

ABSTRAK

ANALISIS KELAYAKAN TARIF BUS DAMRI BERDASARKAN BIAYA OPERASIONAL KENDARAAN (BOK) DAN TINGKAT KETERISIAN PENUMPANG (*LOAD FACTOR*) (Studi Kasus: Rute Bandar Lampung – Bandung)

Oleh

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Bus Antar Kota Antar Provinsi (AKAP) memiliki peran penting dalam mendukung mobilitas masyarakat sehingga penetapan tarif harus mempertimbangkan keterjangkauan dan keberlanjutan operasional. Penelitian ini bertujuan menghitung Biaya Operasional Kendaraan (BOK), menganalisis *load factor*, dan mengevaluasi kelayakan tarif Bus DAMRI rute Bandar Lampung - Bandung. Penelitian menggunakan metode deskriptif analitis dengan data yang diperoleh melalui wawancara dan dokumentasi operasional pada 2 – 9 April 2026. Hasil penelitian menunjukkan bahwa BOK sebesar Rp306.200,00 per penumpang dan *load factor* mencapai 100%, yang menunjukkan seluruh kapasitas 23 tempat duduk terisi. Tarif yang berlaku sebesar Rp475.000,00 per penumpang berada di atas tarif berdasarkan BOK sehingga dinilai layak karena mampu menutupi biaya operasional kendaraan. Selisih tarif tersebut menunjukkan bahwa penetapan tarif juga mempertimbangkan biaya administrasi, pengelolaan operasional, risiko usaha, dan margin keuntungan.

Kata kunci: Biaya Operasional Kendaraan (BOK), tarif angkutan, *load factor*, Bus DAMRI, Bandar Lampung – Bandung.

ABSTRACT

FEASIBILITY ANALYSIS OF DAMRI BUS FARES BASED ON VEHICLE OPERATING COSTS (VOC) AND LOAD FACTOR (Case Study: Bandar Lampung – Bandung Route)

By

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Intercity and Interprovincial (AKAP) buses play a vital role in supporting public mobility; therefore, fare setting must take into account affordability and operational sustainability. This study aims to calculate Vehicle Operating Costs (VOC), analyze the passenger load factor (load factor), and evaluate the feasibility of fares for DAMRI buses on the Bandar Lampung – Bandung route. The study employed a descriptive-analytical method, using data collected through interviews and operational documentation from April 2 – 9, 2026. The results indicate that the VOC was Rp306.200,00 per passenger and the load factor reaches 100%, indicating that all 23 seats were occupied. The current fare of Rp475.000,00 per passenger is higher than the fare based on the VOC and is therefore considered reasonable because it covers the vehicle's operating costs. The fare difference indicates that fare setting also takes into account administrative costs, operational management, business risk, and profit margins.

Keywords: Vehicle Operating Costs (VOC), transportation fares, load factor, DAMRI buses, Bandar Lampung–Bandung.