ABSTRAK

Adinda Dian Padang. NIM 5193550030: Analisis Tarif Angkutan Umum Mini Bus Dairi Transport Rute Sidikalang – Kota Medan Berdasarkan *Ability To Pay* (ATP) dan *Willingness To Pay* (WTP)

Penelitian ini bertujuan untuk menganalisis tarif angkutan umum minibus PT Dairi Transport (DATRA) rute Sidikalang – Kota Medan berdasarkan konsep *Ability To Pay* (ATP) dan *Willingness To Pay* (WTP). Penentuan tarif merupakan isu krusial karena melibatkan perbedaan kepentingan antara operator bus dan pengguna jasa terkait keterjangkauan dan keberlangsungan layanan. Metode penelitian yang digunakan adalah survei langsung kepada responden dengan kategori pekerjaan yang berbeda, seperti pelajar/mahasiswa, karyawan swasta, dan wiraswasta. Analisis ATP dilakukan menggunakan metode *household budget* dengan membandingkan alokasi biaya transportasi dan pendapatan , sementara analisis WTP menggunakan metode *stated preference* untuk mengetahui nilai maksimal yang bersedia dibayar oleh penumpang. Hasil penelitian menunjukkan bahwa nilai rata-rata ATP penumpang adalah sebesar Rp 133.872,87 per perjalanan, sedangkan nilai rata-rata WTP adalah sebesar Rp 55.566,00. Dibandingkan dengan tarif eksisting sebesar Rp 70.000,00, nilai ATP berada di atas tarif yang berlaku, sementara nilai WTP berada di bawahnya (ATP > Tarif Eksisting > WTP). Kondisi ini menunjukkan bahwa secara ekonomi penumpang memiliki kemampuan membayar yang tinggi, namun memiliki kemauan membayar yang rendah karena merasa nilai layanan belum sebanding dengan biaya yang dikeluarkan (pengguna termasuk kategori *choiced rider*). Berdasarkan temuan ini, PT Dairi Transport memiliki peluang untuk menyesuaikan tarif hingga mendekati nilai ATP, namun harus dibarengi dengan peningkatan kualitas pelayanan pada aspek kenyamanan, keamanan, dan ketepatan jadwal guna meningkatkan kemauan membayar (*Willingness to Pay*) penumpang.

Kata Kunci: *Tarif Angkutan Umum, Ability To Pay (ATP), Willingness To Pay (WTP).*

ABSTRACT

Adinda Dian Padang. NIM 5193550030: ***Analysis of Dairi Transport Minibus Public Transport Fares for the Sidikalang – Medan City Route Based on Ability to Pay* (ATP) *and Willingness to Pay* (WTP)**

This study aims to analyze the minibus public transportation fare of PT Dairi Transport (DATRA) on the Sidikalang – Medan City route based on the Ability To Pay (ATP) and Willingness To Pay (WTP) concepts. Fare determination is a crucial issue because it involves differences in interests between bus operators and service users regarding affordability and sustainability of services. The research method used is a direct survey to respondents with different job categories, such as students, private employees, and self-employed. ATP analysis is carried out using the household budget method by comparing the allocation of transportation costs and income, while WTP analysis uses the stated preference method to determine the maximum value that passengers are willing to pay. The results show that the average ATP value of passengers is Rp 133.872,87 per trip, while the average WTP value is Rp 55,566.00. Compared to the existing fare of Rp 70,000.00, the ATP value is above the applicable fare, while the WTP value is below it (ATP > Existing Fare > WTP). This situation indicates that passengers have a high economic ability to pay, but a low willingness to pay because they feel the service value is not commensurate with the costs incurred (users are categorized as preferred riders). Based on these findings, PT Dairi Transport has the opportunity to adjust fares closer to the ATP value, but this must be accompanied by improvements in service quality in terms of comfort, safety, and punctuality to increase passenger willingness to pay.

Keywords*: Public Transportation Fares, Ability to Pay (ATP), Willingness to Pay (WTP).*