ABSTRACT

The application of Smart City is now a trending issue as a solution in urban development appropriately. Banyumas Regency, to be precise, in the center of Purwokerto city was chosen as the application of the smart city concept project, especially in smart mobility. One of the smart mobility applications in the form of Trans Banyumas aims to increase attractiveness to reduce the use of private vehicles, facilitate mobility, reduce air pollution, and build the surrounding economy. The user dimension will certainly feel a service from the beginning to the end of the trip. Therefore, the need for services needs evaluation and assessment from passengers. This study aims to determine whether the user's perception is in line with the Innovative Transport System concept. The method used in this research is ANOVA GLM to test the hypothesis. Data collection was carried out qualitatively with 320 respondents. ANOVA results show that demographics have a significant effect on innovative transport system services, namely accessibility, ICT, sustainability, safety & security. Passenger demographics include gender, age, occupation, distance traveled to bus stops, private vehicle ownership, and travel destinations. Recommendations for improvement for the management of Trans Banyumas are creating equality in transportation, especially for gender differences and persons with disabilities, as well as improving and adding several features to the Friends Bus application. Application development will support passengers to obtain accurate information and manage their travel schedules efficiently.

Keyword: BRT, Innovative Transport System, Passenger, Smart Mobility, Trans Banyumas