

ANALISIS BIAYA OPERASIONAL KENDARAAN (BOK), ABILITY TO PAY(ATP), DAN WILLINGNESS TO PAY(WTP) PADA BUS AKAP P.O MAJU LANCAR PRIMA (Studi Kasus: Terminal Jombor Sleman Yogyakarta)

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ABSTRAK

Angkutan Umum Bus Antar Kota Antar Provinsi (AKAP) dari Yogyakarta menuju Jakarta saat ini perlu diperhatikan perubahan harga Biaya Operasional Kendaraan (BOK). Banyak faktor yang mempengaruhi tingkat pemeliharaan masyarakat yaitu tarif terhadap Angkutan Umum Bus Antar Kota Antar Provinsi (AKAP). Tarif yang berlaku saat ini tidak sesuai dengan Biaya Operasional Kendaraan (BOK) karena jumlah tarif yang berlaku saat ini sebesar Rp. 235.000,00.-. Dari pengamatan tersebut adanya kontras yang perlu diperhatikan bahwa perubahan harga Biaya Operasional Kendaraan (BOK) serta nilai kemampuan dan kemauan pengguna angkutan umum. Penelitian ini tertuju pada Terminal Jombor Sleman Yogyakarta dan untuk mendapatkan hasil Biaya Operasional Kendaraan (BOK), kemampuan membayar Ability To Pay (ATP) dan keinginan membayar Willingness To Pay (WTP) menggunakan metode Departemen Perhubungan Km. 89 Tahun 2002 dengan bantuan aplikasi Statistical Package for Sosial Science (SPSS). Hasil analisis ini diharapkan dapat menjadikan pertimbangan dalam menaikkan tarif. Hasil analisis didapatkan nilai Biaya Operasional Kendaraan (BOK) sebesar Rp. 279.281,235 /penumpang, nilai Ability To Pay (ATP) sebesar Rp. 224.000,-, dan untuk nilai Willingness To Pay (WTP) sebesar Rp. 227.600,-. Perlu adanya evaluasi kembali terhadap harga tarif yang berlaku dilapangan mengingat tarif yang diberlakukan lebih tinggi dari daya beli penumpang. Untuk nilai dari harapan responden terdapat perhitungan Regresi Linier Berganda yang terdapat 2 uji yaitu uji - t diperoleh t tabel 1,9852, sedangkan untuk uji - F diperoleh F tabel sebesar 2,47.

Kata kunci: Biaya Operaional Kendaraan (BOK), *Ability To Pay* (ATP), *Willingness To Pay* (WTP)

ANALYSIS OF VEHICLE OPERATION COSTS, ABILITY TO PAY (ATP), AND WILLINGNESS TO PAY (WTP) ON AKAP P.O MAJU LANCAR PRIMA BUS (Case Study: Jombor Terminal Sleman Yogyakarta)

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ABSTRACT

Inter-City Inter-Province Bus Public Transportation (AKAP) from Yogyakarta to Jakarta currently needs to pay attention to changes in the price of Vehicle Operational Costs. Many factors affect the level of community maintenance, one of which is the tariff for Inter-City Inter-Provincial Bus Public Transport (AKAP). The current tariff does not match the Vehicle Operational Cost because the current tariff is Rp. 235,000.00.-. From these observations there is a contrast that needs to be noted that changes in the price of Vehicle Operational Costs (BOK) and the value of the ability and willingness of public transport users. This research is aimed at Jombor Sleman Terminal Yogyakarta and to get the results of Vehicle Operational Costs, Ability To Pay (ATP) and Willingness To Pay (WTP) payments using the Department of Transportation Km method. 89 of 2002 with the help of the Statistical Package for Social Science (SPSS) application. The results of this analysis are expected to be taken into consideration in increasing tariffs. The results of the analysis obtained the value of Vehicle Operational Costs of Rp. 279,281,235 /passenger, Ability To Pay (ATP) value of Rp. 224,000, - , and for the Willingness To Pay (WTP) value of Rp. 227,600,-. There needs to be a re-evaluation of the fare prices that apply in the field considering the rates applied are higher than the purchasing power of passengers. For the value of the respondent's expectations, there is a Multiple Linear Regression calculation, there are 2 tests, namely the -t test, the t table is 1.9852, while for the F-test, the F table is 2.47.

Keywords: Vehicle Operational Cost, Ability To Pay (ATP), Willingness To Pay (WTP)