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### **INSIGHTS AND RECOMMENDATIONS TO INCREASE INTENTION AND CREATE BEHAVIOR OF CYCLING IN DKI JAKARTA**

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#### **Abstract**

The emergence of the COVID-19 pandemic in Indonesia changes human behavior, especially in determining an activity not exposed by this virus. This pandemic has also triggered many people to cycling, for recreation purposes or as a means of transportation for full trips or just to reach public transport. This study aims to see how the government chooses the right steps to increase people's intention in supporting sustainable transportation programs. The research was conducted on qualitatively and quantitatively. For a quantitative approach, the structural equation modelling method refers to the theory of planned behavior to determine what factors cause people to cycle. The qualitative approach is used to examine the government's concrete steps to increase people's intention in cycling. This research shows that all factors in the theory of planned behavior have a significant positive effect on people's intention to form a behavior. The results show that the most influential factors are perceived behavioral control, followed by attitude toward behavior, and the least is the subjective norm. Recommendations that are given in this study are addressed to the DKI Jakarta Transportation Department to respond to the cyclists' behavior in Jakarta that can support sustainable transportation programs. Sequentially, the proper steps that the government can take in accordance with the results are: create an online-based application that can provide all information to the public about cycling in Jakarta, make the right policies in support of people's intention in cycling, and provide education society regarding the world of bicycling. The implementation of this program must collaborate with various parties and institutions to be able to provide maximum results. Thus, the government's goal in supporting sustainable transportation programs and increasing people's intention to cycling can be achieved.

**Keywords:** Cycling Behavior, Structural Equation Modelling, Theory of Planned Behavior.

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