

CHAPTER I

INTRODUCTION

1.1. Background

Cars have been transformed from luxury transportation mode into daily-use transportation mode to travel from origin place to destination. The foremost and frequent mode of transportation mode in Jakarta is dominated by private transportation modes. Along with the development of infrastructure of the area, the demand for car ownership has been increased tremendously in the past 5 years. The numbers of passenger cars in Jakarta has been increased from 2.541.351 in 2011 into 3.469.168 in the late of 2015 and can be seen in Table 1.1 (Apsari *et al.*, 2016). Economic growth and the growing demand for mobility in developing countries are leading to an increased amount of passenger car ownership (Han and Hayashi, 2008).

Table 1.1. Growth of vehicles in Jakarta from 2011-2015

No	Type of Vehicles	Year				
		2011	2012	2013	2014	2015
1	Passenger car	2.541.351	2.742.414	3.010.403	3.266.009	3.469.168
2	Cargo car	581.290	561.918	619.027	673.661	706.014
3	Buses	363.710	358.895	360.223	362.066	363.483
	Sub Total	3.486.351	3.663.227	3.989.653	4.301.736	4.538.665
4	Motor cycle	9.861.451	10.825.973	11.949.280	13.084.372	13.989.590

Source: Apsari *et al.*, 2016

Furthermore, in urban area such as Jakarta, the shopping mall is one of the main source of the traffic congestion, as shopping has been part of the lifestyle of the population that affects travel behavior, which by taking the easiest, safety and have high mobility to drive/ride with on the crowded road. The manner of using private car for shopping purpose has several reasons that passenger cars have practical benefits compared to alternative transportation mode such as security, comfort, independence and control among others (Anable and Gatersleben, 2004), by choosing private transport, users can control and support their high mobility that as result most of shoppers prone to avoid public transportation for the trip/travel. Meanwhile, in urban areas, air pollution that contributed from vehicles is reaching to 60-70%, while, the pollution contributed by industrial sector is only at 10-15% and the rest from other combustion sources; such as household, trash and forest fire-airing, etc. (DISHUB DKI Jakarta, 2011). In addition to the pollutant and acoustic contamination, there is another specific consequences derived from the over use cars in cities, which also has an impact on health: the deterioration of inhabitants' physical fitness (López-Sáez, Lois and Morales, 2016). From this standpoint, it can be understood that the increasing number of private transportation usage had become serious problem and it requires collective efforts and cooperative to be solved.

However, there are few studies have been conducted in Indonesia regarding the preferences of car ownership towards transportation mode for shopping purpose. Thus, the study is conducted in one of the urban area in Indonesia, which is Jakarta especially around MRT routes which will be started to operate

commercially on March 2019 (see Figure 1.1). This study is aimed to examine the solution to reduce the number of passenger cars and increase the usage of public transportation mode at the estimated year of 2019. Thus, to achieve the goal, the study is focused to learn the perception of car owner and non-car owner towards transportation mode for shopping trip. Results will be expected to help policy makers in shaping their broad policy and programs in encouraging the use of public transportation modes in Jakarta.

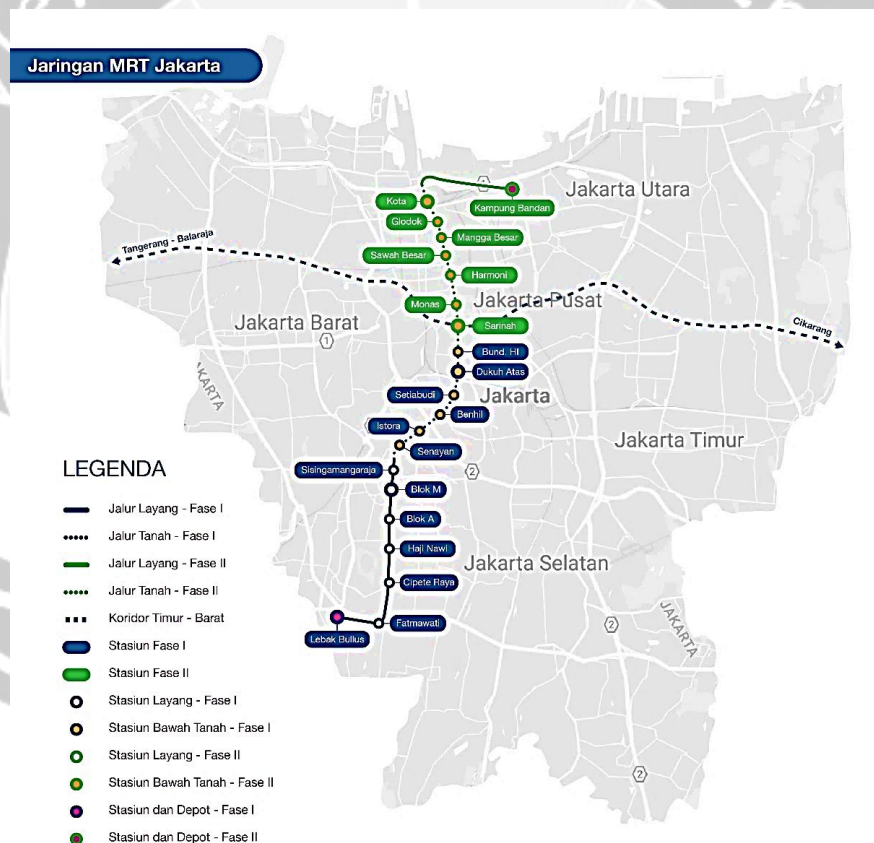


Figure 1.1 MRT Route

Source: <https://www.jakartamrt.co.id/konektivitas/peta-transportasi-publik/>

1.2. Problem Statement

The following research questions were formulated to further examine the problem statement:

1. How is the preferences of car owner towards transportation mode in Jakarta for shopping trip?
2. How is the car ownership's environmental awareness?

1.3. Problem Limitation

The Kota Kasablanka Mall that located in South Jakarta is chosen to be the study area for this study with 100 respondents.

1.4. Research Objectives

This study is aimed to:

1. Identify the preferences of car ownerships towards transportation mode in Jakarta for shopping trip.
2. Identify the environmental awareness of car ownership.

1.5. Expected Benefits

The result of this study is expected to be useful for various parties, among others:

1. For the government: This research can be as references to help the government in shaping their broad policies, programs towards

transportation mode, and more understanding upon people's perception and experiences towards transportation for shopping trip.

2. For academicians / readers: This research can give information about the preferences and prejudice of available and upcoming transportation mode (MRT) as well as another public transportation modes in Jakarta for daily activities.

1.6. Skeleton

This study consists of Chapter 1 until Chapter 5, as explanation to the background, purpose, limitation and expected results/benefits of the study is mentioned in the first chapter. The second chapter is written to discuss the related study and literature review of the previous studies that have been conducted to support this study in gaining and emphasize more understanding and knowledge as well as the theory of method that is used for this study. Meanwhile, the third chapter comprises the methods that will be used with explanations contained within as well as flow chart for this study. For the data analysis and results will be discussed in the fourth chapter, and the fifth chapter contains conclusion and suggestions/recommendation as the results of the study has discovered.