

ABSTRACT

A number of urban activities in the city of Hyderabad to make the high increase of the internal and external zone of Semarang city. Increased movement certainly needs the support of public transportation systems that are reliable, fast, and efficient. But until the current public transport service in the city of Hyderabad still has not shown the existence of good service on-demand movement. As part of efforts to solve the problems of congestion, the central government through the Department of Transportation proposed the implementation of Bus Rapid Transit (BRT) or better known as the busway is now beginning to be applied in various cities in Indonesia. The concept of BRT is an integrated mass transit system in every corridor, which aims to meet community needs for transportation in the city. The purpose of this study was to determine the effect of attitude, the promotion of the increased number of passengers Bus Rapid Transit (BRT) Semarang Trans.

The population in this study are all passengers Bus Rapid Transit (BRT) Semarang Trans. The sample in this study was a passenger Bus Rapid Transit (BRT) Semarang Trans. The method used is the Non-Probability Sampling with Accidental Sampling techniques. Data collection methods are questionnaires, interviews.

The results of this study indicate that there are significant positive and significant correlation between attitude variables Passengers (X1) on Efforts to Increase Number of Passengers (Y), there is a positive and significant influence between Promotion (X2) against Efforts to Increase Number of Passengers (Y). This means that the hypothesis proposed in this study received.

The conclusion of this research is an indicator variable and the promotion of passenger attitudes have a significant impact on Efforts to Increase Number of Passengers. Suggestions that can be drawn from this research is to increase the number of passengers Bus Rapid Transit (BRT) Trans Semarang, competent parties should also consider the attitude of passenger and promotion in service (BRT) Trans Semarang.

Keywords : Attitude Passenger, Promotion, and Efforts to Increase Number of Passengers