

Private University Students' Travel Mode Choice Behaviour to University: Analysis in the Context of Dhaka City

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Abstract : Dhaka is the capital of Bangladesh. In Dhaka among other trips, significant percentages of trips comprise education trips. This paper explores significant factors for private university students' education trip to the University. A paper pencil based survey has been conducted on Asia Pacific University student in Dhaka from May 2016 to July 2016. Participants were chosen randomly for the survey. Exploratory analysis showed that about 50% chose bus, 33% chose Rickshaw, 2% chose car and 15% chose to walk for travel to their University. Results from Multinomial Logit model revealed that travel cost, travel time and comfort are the significant factors for private university students to choose different modes. However, magnitude of coefficient of attribute comfort is significantly higher compared to travel cost and travel time. Result from this paper can be used by policymakers and Government agencies to provide more cost effective, comfortable journey to their University.

Keywords : private university student's education trip, mode choice mode, Dhaka, developing country

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