

ABSTRACT

Imam Zakarzi, An analysis of the determining of public transportation's rate in Sumenep regency. The advisor are Jakfar Sadik S.E, M.E. dan Bondan Satriawan S.E,. M.Econ.St.

The aims of this study is to identify the factors that determining the public transportation's rate that used by the company of public transportation in Sumenep regency to determine the rates of their vehicle. In this study the writer use quantitative research with the method of collecting data is documentation of the study of literatures from many sources and primary data is survey the location of the research. And the method of analizing data that the writer used was multiple linear with dependent variable of the rates and independent variable of the kind of vehicle, mileage, the ownership status of the vehicle, and the age of vehicle.

The result of the study showed that the kind of variable vehicle, mileage, the ownership status of the vehicle, and the age of vehicle were influenced the ssignificant in the calculation of regression, except the kind of variable of vehicle, and have a different proportion that influenced the actual fare in the location .

Key words : rates, public transportation, determining factors.

ABSTRAK

Imam Zarkazi, Analisis Penentu Tarif Angkutan Umum Di Kabupaten Sumenep. Di bawah bimbingan Jakfar Sadik S.E, M.E. dan Bondan Satriawan S.E,. M.Econ.St

Dalam penelitian penentuan tarif angkutan umum di Kabupaten Sumenep, bertujuan untuk mengetahui faktor-faktor apa saja yang di pakai para pengusaha angkutan dalam merumuskan besaran tarif. Pendekatan yang digunakan dalam analisis penentuan tarif angkutan umum di kabupaten sumenep menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui data dokumentasi melalui study kepustakaan dari berbagai sumber dan data primer yakni survei lapangan. Dan dianalisis menggunakan analisis linier berganda dengan variabel dependent Tarif dan variabel independent jenis kendaraan, jarak tempuh, status kepemilikan kendaraan, dan usia kendaraan.

Hasil dari penelitian menunjukkan bahwa: variabel jenis kendaraan, jarak tempuh, status kepemilikan kendaraan, dan usia kendaraan memiliki pengaruh signifikan secara perhitungan regresi terkecuali variabel jenis kendaraan, dan memiliki proporsi pengaruh yang berbeda di lapangan.

Kata kunci : Tarif, Angkutan umum, Faktor penentu