsi Pengguna Moda Terhadap Ketepatan Waktu.....	<b>Error! Bookmark not defined.</b>
4.1.14	Analisis Regresi Linier Berganda .....	<b>Error! Bookmark not defined.</b>
4.1.15	Uji Kolerasi.....	<b>Error! Bookmark not defined.</b>
4.1.16	Uji Serentak (Uji F) .....	<b>Error! Bookmark not defined.</b>

4.1.17 Uji Individual (Uji T).....	<b>Error! Bookmark not defined.</b>
4.1.18 Analisis Determinasi (R Square).....	<b>Error! Bookmark not defined.</b>
4.2 Pembahasan .....	<b>Error! Bookmark not defined.</b>
BAB V_KESIMPULAN DAN SARAN.....	<b>Error! Bookmark not defined.</b>
5.1 Kesimpulan.....	<b>Error! Bookmark not defined.</b>
5.2 Saran .....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN .....	<b>Error! Bookmark not defined.</b>