

ABSTRAK

ANALISIS TARIF ANGKUTAN UMUM BERDASARKAN *ABILITY TO PAY* DAN *WILLINGNESS TO PAY* (Studi Kasus: Bus Trayek Way Kanan – Bandar Lampung)

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Penelitian ini bertujuan untuk menganalisis kemampuan membayar (*Ability to Pay*) dan kesediaan membayar (*Willingness to Pay*) penumpang bus trayek Way Kanan – Bandar Lampung serta menentukan tarif yang optimal. Metode yang digunakan adalah deskriptif analitis dengan pengumpulan data melalui survei kuesioner terhadap 122 responden penumpang bus. Hasil penelitian menunjukkan bahwa nilai rata-rata ATP penumpang sebesar Rp. 112.743 per perjalanan, sedangkan nilai rata-rata WTP sebesar Rp. 65.803 per perjalanan. Nilai ATP yang lebih besar dibandingkan WTP mengindikasikan bahwa kemampuan ekonomi penumpang relatif tinggi, namun kesediaan membayar masih dipengaruhi oleh kualitas pelayanan. Berdasarkan perbandingan tersebut, tarif bus direkomendasikan sebesar Rp. 90.000 per perjalanan, karena masih berada di bawah nilai ATP dan mendekati nilai WTP. Hasil penelitian ini diharapkan dapat menjadi bahan pertimbangan dalam penetapan kebijakan tarif angkutan umum yang berkeadilan dan berkelanjutan.

Kata kunci: angkutan umum, tarif, *Ability to Pay*, *Willingness to Pay*.

ABSTRACT

ANALYSIS OF PUBLIC TRANSPORTATION FARES BASED ON ABILITY TO PAY AND WILLINGNESS TO PAY (A Case Study: Bus Service on the Way Kanan–Bandar Lampung Route)

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This study aims to analyze passengers Ability to Pay (ATP) and Willingness to Pay (WTP) for bus services on the Way Kanan – Bandar Lampung route and to determine an optimal fare based on these approaches. The research employed a descriptive analytical method with primary data collected through questionnaire surveys of 122 bus passengers. The results show that the average ATP value is Rp. 112.743 per trip, while the average WTP value is Rp. 65.803 per trip. The higher ATP compared to WTP indicates that passengers generally have sufficient economic capacity, although their willingness to pay is still influenced by the perceived quality of service. Based on the comparison of ATP and WTP, the recommended bus fare is Rp. 90.000 per trip, as it remains below the ATP value and close to the WTP value. The findings are expected to provide useful input for operators and local governments in establishing fair and sustainable public transportation fare policies.

Keywords: *public transportation, fare, Ability to Pay, Willingness to Pay.*