

## **ABSTRACT**

In their activities, peoples need train service. Train is considered as the most popular and favorite for public transport. The main objective of the research is to analyze factors that influence the demand of Executive Harina (Trex) Semarang – Bandung and Executive Argo Muria (Trex) Semarang – Jakarta train services.

This study uses primary data taken from passenger executive Harina and executive Argo Muria train services by distribute questionnaires at the time will be go and on the way. Ordinary Least Aquare (OLS estimation) with several variables: variables Railway fares, ticket prices Travel, income, and dummy variables are demographic characteristics (Gender, Age, Last Education, and Employment). The analysis used was a quantitative data analysis using EVIEWS.

The results of research show that the variables that influence a positive and significant impact on the use of train for 1 month, on executive Harina and executive Argo Muria train service is a price of Train Ticket, price of Ticket Travel Transportation, and income of passengers. While the variables are negative and significant effect, on the executive train Harina is gender. This can happen because it is possible that the passengers are women who tend to prefer practical transportation of travel.

**Keyword :** Damand of train, price expectations, the executive Harina train, the executive Argo Muria train, demand, OLS