

ABSTRAK

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

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Penetapan tarif kereta api merupakan faktor penting dalam menjaga keseimbangan antara keberlanjutan operasional dan keterjangkauan bagi pengguna jasa. Pada trayek Kereta Api Way Kanan–Bandar Lampung, diperlukan kajian yang mempertimbangkan kemampuan serta kesediaan penumpang dalam membayar tarif layanan. Penelitian ini bertujuan untuk menganalisis *Ability to Pay* (ATP) dan *Willingness to Pay* (WTP) penumpang pada trayek tersebut serta menilai kesesuaian tarif yang berlaku.

Penelitian ini menggunakan metode deskriptif kuantitatif dengan pengumpulan data primer melalui kuesioner kepada 115 responden. Analisis ATP dilakukan berdasarkan tingkat pendapatan dan pengeluaran responden, sedangkan analisis WTP ditentukan berdasarkan persepsi penumpang terhadap tarif yang dibayarkan dengan mempertimbangkan faktor pelayanan seperti tarif, kenyamanan, keamanan, dan ketepatan waktu. Hasil penelitian menunjukkan nilai rata-rata ATP sebesar Rp72.775, sedangkan nilai rata-rata WTP sebesar Rp32.896. Perbedaan tersebut mengindikasikan adanya kesenjangan antara kemampuan dan kesediaan membayar penumpang, sehingga penetapan tarif ideal perlu disertai peningkatan kualitas pelayanan dan mendapatkan nilai rekomendasi sebesar Rp54.052.

Kata kunci: Kereta Api, Tarif, *Ability to Pay*, *Willingness to Pay*.

ABSTRACT

PUBLIC TRANSPORT FARE ANALYSIS BASED ON ABILITY TO PAY AND WILLINGNESS TO PAY (Case Study: Way Kanan – Bandar Lampung Train Route)

by

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Determining train fares is a crucial factor in maintaining a balance between operational sustainability and affordability for service users. For the Way Kanan-Bandar Lampung train route, a study is needed that considers passengers' ability and willingness to pay. This study aims to analyze passengers' Ability to Pay (ATP) and Willingness to Pay (WTP) on this route and assess the appropriateness of the applicable fares.

This study used a quantitative descriptive method, collecting primary data through questionnaires from 115 respondents. The ATP analysis was based on respondents' income and expenditure levels, while the WTP analysis was determined based on passengers' perceptions of the fares paid, taking into account service factors such as fare, comfort, safety, and punctuality. The results showed an average ATP value of Rp72,775, while the average WTP value was Rp32,896. This difference indicates a gap between passengers' ability and willingness to pay, so that the determination of ideal fares needs to be accompanied by an increase in service quality and obtain a recommended value of Rp54,052.

Keywords: *Trains, Fares, Ability to Pay, Willingness to Pay.*