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The Probability of Selection of Ocean Freight the Competition between Night Ship and Quick Ship Route Kendari – Raha

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Abstract

The transport sector is very influential in accelerating the movement of a region's economy. The purpose of this study was to analyze the characteristics of the service and analyzing factors that affect passenger preference using stated preference methods. The result, if the common costs ratio between the night ship and the quick ship are the same, then the probability of people choose night ship will be around 72%, and if the operator of the quick ship want the amount of market share the same lot with the night ship, then common cost of quick ship more low 2.15 times.

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Keywords:

1. Background

Development of sea transportation between islands for the Indonesian nation is to realize sea transportation as the lifeblood of economic, political, social, cultural, defense and security, a means to strengthen the unity and integrity, as well as a provider of employment and foreign exchange.

Breakthrough efforts that have been made at this time for sea transport services from the city from Kendari to Raha is the operation of ships at night (at 22:00), namely KM Teratai and KM Aksar. Night Ship trip frequency in 1 (one) day was 1 times both from the city of Kendari and Raha, one advantage of the operation of the Night Ship is

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able to load two-wheeled vehicles and transport goods with greater capacity, but the travel time rather a relatively long time of about 5 hours (300 minutes) compared with quick ship trip is only 150 minutes. KM Teratai and KM Aksar started operating to serve route Kendari - Raha and vice versa Raha-Kendari in about May 2014. The need for both vessels operating at night time this provides an alternative choice of travel mode for people, especially in Kendari –Raha route, this can be seen by relatively high public interest to use these transport modes.



Figure 1. Typical Quick Ship (a) and Night Ship (b) Serving Kendari – Raha Route

2. Research Purposes

- Analyze the characteristics of both modes of service users who competed (quick ship and night ships),
- Analyze the factors that influence preferences in selecting sea transport passengers between Quick ships and Night Ship route Kendari - Raha and elasticity factor in the selection of the transport modes.
- To analyze the probability of modal choice between Quick Ship and Night Ship route Kendari - Raha using stated preference methods.

3. Literature Review

Model selection mode of transportation is extremely important from the classic models of transportation planning. It is caused by the mode selection model becomes key role of public transport in transport policy making. The factors that influence in the selection of transport which are: the characteristics of the offender journey (the availability of the vehicle, the condition of the household, income, population density) characteristics of the journey (mean journey, when the trip is done) the characteristics of the transport facilities (parking costs, convenience and security, compatibility, reliable and regular). Good modal choice models will include important factors above (Ortuzar, 1994).

The Stated Preference techniques based on the concept of classical economics is the utility of using a product (Pearmain, 1990). Utilities may present a satisfaction or resources to obtain a product. User services or products are assumed to choose a product or service that can provide maximum utility for him. Questionnaires were made using a rating exercise is the method questionnaire using the scale to provide more for the respondent to provide more possibilities for the respondents to make a selection. Other forms of the questionnaire aims to determine the mode split between (between modes) public transport and private transport and the modal split between one type of transport with other public transportation. The second part is done by creating a questionnaire in the form of experiments based on multiple choices. Utility value determined by measuring the attributes of a product that is expected to give the satisfaction of the product. The general form of the utility of a product is a linear model with a combination of some of the following attributes:

$$U_i = a_0 + a_1X_1 + a_2X_2 + \dots + a_nX_n \quad (1)$$

Where:

U_i = Utility of Products i

a_0 = constant

$a_1 \dots a_n$ = Coefficient Models

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