

## **ANALYSIS OF VARIABLES IN THE SELECTION OF TRANSPORTATION MODES FOR STUDENTS OF SMA NEGERI 1 KUTACANE FOR THE 2023/2024 ACADEMIC YEAR**

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### **Abstract**

Transportation is a need in the community including students in reaching school, students can use various modes of transportation such as private or public transportation, education creates a need for transportation to school. Therefore, the author is interested in conducting research aimed at identifying the choice of modes between private and public transportation in students for the 2023/2024 school year. SMA Negeri 1 Kutacane was chosen as a case study in the research. The research methodology used in this is a revealed preference approach with a cross-tabulation analysis method (cross tab). Based on data collection, it was found that personal transportation is the most widely used mode of transportation by students of SMA Negeri 1 Kutacane to go to school. Based on the variables studied, there are several variables that have a significant relationship with the type of transportation mode chosen. Overall, variables that have a significant relationship with the choice of mode of transportation are Allowance (X4), How to Depart (X6), and Cost (X9).

**Keywords:** *selection of mode of transportation, student.*

### **Introduction**

One of the things that has an important influence in transportation planning is the aspect of mode selection. When going to or before traveling, we will consider whether people will use private vehicles or public transportation to travel. , in choosing a mode of transportation there are several factors or variables that are believed to affect the choice of transportation mode. The factors that influence the choice of transportation mode consist of the characteristics of the traveler, the characteristics of the trip, the characteristics of transportation facilities, and the characteristics of the city or zone (2). (Ilham et al., n.d.) (Tamin, 2000)

The choice of transportation mode used goes through several stages. These stages are the preparation of perceptions of transportation mode services, the stage of forming impressions of transportation mode services, the stage of determining the order of importance of alternative transportation modes, and the stage of choosing transportation modes. Then how can these factors greatly affect someone in choosing a mode of transportation, for example in transportation users there are several variables of ownership of transportation modes and ownership of motor vehicle licenses. Students who already have a motor vehicle license or commonly called a