

## RINGKASAN

Munculnya Covid-19 dan Imbauan Social Distancing dalam rangka menekan persebaran virus tersebut mempengaruhi aktivitas operasional perkeretaapian. Indonesian Railway Company mengalami kesulitan keuangan yang terutama disebabkan oleh penurunan jumlah penumpang sejak awal tahun 2020. Tren penumpang kereta api mulai berkurang signifikan sejak diumumkannya pasien Covid-19 pertama di Indonesia per Maret 2020, disusul dengan berbagai kebijakan Pembatasan Sosial Berskala Besar yang semakin membatasi laju penumpang kereta api dan anak usahanya. Hingga Mei 2020, volume penumpang per hari, kereta api mengalami penurunan sebesar 78% dan pendapatan angkutan penumpang mengalami penurunan sebesar 87% dibandingkan dengan kondisi normal.

Tujuan dari penelitian ini untuk menganalisis pengaruh harga tiket kereta api, biaya kendaraan pribadi, pendapatan, fasilitas, cara pemesanan tiket online, dan protokol kesehatan terhadap permintaan kereta api di Purwokerto, serta mengetahui manakah yang memiliki pengaruh paling besar di antara keenam variabel tersebut.

Penelitian ini menggunakan data primer yang diperoleh dari hasil pengisian kuesioner. Teknik analisis data yang digunakan adalah analisis regresi linier berganda yang diolah dan diuji menggunakan software SPSS 25.

Hasil penelitian ini menunjukkan bahwa secara keseluruhan variabel harga tiket kereta api, biaya kendaraan pribadi, pendapatan, fasilitas, cara pemesanan tiket online, serta protokol kesehatan berpengaruh signifikan terhadap permintaan kereta api di Purwokerto. Sementara secara parsial, variabel fasilitas, cara pemesanan tiket online, dan protokol kesehatan berpengaruh positif dan signifikan. Sedangkan harga tiket kereta api, biaya kendaraan pribadi, dan pendapatan tidak berpengaruh signifikan terhadap permintaan kereta api di Purwokerto.

Implikasi dalam penelitian ini yaitu untuk meningkatkan permintaan akan jasa kereta api, Indonesian Railway Company sebaiknya memperhatikan segala kebijakan yang berkaitan dengan kepercayaan konsumen. Upaya yang dapat dilakukan adalah memberikan pelayanan dan meningkatkan kualitas dalam melayani penumpang kereta api, sehingga dapat menarik kepercayaan lebih dari konsumen.

**Kata Kunci:** *Permintaan Kereta Api, Transportasi Publik, COVID-19, Purwokerto*

## SUMMARY

The emergence of Covid-19 and the Social Distancing Advisory in order to suppress the spread of the virus affected railway operational activities. The Indonesian Railway Company is experiencing financial difficulties mainly due to the decline in the number of passengers since the beginning of 2020. The trend of train passengers has begun to decrease significantly since the announcement of the first Covid-19 patient in Indonesia as of March 2020, followed by various Large-Scale Social Restrictions policies that further limit the pace of train passengers and their subsidiaries. Until May 2020, the volume of passengers per day, trains decreased by 78% and passenger transportation revenues decreased by 87% compared to normal conditions.

The purpose of this study is to analyze the influence of train ticket prices, personal vehicle costs, income, facilities, online ticket reservation, and health protocols on train demand in Purwokerto, and find out which the most influence among the six variables.

This study used primary data that obtained from the results of filling out the questionnaire. The data analysis technique used is multiple linear regression analysis which is processed and tested using SPSS 25 software.

The results of this study show that all of variables, such as train ticket prices, personal vehicle costs, income, facilities, online ticket reservation, and health protocols have a significant effect on the demand for trains in Purwokerto. Meanwhile, partially, the variables of facilities, online ticket reservation, and health protocols have a positive and significant effect. Meanwhile, train ticket prices, personal vehicle costs, and income do not have a significant effect on the demand for trains in Purwokerto.

The implication in this study is that to increase the demand for railway services, the Indonesian Railway Company should pay attention to all policies related to consumer confidence. Efforts that can be made are to provide services and improve the quality of serving train passengers, so as to attract more trust from consumers.

**Keywords:** *Demand For Train, Public Transportation, COVID-19, Purwokerto*