

Public Interest in Using Banjarbakula Buy *The Service* (BTS) Bus

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ABSTRACT

This study aims to analyze public interest in using the Banjarbakula Buy The Service (BTS) bus. This study uses a quantitative descriptive approach with data collection techniques through observation, closed questionnaires and documentation. The population in this study is 100 passengers who travel using the land transportation mode, namely the Banjarbakula BTS bus in 2025 on corridor routes 1, 2, 3, and 4. The sampling technique used in this study is Accidental Sampling, which is a method of determining samples based on chance, i.e. units or subjects are available to the researcher when data collection is carried out. The data collection techniques in this study consisted of observation, closed questionnaires, and documentation. Based on the results of the research, the level of public interest in the use of the Banjarbakula BTS Bus is classified as very interested. The results of summing the overall score of all sub-variables obtained a total frequency of 8,674 with an average of 2,168.5, which is included in the category of very interest according to the interval of 2,032–2,500. The sub-variables that most affect public interest are travel time of 27% in Corridor 3, travel costs of 21% in Corridor 4, service level of 25% in Corridor 3, and accessibility level of bus stop locations of 27% in Corridor 1.

Keywords: Transportation, Mobility, Buy The Service

ABSTRAK

Penelitian ini bertujuan untuk menganalisis minat masyarakat dalam menggunakan bus Banjarbakula Buy The Service (BTS). Penelitian ini menggunakan pendekatan deskriptif kuantitatif dengan teknik pengumpulan data melalui observasi, kuesioner tertutup, dan dokumentasi. Populasi dalam penelitian ini adalah 100 penumpang yang menggunakan moda transportasi darat, yaitu bus BTS Banjarbakula pada tahun 2025 di koridor rute 1, 2, 3, dan 4. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah Accidental Sampling, yaitu metode penentuan sampel berdasarkan kebetulan, di mana unit atau subjek tersedia bagi peneliti pada saat pengumpulan data dilakukan. Teknik pengumpulan data dalam penelitian ini terdiri dari observasi, kuesioner tertutup, dan dokumentasi. Berdasarkan hasil penelitian, tingkat minat masyarakat dalam penggunaan Bus BTS Banjarbakula tergolong sangat tinggi. Hasil penjumlahan skor keseluruhan dari seluruh sub-variabel diperoleh total frekuensi sebesar 8.674 dengan rata-rata 2.168,5, yang termasuk dalam kategori sangat tinggi berdasarkan interval 2.032–2.500. Sub-variabel yang paling memengaruhi minat masyarakat adalah waktu tempuh sebesar 27% pada Koridor 3, biaya perjalanan sebesar 21% pada Koridor 4, tingkat pelayanan sebesar 25% pada Koridor 3, serta tingkat aksesibilitas lokasi halte sebesar 27% pada Koridor 1.

Kata kunci: Transportasi, Mobilitas, Buy The Service

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INTRODUCTION

Transportation plays an important role in bridging the distance between regions, not only as a means of moving people and goods, but also as a driving force for economic development and improving the quality of life (Elshaan & Joewono, 2022). Public transportation modes such as buses provide opportunities for people to choose modes according to their mobility needs. Large rural-urban mobility flows can put pressure on urban infrastructure, such as health services, housing, and transportation (Tama et al., 2022). Transportation itself is defined as the activity of moving people or goods from the place of origin to the destination, be it settlements, workplaces, schools, hospitals, markets, or other facilities (Adisasmita, 2011).

The government designed the strategic area of Banjarbakula as a candidate for a metropolitan city, so that the improvement of the transportation sector is important. A good city is characterized by a balance between the need for mobility and the availability of transportation infrastructure. Population mobility occurs due to factors driving and pulling the region (Junaidi, 2008). The high mobility of urban people demands fast, efficient, and easily accessible transportation. However, Banjarbakula also faces congestion problems due to the high growth of private vehicles which is not comparable to infrastructure development. In Banjarmasin City, two-wheeled vehicles increased by 48.5% and four-wheeled vehicles by 57.7% per year, with a total of 78,579 thousand vehicles, exceeding the population of 6,727 thousand people (South Kalimantan Provincial Communication and Information Service, 2022).

