ABSTRAK

Sriwi Bandari Harahap : Analisis Tarif Angkutan Umum Berdasarkan Biaya Operasional Kendaraan , Ability To Pay dan Willingness To Pay (Studi Kasus : Rapand Travel Trayek Sibolga – Medan).
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Tarif angkutan umum memiliki peranan penting dalam keberlangsungan sistem transportasi karena harus mampu menyeimbangkan kepentingan pengguna jasa dan operator angkutan. Peningkatan jumlah penduduk dan aktivitas masyarakat di Kota Sibolga turut mendorong meningkatnya kebutuhan akan layanan angkutan umum antarkota. Rapand Travel merupakan salah satu penyedia jasa angkutan pada trayek Sibolga–Medan yang memerlukan evaluasi tarif agar tetap berkelanjutan dan terjangkau. Penelitian ini bertujuan untuk menganalisis kelayakan tarif angkutan Rapand Travel berdasarkan pendekatan Biaya Operasional Kendaraan, Ability to Pay, dan Willingness to Pay, serta merumuskan rekomendasi tarif yang ideal. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data primer melalui kuesioner kepada pengguna jasa dan data sekunder dari pihak operator. Perhitungan BOK mengacu pada pedoman Direktorat Jenderal Perhubungan Darat (2002). Hasil penelitian menunjukkan bahwa nilai BOK sebesar Rp. 147.448 per penumpang per perjalanan. Nilai ATP pengguna jasa sebesar Rp. 291.019 per penumpang per perjalanan, sedangkan nilai WTP pada kondisi pelayanan eksisting sebesar Rp. 183.975 dan meningkat menjadi Rp. 197.025 per penumpang per perjalanan pada skenario peningkatan kualitas pelayanan. Tarif eksisting sebesar Rp. 180.000 berada di atas BOK, di bawah ATP, serta masih dapat diterima berdasarkan WTP. Berdasarkan hasil tersebut, dapat disimpulkan bahwa tarif Rp. 180.000 per penumpang per perjalanan merupakan tarif yang ideal dan layak diterapkan pada kondisi pelayanan saat ini. Penyesuaian tarif hanya direkomendasikan apabila disertai peningkatan kualitas pelayanan yang nyata dan berkelanjutan.

Kata Kunci : Tarif, Biaya Operasional Kendaraan, Ability To Pay, Willingness To Pay.

ABSTRACT

Sriwi Bandari Harahap: *Analysis of Public Transport Fares Based on Vehicle Operating Cost, Ability to Pay, and Willingness to Pay (Case Study: Rapand Travel Sibolga–Medan Route).*
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Public transportation fares play an important role in ensuring the sustainability of transportation systems, as they must balance the interests of service users and transport operators. The increase in population and community activities in Sibolga City has led to a growing demand for intercity public transportation services. Rapand Travel is one of the transport service providers operating on the Sibolga–Medan route and requires a fare evaluation to ensure sustainability and affordability. This study aims to analyze the feasibility of Rapand Travel fares based on the Vehicle Operating Cost, Ability to Pay, and Willingness to Pay (WTP) approaches, and to formulate an ideal fare recommendation. This research employed a quantitative approach, using primary data collected through questionnaires distributed to service users and secondary data obtained from the operator. The calculation of the Vehicle Operating Cost refers to the guidelines issued by the Directorate General of Land Transportation (2002). The results indicate that the Vehicle Operating Cost is Rp. 147.448 per passenger per trip. The Ability to Pay of users is Rp. 291.019 per passenger per trip, while the Willingness to Pay under existing service conditions is Rp183.975 per passenger per trip and increases to Rp. 197.025 per passenger per trip under the service quality improvement scenario. The existing fare of Rp. 180.000 is higher than the Vehicle Operating Cost, lower than the Ability to Pay, and remains acceptable based on the Willingness to Pay analysis. Based on these findings, it can be concluded that the fare of Rp. 180.000 per passenger per trip is ideal and feasible under current service conditions. Fare adjustments are recommended only if accompanied by tangible and sustainable improvements in service quality.

***Keywords**: Fare, Vehicle Operating Cost, Ability to Pay, Willingness to Pay.*