



# PUBLIC TRANSPORTATION **BUSINESS** STRATEGY



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DEDI KURNIAWAN

PUBLIC  
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Dedi Kurniawan



## **PUBLIC TRANSPORTATION BUSINESS STRATEGY**

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Dedi Kurniawan

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Hak Cipta Dilindungi Undang-undang

Hak Penerbitan pada Jejak Pustaka

Isi di Luar Tanggung Jawab Penerbit

ISBN: 978-623-183-394-5

**Editor:**

Dr. Purwanto

**Tata Letak Isi:**

Nafsul Mutmainnah

**Desain Cover:**

Dedi Kurniawan

vii + 127 hlm: 15,5 x 23 cm

Cetakan Pertama, Juli 2023

Penerbit

**Jejak Pustaka**

Anggota IKAPI No. 141/DIY/2021

Wirokerten RT.002 Desa Wirokerten

Banguntapan Bantul Yogyakarta

[jejakpustaka@gmail.com](mailto:jejakpustaka@gmail.com)

081320748380

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The way people get around is changing very fast. Angkot cooperatives, the businesses that run small vans in Bandung City, have an important decision to make. They used to be an important part of the city's public transportation system, but now they have new competition from ride-hailing apps and young people's changing transportation preferences.

This book is aimed to propose new strategies for Angkot cooperatives dealing with new challenges specifically to meet the needs of millennials in the market.

Dedi Kurniawan is a lecturer at the Business Administration Study Program, Faculty of Business, President University. He completed his undergraduate education at Mataram University in the Accounting Study Program in 2014. Two years later, in 2016, he continued his master's degree in the Master of Business Administration study program at the School of Business and Management of Institut Teknologi Bandung, specializing in Creative and Cultural Entrepreneurship.

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