

ABSTRAK

**PREFERENSI WARGA KOTA BANDAR LAMPUNG
TERHADAP ANGKUTAN UMUM**

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Data Preferensi masyarakat tentang angkutan umum diperlukan sebagai dasar pengambilan keputusan dalam pengembangan angkutan umum. Seberapa besar minat masyarakat untuk beralih menggunakan angkutan umum dan pilihan kebijakan yang diambil masyarakat sebagai sumber pembiayaan ditelusuri. Faktor pendorong, faktor penarik, dan persaingan dengan transportasi *online* digunakan sebagai indikator untuk mengetahui minat masyarakat terhadap angkutan umum di samping persepsi masyarakat sendiri.

Analisa dilakukan pada *Ability to Pay* (ATP), *Willingness to Pay* (WTP), dan Biaya Operasional Kendaraan. Minat untuk beralih ke angkutan umum juga dikaji dengan menggunakan *Structural Equation Modelling* (SEM) dengan alat bantu estimasi Amos 23 versi *trial*. Sampel diambil secara *Accidental Random Sampling*.

Hasil analisis menunjukkan bahwa nilai ATP (Rp. 2.824,27/km) dan WTP (1.970,92/km) masyarakat Kota Bandar Lampung masih berada di atas tarif yang berlaku (Rp. 300,00/km) namun minat masyarakat untuk menggunakan angkutan umum masih sangat kurang. Biaya Operasional Kendaraan (BOK) angkutan umum belum dapat ditutupi dengan pendapatan tarif yang didapat dengan *loading factor* rata-rata (16,45%). Hasil analisis menunjukkan bahwa faktor penarik berupa peningkatan *affordability* terhadap angkutan umum, perbaikan pelayanan, dan penyediaan sistem pembayaran terintegrasi, merupakan faktor dominan yang dapat menarik masyarakat menggunakan angkutan umum. Oleh karena itu, meningkatkan tarif untuk membiayai pengembangan sarana dan prasarana pendukung bagi angkutan umum masih direkomendasikan.

Kata Kunci : *ability to pay*, angkutan umum, biaya operasional kendaraan, *structural equation modelling*, *willingness to pay*.

ABSTRACT**PREFERENSI WARGA KOTA BANDAR LAMPUNG
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Public preference data regarding public transportation is needed as a basis for decision making in the development of public transportation. Interest directs an individual to choose a particular choice. How big is the public's interest in switching to using public transportation and the policy choices taken by the community as a source of financing are traced. Push factors, pull factors, and competition with online transportation are used as indicators to determine public interest in public transportation in addition to people's own perceptions.

Analysis was carried out on Ability to Pay (ATP), Willingness to Pay (WTP), and Vehicle Operational Costs. The intention to switch to public transportation was also studied using the Structural Equation Modeling (SEM) with the trial version of the Amos 23 estimation tool. Samples were taken by Accidental Random Sampling.

The results of the analysis show that the value of ATP (Rp. 2,824.27/km) and WTP (1,970.92/km) for the people of Bandar Lampung City are still above the applicable tariff (Rp. 300.00/km) but people's interest in using public transportation still very lacking. Vehicle Operating Costs (VOC) for public transportation cannot be covered by the fare income obtained with an average loading factor (16.45%). The results of the analysis has shows that the pull factors in the form of increased affordability of public transport, service improvements, and the provision of an integrated payment system, are the dominant factors that can attract people to use public transportation. Therefore, increasing tariffs to finance the development of supporting facilities and infrastructure for public transport is still recommended.

Keywords : ability to pay, public transportation, structural equation modelling, vehicle operating costs, willingness to pay.