

SUMMARY

Joglosemarkerto is one of the land transportation services provided by PT KAI to simplify travel routes. Joglosemarkerto train operates especially for the Purwokerto-Yogyakarta route in Central Java and Yogyakarta. Since the Covid-19 pandemic, PT KAI has implemented health protocols, especially on the Joglosemarkerto train to prevent transmission and to prevent the spread of Covid-19. A person's preference in using the Joglosemarkerto train is determined by the person's own perception in several ways.

This study aims to determine and analyze whether the perception of; the Covid-19 pandemic, health protocols, a person's income, the price of the Joglosemarkerto train ticket, the price of substitute goods such as buses and travel, and the quality of service affect a person's preference in using the Joglosemarkerto train for the Purwokerto-Yogyakarta and Yogyakarta-Purwokerto routes.

This study uses primary data with sampling conducted through an online questionnaire. The number of samples in this study amounted to 100 respondents with the Zikmundh formula. The analytical tool used in this study is multiple linear regression.

The results of this study are (1) One's perception of one's preferences in using the Joglosemarkerto Train has a significant and negative effect on the hypothesis (2) One's perception of the health protocol on one's preferences in using the Joglosemarkerto Train has a significant and positive effect (3) One's perception of Joglosemarkerto train ticket price on one's preference in using Joglosemarkerto train has a significant and negative effect on the hypothesis

The implication of this research is that the health protocol is a must that aims to prevent the spread of Covid-19 in order to provide a sense of security for users of the Joglosemarkerto train service.

Keywords: Joglosemarkerto, Covid-19, Person's perception, Person's Preference