

ABSTRACT

The rapid growth of e-commerce in Banyumas Regency has increased the demand for fast and efficient goods delivery systems. This study examines the potential for initiating a crowd-shipping service based on Trans Banyumas passenger travel using a first-last mile approach. The main objective is to analyze the influence of sociodemographic and travel characteristics on community readiness to participate as crowd-shippers. The study involved distributing questionnaires to 300 Trans Banyumas users and analyzed using the General Linear Model (GLM) ANOVA. Results indicate that factors such as age, occupation, income, and transportation modes before and after bus rides significantly affect the willingness to participate in crowd-shipping. These findings suggest that integrating crowd-shipping with public transport can optimize unused space during non-peak hours and create new economic opportunities. This research recommends the development of a digital platform, participatory incentives, and supportive policies to facilitate the implementation of Trans Banyumas-based crowd-shipping.

Keywords: *BRT, Crowd-Shipping, Passengers, Trans Banyumas, FLM*