The Buy The Service (BTS) program is expected to facilitate community mobility and reduce congestion because it is connected to the KM 17 Barakat Peat Terminal and the KM 6 Main Terminal (Setyaningrum, 2022). However, the implementation is still not optimal because the service does not meet the expectations of the community, such as time constraints, payment methods, and long bus stops (Arief, 2023). Based on these problems, this study was conducted to assess the extent of public interest in using *Banjarbakula Buy The Service* (BTS) buses.

METODE

This study uses a quantitative descriptive approach with data collection techniques through observation, closed questionnaires and documentation. The data used in this study are primary data and secondary data with a population of 100 respondents and a sample of 25 respondents in each corridor in one direction. The instrument in this study is a questionnaire and uses a validity test. Data processing in the study consists of: *Editing, Coding, Scoring and Tabulating*. The data analysis obtained was then analyzed using percentage descriptive analysis and categorized according to the interests of the community using *the Banjarbakula Buy The Service* (BTS) bus.

The sampling technique used in this study is *Accidental Sampling*, which is a method of determining samples based on chance, i.e. units or subjects are available to the researcher when data collection is carried out. Sampling is carried out every day according to the departure hours of *the Banjarbakula Buy The Service* (BTS) bus.

HASIL DAN PEMBAHASAN

The results of the research were obtained from the collection of data from questionnaires that were randomly distributed to *Banjarbakula Buy The Service* (BTS) bus passengers from corridor 1 route (Terminal KM. 17 – Martapura), corridor route 2 (Terminal KM. 17 – Banjarmasin), corridor route 3 (Terminal KM. 6 – Anjir Muara) and corridor route 4 (Terminal KM. 17 – Terminal H. Sumarno PA).

A. Frequency Distribution

Frequency distribution is the presentation of research data in the form of a table that shows how often (frequency) a category or group of data appears, usually accompanied by a percentage (%). The frequency distribution in this study is divided into four sub-variables, namely travel time, travel cost, service level and accessibility level of bus stop location.

1. Corridor 1

a) Travel Time

Table 1 Corridor 1 Travel Time

No	Questions	Answer				Total Resondes
		4	3	2	1	
1	Have you ever experienced a delay in travel due to long bus temp times?	16	7	0	2	25
2	How long does it take for the bus to get to the starting point to the destination?	1	20	4	0	25
3	Have you ever experienced a delay in travel due to long bus temp times?	15	6	3	1	25
4	How long is the bus waiting at the bus stop?	10	15	0	0	25
5	What about the suitability of the bus operational schedule?	14	7	3	1	25
6	Is the bus travel time more efficient than other modes of transportation?	17	6	2	0	25
7	How does satisfaction assess overall bus travel time?	18	5	2	0	25
Total		91	66	14	4	175
Percentage (%)		52	37,71	8	2,28	100

Source: Primary Data Analysis, 2025

Table 1 shows that the indicators of punctuality of bus departure and arrival in Corridor 1 are dominated by the very good category. This indicates that most passengers consider the Banjarbakula BTS bus service to be in accordance with the operational schedule, even though delays still occur during peak hours due to traffic congestion.

b) Travel Expenses

Table 2 Corridor 1 Travel Expenses

No	Questions	Answer				Total Resondes
		4	3	2	1	
8	Are the costs incurred affordable?	23	2	0	0	25
9	Evaluate the ease of payment using the Banjarbakula BTS Bus?	22	3	0	0	25
10	If the bus fare increases, are you still interested in using it?	16	8	1	0	25
11	Are the travel expenses incurred in accordance with the facilities provided?	17	0	8	0	25

12	What is the average cost of a single trip?	7	18	0	0	25
Total		85	31	9	0	125
Percentage (%)		68	24,8	7,2	0	100

Source: Primary Data Analysis, 2025

Table 2 shows that the affordability of travel costs in Corridor 1 is considered very good by the majority of respondents. This shows that the Banjarbakula BTS bus fare is considered affordable and is the main attraction for various circles, although there are still a small number of users who are not familiar with the non-cash payment system.

