

A STUDY OF MOVEMENT ATTRACTIONS
THE AHMAD DAHLAN "JOMBANG CULINARY" STREET VENDOR CENTER
AREA
JOMBANG REGENCY

ABSTRACT

AAN DWI KRISTANTO

Faculty of Engineering, Darul Ulum University

aandwikristanto24@gmail.com

The Ahmad Dahlan "Jombang Culinary" STREET VENDOR CENTER area experiences a surge in visitor activity, particularly at night and on weekends. This situation creates problems such as increased vehicle volume, traffic congestion, limited parking facilities, and potential disruption to the surrounding road function. Furthermore, the lack of academic studies specifically examining movement attraction patterns in this area means that transportation and spatial planning are not yet based on empirical data.

To address these issues, a study was conducted to analyze the characteristics of visitor movement, identify factors influencing movement generation, and develop appropriate mobility management strategies. The study used a quantitative approach with primary survey methods (observations and questionnaires over seven days) and multiple linear regression analysis. The independent variables include the number of private vehicles (X_1), leisure destinations (X_2), culinary diversity (X_3), and strategic location (X_4), with the dependent variable being movement generation (Y). The analysis yielded a regression model:

$$Y = 1.114 + 0.084X_1 + 0.033X_2 + 0.050X_3 + 0.076X_4$$

with a correlation coefficient (R) of 0.807, indicating a strong relationship between the variables. The coefficient of determination (R^2) of 0.651 indicates that 65.1% of the variation in movement generation can be explained by these variables. Based on these results, recommended strategies include providing parking pockets, regulating one-way traffic flow, improving pedestrian facilities, and integrating culinary areas into sustainable urban spatial planning.

Keywords: Movement generation, street vendors, culinary, multiple linear regression, mobility, Jombang.