

## ***ABSTRACT***

The increase in the number of people in Banyumas Regency which will reach 1.86 million people in 2024 contributes to the increasing need for mobility, while the accessibility of transportation services in rural areas is still limited. The concept of *Mobility as a Service* (MaaS) offers solutions that have the potential to improve travel efficiency and comfort for rural communities. The research method used was a quantitative approach with data collection through a questionnaire of rural passengers of Trans Banyumas, which was analyzed using the *ANOVA General Linear Model* (GLM) technique to evaluate the relationship between sociodemographic variables and travel characteristics on accessibility, service quality, and readiness for MaaS digitalization. The results of the study show that sociodemographic factors such as age, domicile, and type of work have a significant effect on the perception of transportation services, while travel characteristics such as frequency of use, travel destination, and *first-mile* and *last-mile* modes of transportation contribute to people's readiness to adopt MaaS. MaaS can be a strategic solution in improving the accessibility of public transportation in rural areas through modal integration, infrastructure improvement, and digitalization of application-based services.

**Keywords:** BRT, *Mobility as a Service* (MaaS), Accessibility, Rural Communities, Trans Banyumas, Digitalization.