c) Level of Service

Table 3 Corridor 1 Service Levels

No	Questions	Answer				Total Resondes
		4	3	2	1	
13	Is the availability of information related to bus routes and schedules clear and complete for passengers?	19	3	3	0	25
14	Is the safety on the bus safe for passengers?	18	7	0	0	25
15	Is the comfort of the bus stop and on the bus comfortable for passengers?	16	9	0	0	25
16	Are the facilities provided by the bus adequate?	17	8	0	0	25
17	Are the bus drivers friendly and helpful to passengers?	15	10	0	0	25
18	How to assess the speed of the bus that the driver drives while traveling?	16	9	0	0	25
Total		101	46	3	0	150
Percentage (%)		67,33	30,66	2	0	100

Source: Primary Data Analysis, 2025

Table 3 shows that the indicators of information availability and bus safety in Corridor 1 are rated very well by the majority of respondents. This indicates that the Banjarbakula BTS bus service has met the safety and comfort aspects of passengers through adequate facilities and good driver service.

d) Accessibility Level of Bus Stop Location

Table 4 Accessibility of Corridor 1 Bus Stop Location

No	Questions	Answer				Total They respond
		4	3	2	1	
19	What is the distance between the bus stop and the passenger's place of origin?	16	8	0	1	25
20	Is the affordability of the bus stops that have been provided for passengers?	17	4	4	0	25
21	Are the bus stops easily accessible to people with	16	5	3	1	25

	disabilities, the elderly, and pregnant women?					
22	Is there a safe sidewalk or pedestrian path to the bus stop?	16	6	3	0	25
23	Is the current location of the bus stop in accordance with the needs of passengers?	14	9	1	1	25
24	Are bus stops easily accessible from community centers (markets, offices, schools)?	14	11	0	0	25
25	Are stops easy to find or recognize from a distance?	16	9	0	0	25
Total		109	52	11	3	175
Percentage (%)		62,28	29,71	6,28	1,71	100

Source: Primary Data Analysis, 2025

Table 4 shows that the ease of reaching buses in Corridor 1 is considered very good by the majority of respondents. This indicates that the accessibility of the Banjarbakula BTS bus stop is easy to reach and supports people's mobility in daily activities.

2. Corridor 2

a) Travel Time

Table 5 Corridor 2 Travel Time

No	Questions	Answer				Total Resondes
		4	3	2	1	
1	Have you ever experienced a delay in travel due to long bus temp times?	17	6	1	1	25
2	How long does it take for the bus to get to the starting point to the destination?	5	17	3	0	25
3	Have you ever experienced a delay in travel due to long bus temp times?	14	5	6	0	25
4	How long is the bus waiting at the bus stop?	7	16	2	0	25
5	What about the suitability of the bus operational schedule?	17	4	4	0	25
6	Is the bus travel time more efficient than other modes of transportation?	18	3	1	3	25
7	How does satisfaction assess overall bus travel time?	19	4	1	1	25
Total		97	55	18	5	175
Percentage (%)		55,42	31,42	10,28	2,85	100

Source: Primary Data Analysis, 2025

Table 5 shows that the punctuality of bus departure and arrival in Corridor 2 is rated very well by the majority of respondents. This indicates that bus services are generally in accordance with the operational schedule, although delays still occur at

certain times due to traffic congestion.

b) Travel Expenses

Table 6 Corridor 2 Travel Expenses

No	Questions	Answer				Total Resondes
		4	3	2	1	
8	Are the costs incurred affordable?	20	4	1	0	25
9	Evaluate the ease of payment using the Banjarbakula BTS Bus?	20	3	2	0	25
10	If the bus fare increases, are you still interested in using it?	19	2	3	1	25
11	Are the travel expenses incurred in accordance with the facilities provided?	19	0	6	0	25
12	What is the average cost of a single trip?	6	19	0	0	25
Total		84	28	12	1	125
Percentage (%)		67,2	22,4	9,6	0,8	100

Source: Primary Data Analysis, 2025

Table 6 shows that the affordability of travel costs in Corridor 2 is considered very good by the majority of respondents. This indicates that the Banjarbakula BTS bus fare is considered economical and in accordance with the facilities provided, so it is attractive to various users.

