ABSTRACT

Train services which have uniqueness caused able tocharacteristics and can accommodate more capacity of passanger, adaptive to technological developments, energy saving, land-saving, environmentally-friendly than other modes of transportation become alternative of consumer choice. Development and improvement of quality of services provided by PT. KAI and at the same time an awareness of the importance of comfort in making train travel as a mode of transportation that is in demand by the public. Along with the development of Semarang city as a center of industry, trade and economic development centers in Central Java, and Jakarta as the capital of the State to be a magnet of all the activities, then it will directly create movement for people and society Semarang city and Jakarta city. This study aims to analyze the influence of income, type of train (argo sindoro and argo muria), gender and perception of train fares argo Sindoro and argo muria on travel frequency of train customers Semarang-Jakarta route (train argo Sindoro and argo muria).

This study was performed using multiple linear regression. The results of the regression calculation showed that the significant positive effect of income on customers train travel frequency argo Sindoro and argo muria, then differences of costumers train travel frequency argo Sindoro and argo muria posed by different types of trains, gender and perception of ticket prices.

Keywords: frequency, train transportation, multiple linear regression