

**ANALISA ABILITY TO PAY (ATP) DAN WILLINGNESS TO
PAY (WTP) TERHADAP ANGKUTAN UMUM TRAVEL, BUS
EKONOMI DAN BUS PATAS
(Studi Kasus : Rute Yogyakarta – Semarang)**

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ABSTRAK

Angkutan umum dari Yogyakarta menuju Semarang maupun sebaliknya saat ini didominasi oleh angkutan Bus dan Travel, namun masyarakat saat ini lebih sering menggunakan kendaraan pribadi untuk bepergian daripada memanfaatkan angkutan umum yang sudah ada. Banyak faktor yang mempengaruhi tingkat pemilihan masyarakat terhadap angkutan umum. Salah satu faktor yang cukup berperan penting adalah tarif yang berlaku pada angkutan umum. Tarif angkutan umum jurusan Yogyakarta – Semarang yang berlaku saat ini, pada bus ekonomi adalah Rp. 30.000,00 , bus PATAS Rp. 45.000,00 sedangkan pada Travel tarif berkisar antara Rp. 80.000,00 - 85.000,00.

Penelitian ini akan mencari tahu nilai kemampuan membayar (*Ability To Pay*) dengan metode *household budget* dan keinginan membayar (*Willingness To Pay*) menggunakan metode *stated preference* dari pengguna jasa. Hasil dari analisis ini diharapkan dapat menjadi pertimbangan dari instansi terkait apabila ingin menaikkan tarif.

Hasil analisis didapatkan nilai *Ability To Pay (ATP)* responden pada angkutan Travel sebesar Rp. 120.046,00 dan nilai *Willingness To Pay (WTP)* sebesar Rp. 87.507,00 , pada angkutan Bus Ekonomi nilai *Ability To Pay (ATP)* sebesar Rp. 56.635,00 dengan nilai *Willingness To Pay (WTP)* sebesar Rp.31.305,00 , dan pada angkutan Bus PATAS nilai *Ability To Pay (ATP)* sebesar Rp. 80.594,00 dengan nilai *Willingness To Pay (WTP)* sebesar Rp. 46.415,00 . Apabila ketiga angkutan umum meningkatkan kualitas pelayanan, tarif yang berlaku dapat dinaikkan dengan batas awal nilai *Willingness To Pay (WTP)* dan maksimal sampai nilai *Ability To Pay (ATP)*.

Kata Kunci: Tarif, Angkutan Umum, Ability To Pay (ATP), Willingness To Pay (WTP)

**ANALYSIS OF ABILITY TO PAY (ATP) AND
WILLINGNESS TO PAY (WTP) TO PUBLIC TRANSPORT OF
TRAVEL, ECONOMIC BUS AND PATAS BUS
(A Case Research : Yogyakarta – Semarang Route)**

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ABSTRACT

Public transport from Yogyakarta to Semarang return is currently dominated by transport and travel. However, today's society is more likely to use private cars to travel on harnessing of existing public transport. Many factors affect the level of Community preferences towards public transportation. One of the factors that play an important role is the fares applied to public transport. Yogyakarta-Semarang public transport fares applicable at this time mentions that for economy class is Rp. 30.000,00- on the bus PATAS Rp 45.000,00- while the Travel fares ranged from Rp. 80.000,00 – Rp. 85.000,00.

This research will find out the value of ability to pay (ATP) with household budget method and willingness to pay (WTP) with stated preference method from the community. The result of this analysis is expected to be a consideration of the relevant agencies if it will raise fares.

The results of this analysis obtained the value of ability to pay (ATP) respondents on Travel transport of Rp. 120.046,00 and willingness to pay (WTP) of Rp. 87.507,00, on Bus Economics value of ability to pay (ATP) of Rp. 56.635,00 with the willingness to pay (WTP) of Rp. 31.305,00, and on the PATAS Buses the value of ability to pay (ATP) of Rp. 80.594,00 with the willingness value (WTP) of Rp. 46.426,00. If the three public transports improve the quality of service, the applicable fares can be increased with the initial willingness to pay (WTP) and maximum up to the ability to pay (ATP)

Keyword: *Fares, Public Transport, Ability To Pay (ATP), Willingness To Pay (WTP)*