c) Level of Service

Table 7 Corridor 2 Service Levels

No	Questions	Answer				Total Resondes
		4	3	2	1	
13	Is the availability of information related to bus routes and schedules clear and complete for passengers?	18	4	2	1	25
14	Is the safety on the bus safe for passengers?	18	6	1	0	25
15	Is the comfort of the bus stop and on the bus comfortable for passengers?	18	5	2	0	25
16	Are the facilities provided by the bus adequate?	18	6	1	0	25
17	Are the bus drivers friendly and helpful to passengers?	16	9	0	0	25
18	How to assess the speed of the bus that the driver drives while traveling?	14	8	1	2	25
Total		102	38	7	3	150

Percentage (%)	68	25,33	4,66	2	100
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Source: Primary Data Analysis, 2025

Table 7 shows that the availability of information and bus safety in Corridor 2 is considered very good by the majority of respondents. This indicates that the Banjarbakula BTS Bus service has met the aspects of information, security, and passenger comfort.

d) Accessibility Level of Bus Stop Location

Table 8 Accessibility of Corridor 2 Bus Stop Location

No	Questions	Answer				Total Resondes
		4	3	2	1	
19	What is the distance between the bus stop and the passenger's place of origin?	16	7	1	1	25
20	Is the affordability of the bus stops that have been provided for passengers?	13	9	3	0	25
21	Are the bus stops easily accessible to people with disabilities, the elderly, and pregnant women?	15	7	3	0	25
22	Is there a safe sidewalk or pedestrian path to the bus stop?	11	11	2	1	25
23	Is the current location of the bus stop in accordance with the needs of passengers?	10	11	4	0	25
24	Are bus stops easily accessible from community centers (markets, offices, schools)?	9	16	0	0	25
25	Are stops easy to find or recognize from a distance?	11	14	0	0	25
Total		85	75	13	2	175
Percentage (%)		48,57	42,85	7,42	1,14	100

Source: Primary Data Analysis, 2025

Table 8 shows that the ease of reaching buses in Corridor 2 is considered very good by the majority of respondents. This indicates that the accessibility of the bus stop in Corridor 2 is quite strategic in supporting community mobility.

3. Corridor 3

a) Travel Time

Table 9 Corridor 3 Travel Time

No	Questions	Answer				Total Resondes
		4	3	2	1	
1	Have you ever experienced a delay in travel due to long bus temp times?	11	13	0	1	25
2	How long does it take for the bus to get to the starting point to the destination?	1	21	3	0	25
3	Have you ever experienced a delay in travel due to long bus temp times?	15	7	3	0	25
4	How long is the bus waiting at the bus stop?	8	15	2	0	25
5	What about the suitability of the bus operational schedule?	15	9	1	0	25

6	Is the bus travel time more efficient than other modes of transportation?	20	3	2	0	25
7	How does satisfaction assess overall bus travel time?	20	4	1	0	25
Total		90	72	12	1	175
Percentage (%)		51,42	41,14	6,85	0,57	100

Source: Primary Data Analysis, 2025

Table 9 shows that the punctuality of bus departure and arrival in Corridor 3 is rated very well by the majority of respondents. This indicates that the Banjarbakula BTS Bus service in Corridor 3 is relatively timely and efficient in supporting passenger mobility.

b) Travel Expenses

Table 10 Corridor 3 Travel Costs

No	Questions	Answer				Total Resondes
		4	3	2	1	
8	Are the costs incurred affordable?	24	1	0	0	25
9	Evaluate the ease of payment using the Banjarbakula BTS Bus?	22	3	0	0	25
10	If the bus fare increases, are you still interested in using it?	22	2	1	0	25
11	Are the travel expenses incurred in accordance with the facilities provided?	19	0	6	0	25
12	What is the average cost of a single trip?	4	21	0	0	25
Total		91	27	7	0	125
Percentage (%)		72,8	21,6	5,6	0	100

Source: Primary Data Analysis, 2025

Table 10 shows that the affordability of travel costs in Corridor 3 is rated very well by the majority of respondents. This indicates that the Banjarbakula BTS Bus fare is considered affordable and in accordance with the quality of service provided.

