

ABSTRAK

ANALISIS ANGKUTAN UMUM BERDASARKAN BIAYA OPERASIONAL KENDARAAN (BOK) BUS PADA TRAYEK WAY KANAN – BANDAR LAMPUNG

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Penelitian ini dilatarbelakangi oleh tingginya aktivitas pergerakan masyarakat antara Kabupaten Way Kanan dan Kota Bandar Lampung yang menjadikan bus sebagai moda transportasi andalan. Penetapan tarif angkutan umum perlu mempertimbangkan keseimbangan antara kepentingan operator dan keterjangkauan bagi penumpang. Namun demikian, tarif yang berlaku belum sepenuhnya ditinjau berdasarkan perhitungan Biaya Operasional Kendaraan (BOK) secara menyeluruh. Oleh karena itu, penelitian ini bertujuan untuk mengevaluasi kesesuaian tarif Bus Puspa Jaya trayek Way Kanan–Bandar Lampung berdasarkan BOK serta meninjau keseimbangan antara keberlanjutan operasional dan kemampuan bayar penumpang.

Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan survei lapangan. Data primer diperoleh melalui survei *on-board*, pencatatan jumlah penumpang dan waktu tempuh, serta wawancara dengan operator, sedangkan data sekunder bersumber dari instansi terkait dan literatur. Analisis Biaya Operasional Kendaraan mengacu pada metode Departemen Perhubungan tahun 2002, dengan memperhitungkan biaya langsung, biaya tidak langsung, dan *load factor*.

Hasil penelitian menunjukkan bahwa rata-rata *load factor* Bus Puspa Jaya sebesar 45,5% pada hari kerja dan 90,9% pada akhir pekan, dengan besaran nilai tarif berdasarkan perhitungan BOK pada hari kerja sebesar Rp. 104.700 dan pada akhir pekan sebesar Rp. 52.400, di mana nilai hari kerja masih di bawah standar 70%, sedangkan akhir pekan telah melampauinya. Perhitungan BOK menunjukkan adanya perbedaan dengan tarif yang berlaku, sehingga diperlukan evaluasi tarif secara berkala guna menjamin penutupan biaya operasional dan keterjangkauan penumpang.

Kata kunci: Biaya Operasional Kendaraan (BOK), Bus Antar Kota, *Load Factor*, Tarif Angkutan Umum, Transportasi Darat.

ABSTRACT

PUBLIC TRANSPORT ANALYSIS BASED ON VEHICLE OPERATIONAL COSTS (VOC) OF BUSES ON THE WAY KANAN – BANDAR LAMPUNG ROUTE

By

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This research is motivated by the high level of public movement between Way Kanan Regency and Bandar Lampung City, which makes buses a preferred mode of transportation. Determining public transportation fares requires a balance between operator interests and passenger affordability. However, existing fares have not been fully reviewed based on comprehensive Vehicle Operating Cost (VOC) calculations. Therefore, this study aims to evaluate the suitability of Puspa Jaya Bus fares for the Way Kanan–Bandar Lampung route based on VOC and to examine the balance between operational sustainability and passenger affordability.

This research uses a quantitative descriptive method with a field survey approach. Primary data were obtained through on-board surveys, recording passenger numbers and travel times, and interviews with operators. Secondary data were sourced from relevant agencies and literature. The Vehicle Operating Cost analysis refers to the 2002 Ministry of Transportation method, which takes into account direct costs, indirect costs, and load factors.

The results of the study showed that the average load factor of Puspa Jaya Bus was 45.5% on weekdays and 90.9% on weekends, with the fare value based on the BOK calculation on weekdays being Rp. 104.700 and on weekends being Rp. 52.400, where the weekday value is still below the 70% standard, while the weekend has exceeded it. The BOK calculation shows a difference with the applicable tariff, so periodic tariff evaluation is needed to ensure the coverage of operational costs and passenger affordability.

Keywords: *Vehicle Operating Cost (VOC), Public Transportation Fares, Load Factor, Intercity Buses, Land Transportation.*