

ABSTRACT

The problem with this research is that the effectiveness of permit control for the Cibaduyut - Karang Setra city transportation route in Bandung is not optimal. Based on these problems, the researcher formulated the problem: "How big is the effect of control on the effectiveness of controlling the transportation routes of the city of Cibaduyut - Karang Setra, Bandung". To analyze the problem under study, researchers used control measures, among others, stated by Mockler in Hasibuan (2012: 45). Hypothesis proposed: "The magnitude of the effect of control on the effectiveness of order control of the city transportation route Cibaduyut - Karang Setra Bandung is determined by the dimensions Determine the standard to be used in control, Measure the implementation or results that have been achieved, Compare the implementation or results with the standard, and Take corrective action .

The research method used is Explanatory Research as for the source of researchers' data through primary data sources and secondary data sources Techniques in data collection namely literature and field studies which include questionnaires, observations and interviews. The technique of collecting samples using Simple Random Sampling (Target Random) with the target of the Office of Transportation and Community Apparatus (Transportation Owners). Data analysis techniques in hypothesis testing using Simple Linear Regression, Test Significance and r-square Determination Coefficient.

The results of this study indicate that the control has a positive and significant effect on the regulation of transportation routes for the city of Cibaduyut - Karang Setra, Bandung. This result is proved by R square value of 0.530 or (53%). This shows that the independent variable that is control has an effect on the effectiveness variable by 53%. While the remaining 47% is explained by factors or variables that are unknown and not included in this regression analysis.