c) Level of Service

Table 11 Corridor Service Levels 3

No	Questions	Answer				Total Resondes
		4	3	2	1	
13	Is the availability of information related to bus routes and schedules clear and complete for passengers?	20	4	1	0	25
14	Is the safety on the bus safe for passengers?	17	7	1	0	25
15	Is the comfort of the bus stop and on the bus comfortable for passengers?	16	8	1	0	25
16	Are the facilities provided by the bus adequate?	19	6	0	0	25

17	Are the bus drivers friendly and helpful to passengers?	16	9	0	0	25
18	How to assess the speed of the bus that the driver drives while traveling?	19	6	0	0	25
Total		107	40	3	0	150
Percentage (%)		71,33	26,66	2	0	100

Source: Primary Data Analysis, 2025

Table 11 shows that the availability of information and bus safety in Corridor 3 is rated very well by the majority of respondents. This indicates that the Banjarbakula BTS Bus service in Corridor 3 has met the aspects of information, security, and passenger comfort.

d) Accessibility Level of Bus Stop Location

Table 12 Accessibility of Corridor 3 Bus Stop Locations

No	Questions	Answer				Total Resondes
		4	3	2	1	
19	What is the distance between the bus stop and the passenger's place of origin?	19	4	0	2	25
20	Is the affordability of the bus stops that have been provided for passengers?	12	6	5	2	25
21	Are the bus stops easily accessible to people with disabilities, the elderly, and pregnant women?	12	10	3	0	25
22	Is there a safe sidewalk or pedestrian path to the bus stop?	9	12	3	1	25
23	Is the current location of the bus stop in accordance with the needs of passengers?	8	15	2	0	25
24	Are bus stops easily accessible from community centers (markets, offices, schools)?	8	17	0	0	25
25	Are stops easy to find or recognize from a distance?	3	21	1	0	25
Total		71	85	14	5	175
Percentage (%)		40,57	48,57	8	2,85	100

Source: Primary Data Analysis, 2025

Table 12 shows that the ease of reaching buses in Corridor 3 is rated well by the majority of respondents. This indicates that the accessibility of the bus stop is relatively adequate, although it still requires improvement in terms of comfort and ease of access.

4. Corridor 4

a) Travel Time

Table 13 Corridor 4 Travel Time

No	Questions	Answer				Total Resondes
		4	3	2	1	
1	Have you ever experienced a delay in travel due to long bus temp times?	20	4	1	0	25

2	How long does it take for the bus to get to the starting point to the destination?	2	16	7	0	25
3	Have you ever experienced a delay in travel due to long bus temp times?	0	19	6	0	25
4	How long is the bus waiting at the bus stop?	5	20	0	0	25
5	What about the suitability of the bus operational schedule?	8	15	2	0	25
6	Is the bus travel time more efficient than other modes of transportation?	16	8	1	0	25
7	How does satisfaction assess overall bus travel time?	18	6	1	0	25
Total		69	88	18	0	175
Percentage (%)		39,42	50,28	10,28	0	100

Source: Primary Data Analysis, 2025

Table 13 shows that the punctuality of the departure and arrival of corridor 4 buses that most respondents rated the punctuality of bus departure and arrival was in the good category.

b) Travel Expenses

Table 14 Corridor 4 Travel Costs

No	Questions	Answer				Total Resondes
		4	3	2	1	
8	Are the costs incurred affordable?	22	3	0	0	25
9	Evaluate the ease of payment using the Banjarkakula BTS Bus?	12	9	4	0	25
10	If the bus fare increases, are you still interested in using it?	23	2	0	0	25
11	Are the travel expenses incurred in accordance with the facilities provided?	21	0	4	0	25
12	What is the average cost of a single trip?	2	23	0	0	25
Total		80	37	8	0	125
Percentage (%)		64	29,6	6,4	0	100

Source: Primary Data Analysis, 2025

Table 14 shows that in the indicator of affordability of travel costs for all people in corridor 4, the majority of respondents considered the cost of travel for the Banjarkakula BTS Bus to be very affordable and in accordance with the facilities provided.

