

ANALISIS ANGKUTAN BUS DAMRI BERDASARKAN *ABILITY TO PAY (ATP)* DAN *WILLINGNESS TO PAY (WTP)* (Studi Kasus : Bus Damri Bandara *Yogyakarta International Airport*)

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ABSTRAK

Bus Damri angkutan bandara ini telah beroperasi sejak bulan April 2019 dengan armada yang terbatas dan beroperasi secara resmi pada bulan Maret 2020 yang dikelola oleh Perum Damri Cabang Yogyakarta. Bus Damri awalnya memiliki 11 titik penjemputan di Provinsi Daerah Istimewa Yogyakarta yang menuju Bandara YIA yaitu Bandara Adisutjipto, The Atrium Hotel, Terminal Condongcatur, Galeria Mall, Hotel Royal Brongto, Hotel Limaran Malioboro, LPP *Convention Hotel*, Terminal Palbapang, Pool Damri Yogyakarta, Sleman City Hall, dan Stasiun Wojo, Namun saat ini hanya ada 3 titik yang masih beroperasi pada tahun 2023 yaitu Sleman City Hall, Pool Damri Yogyakarta, dan Terminal Condongcatur dikarenakan kontrak dengan tempat tidak diperpanjang karena penumpang sepi. Metode pengumpulan data dilakukan dengan teknik *stated preference* terhadap 100 responden. Pengukuran ATP menggunakan metode *household budget* dan hasil penelitiannya menitik beratkan pada kemauan membayar (WTP). Hasil penelitian menunjukkan ATP rata-rata pengguna jasa bus damri bandara Yogyakarta International Airport adalah sebesar Rp. 92.648 dan nilai rata-rata WTP adalah sebesar Rp. 61.040, Tarif ideal bus damri bandara menurut responden adalah sebesar Rp. 60.000,- dengan ATP dan WTP penumpang sebesar 66% dan 52%. atau sebanyak 66 responden yang memiliki kemampuan membayar terhadap tarif Rp.60.000 dan WTP responden 52% atau sebanyak 52 responden yang akan menggunakan bus damri bandara jika tarif yang berlaku sebesar Rp.60.000. Jika tarif bus damri tetap di Rp.80.000 maka ATP responden 38% dan WTP responden 26% sehingga dilihat dari WTP responden memiliki kemauan yang kurang terhadap pelayanan jasa bus damri, responden mengharapkan adanya peningkatan pelayanan sesuai dengan harapan atau keinginan responden jika tarif yang berlaku masih Rp.80.000.

Kata kunci: *Ability To Pay (ATP)*, *Willingess To Pay (WTP)*, Bus Damri Bandara, Bandara *Yogyakarta International Airport*

DAMRI BUS TRANSPORT ANALYSIS BASED ON ABILITY TO PAY (ATP) AND WILLINGNESS TO PAY (WTP)

(Case Study: Yogyakarta International Airport Damri Bus)

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ABSTRACT

Damri buses for airport transportation have been operating since April 2019 with a limited fleet and officially operated in March 2020, managed by Perum Damri Yogyakarta Branch. Damri Bus initially had 11 pick-up points in Yogyakarta Special Region Province which went to YIA Airport, namely Adisutjipto Airport, The Atrium Hotel, Condongcatur Terminal, Galeria Mall, Royal Brongto Hotel, Limaran Malioboro Hotel, LPP Convention Hotel, Palbapang Terminal, Pool Damri Yogyakarta, Sleman City Hall, and Wojo Station. However, currently there are only 3 points that will still operate in 2023, namely Sleman City Hall, Pool Damri Yogyakarta, and Condongcatur Terminal because the contract with the place was not extended due to low passengers. The data collection method was carried out using the stated preference technique for 100 respondents. ATP measurement uses the household budget method and the research results focus on willingness to pay (WTP). The research results show that the average ATP for Yogyakarta International Airport damri bus service users is IDR. 92,648 and the average WTP value is Rp. 61,040, the ideal airport Damri bus fare according to respondents is Rp. 60,000,- with passenger ATP and WTP of 66% and 52%. or as many as 66 respondents who have the ability to pay the fare of Rp. 60,000 and the WTP of respondents is 52% or as many as 52 respondents who will use the Damri airport bus if the applicable fare is Rp. 60,000. If the Damri bus fare remains at IDR 80,000, the respondent's ATP is 38% and the respondent's WTP is 26%, so seen from the WTP, respondents have less willingness to provide Damri bus services, respondents expect an increase in service in accordance with the respondents' expectations or desires if the prevailing fare is still Rp. 80,000.

Keywords: Ability To Pay (ATP), Willingness To Pay (WTP), Damri Airport Bus, Yogyakarta International Airport