

SUMMARY

RURIN KURNIA PUTRI, Department of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, October 2015, *Program Alternative to Increase Public Interest to Public Transport Route LDG in Malang City*, Lectures: Imma Widyawati Agustin, ST., MT., Ph.D and Nailah Firdausiyah, ST., MT

The number of public transportation which is operates in Malang has decreased from 2,500 units to 1,500 units. Though only 70% of 1500 units of public transport are in available to operate. This is caused by the declining number of passengers significantly. The LDG's route is an urban transportation route with the largest fleet in Terminal Landungsari when compared with other city transport as many as 170 fleet which passes through the land use which is the area of activity centers in Malang city, such as education center, market, shopping center, and bus station. The number of the passengers towards the public transport especially LDG's route in Malang has decreased by 73%, from the original 612 passengers to 167 passengers.

The main purpose of the research is recommend program alternative to improve services of public transportation so the public interest in public transport increased. This research used descriptive statistical frequency analysis to determine the characteristics of the passengers, analysis of operational performance and financial performance to determine the service performance of LDG and Importance Performance Analysis (IPA) to determine the variables that lead to decrease in passenger and prioritized improvement in improving the services LDG.

The result showed that to increase the services of public transportation LDG needed program alternative to covering the driving behavior, the condition of transport, cleanliness, and the availability of luggage rack, the availability of LGD's routes information, the availability of seat, covering the duration of time stop in terminal, covering the duration of travel time, the cost change recomendation, making the bus stops and route changes.

Keywords: Alternative, Program, Public-Transportation, Importance-Performance-Analysis-(IPA)