c) Level of Service

Table 15 Corridor 4 Service Levels

No	Questions	Answer				Total Resondes
		4	3	2	1	
13	Is the availability of information related to bus routes and schedules clear and complete for passengers?	14	11	0	0	25
14	Is the safety on the bus safe for passengers?	16	9	0	0	25
15	Is the comfort of the bus stop and on the bus comfortable for passengers?	11	14	0	0	25
16	Are the facilities provided by the bus adequate?	16	9	0	0	25
17	Are the bus drivers friendly and helpful to passengers?	11	14	0	0	25
18	How to assess the speed of the bus that the driver drives while traveling?	8	17	0	0	25
Total		76	74	0	0	150
Percentage (%)		50,66	49,33	0	0	100

Source: Primary Data Analysis, 2025

Table 15 shows that in the indicators of information availability and security availability in the corridor 4 bus, the public's assessment of the service level of the Banjarbakula Corridor 4 BTS Bus is in the good to very good category.

d) Accessibility Level of Bus Stop Location

Table 16 Accessibility of Corridor 4 Bus Stop Location

No	Questions	Answer				Total Resondes
		4	3	2	1	
19	What is the distance between the bus stop and the passenger's place of origin?	21	2	2	0	25
20	Is the affordability of the bus stops that have been provided for passengers?	10	12	1	2	25
21	Are the bus stops easily accessible to people with disabilities, the elderly, and pregnant women?	11	12	0	2	25
22	Is there a safe sidewalk or pedestrian path to the bus stop?	4	19	0	2	25
23	Is the current location of the bus stop in accordance with the needs of passengers?	6	17	0	2	25
24	Are bus stops easily accessible from community centers (markets, offices, schools)?	4	18	1	2	25
25	Are stops easy to find or recognize from a distance?	4	19	1	1	25
Total		60	99	5	11	175
Percentage (%)		34,28	56,57	2,85	6,28	100

Source: Primary Data Analysis, 2025

Table 16 shows that the ease of bus access in Corridor 4 is rated well by the majority of respondents, although improvements are still needed in some aspects of bus accessibility.

B. Results of Analysis of Public Interest Value Using Bankarbakula Buy *The Series* (BTS) Bus

After obtaining the overall value of the frequency, the value analysis is obtained by dividing the overall value of the frequency with the number of existing sub-variables to $8674/4$, then the average is obtained of 2168.5. It is known that the total number of questions on the questionnaire has 25 questions, so the largest score is $25 \times 25 \times 4 = 2500$ and the smallest score is $25 \times 25 \times 1 = 625$. So the result is 2500 and then divided by the number of classes, namely 4 to $2500-625/4 = 468.75 = 468$. The results of the analysis of the overall value of public interest can be seen below.

Table 21 Categories of Community Interest Interval

Interval	Category
625 – 1.093	No Interest
1.094 – 1.562	Enough Interest
1.563 – 2.031	Interest
2.032 – 2.500	Very Interested

Source: Primary Data Analysis, 2025

These results show that the majority of respondents from corridors 1 to 4 are categorized as very interested in using the land transportation mode, namely the Banjarbakula BTS bus. The results of the analysis of the overall value of public interest can be seen in the following table.

Table 22 Overall Value of Community Interest

No	Sub. Variabel	Corridor 1		Corridor 2		Corridor 3		Corridor 4	
		<i>f</i>	%	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%
1	Travel Time	594	26,87	594	27,36	601	27,49	576	27,335
2	Travel Expenses	451	20,40	445	20,49	459	20,99	447	21,21
3	Level of Service	548	24,79	539	24,82	554	25,34	526	24,96
4	Accessibility Level of Bus Stop Location	617	27,91	593	27,31	572	26,16	558	26,48
Total		2.210	100	2.171	100	2.186	100	2.107	100
Number of Frequencies		8.674							

