

ANALISIS KEMAMPUAN MEMBAYAR (*ABILITY TO PAY*) DAN KESEDIAAN UNTUK MEMBAYAR (*WILLINGNESS TO PAY*) CALON PENUMPANG KRL YOGYAKARTA-SOLO

M. Fadhullah Raharjo^[1] Abul Fida Ismaili, S.T.,M.Sc

Program Studi Teknik Sipil Fakultas Sains dan Teknologi Universitas Teknologi Yogyakarta

e-mail: fadhullahraharjo@gmail.com^[1] abul.fida@staff.uty.ac.id^[2]

ABSTRAK

Pertumbuhan jumlah penduduk perkotaan maupun kegiatannya dapat mengakibatkan meningkatnya kebutuhan ruang perkotaan yang besar. Penentuan tarif transportasi angkutan umum merupakan persoalan yang krusial dan sensitif. Transportasi Kereta Rel Listrik sangat dibutuhkan karena kecepatannya, serta kenyamanannya. Akan tetapi transportasi ini masih terdapat beberapa masalah seperti ketepatan waktu kereta datang dan berangkat, gangguan pada sinyal, dan kapasitas angkut pada kereta yang perlu diatasi agar bisa menjadi transportasi pilihan masyarakat. Penelitian ini menganalisis tentang kemampuan membayar (*Ability To Pay*) dan kesediaan untuk membayar (*Willingness To Pay*) calon penumpang KRL Yogyakarta-Solo. Penelitian ini akan dilakukan pada Stasiun Lempuyangan dan Stasiun Tugu Yogyakarta. Dari hasil analisis didapatkan bahwa kuesioner responden yang didapatkan memiliki data valid dan reliabel, serta mendapatkan hasil Penggunaan KRL lintas Yogyakarta-Solo Balapan dengan tarif yang dipatok oleh pihak KRL yakni sebesar Rp.8.000 diperoleh nilai ATP Rata-rata sebesar = Rp. 9.884 dan nilai WTP rata-rata = Rp.9.452, dari hasil tersebut menunjukkan bahwa besaran nilai $ATP > WTP > \text{tarif}$.

Kata kunci: Kereta Rel Listrik, ATP, WTP

ANALYSIS OF ABILITY TO PAY AND WILLINGNESS TO PAY PROSPECTIVE PASSENGER OF YOGYAKARTA-SOLO KRL

M. Fadhullah Raharjo^[1] Abul Fida Ismaili, S.T.,M.Sc

Civil Engineering Study Program, Faculty of Science and Technology,

University of Technology Yogyakarta

e-mail: fadhullahraharjo@gmail.com^[1] abul.fida@staff.uty.ac.id^[2]

ABSTRACT

Growth in the number of urban population and their activities can lead to an increase in the need for large urban spaces. The determination of public transportation fares is a crucial and sensitive issue. Electric Rail Train Transportation is needed because of its speed and convenience. However, this transportation still has a number of problems such as the punctuality of trains arriving and departing, interference with signals, and transport capacity on trains that need to be addressed so that it can become the people's choice of transportation. This study analyzes the ability to pay and the willingness to pay for Yogyakarta-Solo KRL passengers. This research will be conducted at Lempuyangan Station and Yogyakarta Tugu Station. From the results of the analysis it was found that the respondent's questionnaire obtained had valid and reliable data, and obtained the results of the use of the Yogyakarta-Solo Balapan KRL with the fare set by the KRL which was Rp. 8,000, obtained an average ATP value of = Rp. 9,884 and the average WTP value = Rp. 9,452, the results show that the value of ATP > WTP > tariff.

Keywords: *Electric Rail Trains, ATP, WTP*