Source: Primary Data Analysis, 2025

Public interest in using *the Banjarbakula Buy The Service* (BTS) bus from table 22 shows that the sub-variable that has the highest value consistently is the Accessibility Level of the Bus Stop Location with an average percentage of around 27% in all corridors. This shows that the ease of access to the bus stop is the dominant factor that affects public interest and satisfaction in using the *Bus Buy The Service* (BTS) service in the Banjarbakula area. Travel Costs get the lowest percentage, which ranges from 20–21% in each corridor. This indicates that fares or travel costs are not the main consideration for users, possibly because the *Banjarbakula Buy The Service* (BTS) bus fare is already affordable or subsidized by the government. Travel Time and Service

Level are in the middle category with a range of 24–27%, which shows that these two factors are also quite influential on public interest, especially related to punctuality and comfort during travel. Overall, from the number of frequencies of 8,674, it can be concluded that the level of accessibility of the bus stop is the most decisive aspect in increasing public interest in the use of *Banjarbakula Buy The Service* (BTS) buses, followed by travel time and service level factors.

1. Discussion

1) Travel Time

The results of the study show that travel time is an important factor that affects people's interest in reusing Banjarbakula BTS buses (Do & Hensher, 2020). Based on the results of the questionnaire, Corridor 3 is the most popular route compared to Corridors 1, 2, and 4 because it has a more efficient and stable travel time. This efficiency makes Corridor 3 more practical and in accordance with the daily mobility needs of the community.

2) Travel Expenses

Travel costs are a factor that affects people's intention to return to using bus transportation, where higher fares tend to reduce user interest (Armstrong et al., 2005). Banjarbakula BTS Bus fares are relatively affordable according to the Governor of South Kalimantan Province Regulation Number 18 of 2022, with a non-cash payment system expressly regulated in the Governor of South Kalimantan Province Regulation Number 4 of 2025. However, the results of research in Corridors 1, 2, 3, and 4 show that there are still people who do not understand the use of QRIS and electronic money cards. This condition is most visible in Corridor 2, where passengers still need the help of officers or other passengers. These findings are in line with previous research that states that cashless payment systems can make it difficult for people who are not familiar with digital technology (Kusuma et al., 2024).

3) Level of Service

The level of service has an important role in increasing public interest in using bus transportation, especially through good interaction, adequate facilities, and security guarantees (Mehler & Bronstein, 2020). Based on the results of the research, the community stated that they intend to reuse the Banjarbakula BTS Bus because they feel safe and comfortable, supported by the existence of CCTV, bus cleanliness, and clear bus stop information. The results of the study show that from the aspect of service level, Corridor 3 is more in demand than Corridors 1, 2, and 4. This is due to the facilities and security that are considered to be more maintained as well as the attitude of drivers who are more friendly and professional, thereby increasing the comfort and trust of users in bus services in Corridor 3.

4) Accessibility Level of Bus Stop Location

Bus stop accessibility is an important factor in public interest in using the Banjarbakula BTS Bus (Juanita, S. T., 2024). The results of the study show that Corridor 1 has the best bus stop accessibility because it is closer to settlements, friendly to vulnerable groups, and is close to the center of community activities. On the other hand, Corridors 2, 3, and 4 are considered less accessible due to the longer distance of the bus stop, uneven stopping points, and the lack of markers and bus stop facilities. This confirms that the accessibility of the bus stop location plays a big role in increasing the use of public transportation.

CONCLUSION

Based on the results of a study of 100 respondents in four Banjarbakula BTS Bus corridors, it can be concluded that the level of public interest as a whole is very high. The total score of 8,674 with an average of 2,168.5 was in the category of very interest, which shows that the people of Banjarbakula have a great interest in using BTS buses as a mode of transportation. The most influential factor on public interest is the accessibility of the bus stop location with the highest percentage of 27%. Bus stops that are close to settlements, activity centers, and friendly to the elderly and people with disabilities are the main determinants of bus use. In addition, travel time also has a significant effect, where Corridor 3 is considered the most efficient and on time so that it is more in demand than other corridors. Cost and service, BTS bus fares are considered affordable and in accordance with the facilities provided, although there are still obstacles in adapting non-cash payments to some users, especially in Corridor 2. The level of bus service is relatively good, shown by the sense of security, comfort, supporting facilities, and friendly attitude of the officers, with Corridor 3 again being the most superior in terms of service.

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