ABSTRAK

Judul : Analisa Biaya Operasional (BOK) Angkutan Kota Semarang Rute (Penggaron-Johar) (Studi Kasus : Trayek Penggaron-Johar (C.3),

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Penentuan besaran tarif angkutan membutuhkan penanganan dan kebijakan. Karena harus dapat menjembatani kepentingan penumpang selaku konsumen dan pengelola angkutan umum. Angkutan C.3 merupakan salah satu angkutan yang beroperasi di kota semarang dengan rute Penggaron-Johar. Data didapat dengan cara penyebaran kuesioner kepada pengguna angkutan C.3 dan juga wawancara dengan pengelola Angkot C.3. Penelitian ini dilakukan untuk mengetahui besarnya Biaya Operaional Kendaraan (BOK) yang dikeluarkan oleh operator angkot C.3 dan mengetahui karakteristik pengguna angkot, tarif berdasarkan daya beli penumpang dari kempuan *(Ability)* dan kemauan *(Willingness)* untuk membayar tarif tersebut. Penelitian ini dilakukan selama 3 hari, yaitu 2 hari kerja *(weekday)*, 1 hari libur *(wekkend)*, hasil analisis data menunjukan tarif berdasarkan BOK Rp. Rp. 4.450,39,- berdasarkan *Ability To Pay (ATP)* sebesar Rp. 3.000,- (untuk Pelajar) dan Rp. 5.000,- (untuk Umum) dan berdasarkan *Willingness To Pay (WTP)* sebesar Rp. 2.222,,- (untuk Pelajar) dan Rp. 3.885,- (untuk Umum). Pemerintah perlu mengeluarkan kebijakan untuk membatasi kepemilikan kendaraan pribadi karena minat untuk memilih kendaraan umum khususnya angkot C.3 ini sudah sangat berkurang drastis.

Kata kunci : Angkutan Umum, Tarif, Biaya Operasional Kendaraan (BOK), Ability To Pay (ATP), Willingness To Pay (WTP)

ABSTRAK

Judul : Analysis of Operational Costs (BOK) of Semarang City Transport Route (Penggaron-Johar) (Case Study: Penggaron-Johar Route (C.3),

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Determining the amount of transportation fares requires handling and policies. Because it must be able to bridge the interests of passengers as consumers and managers of public transportation. Transportation C.3 is one of the transportations that operate in the city of Semarang with the Penggaron-Johar route. Data were obtained by distributing questionnaires to C.3 transportation users and also interviews with Angkot managers C.3. This study was conducted to determine the amount of Vehicle Operational Costs (BOK) issued by C.3 angkot operators and to find out the characteristics of angkot users, tariffs based on the purchasing power of passengers from the ability *(Ability)* and willingness *(Willingness)* to pay the fare. This research was conducted for 3 days, namely 2 working days *(weekday),* 1 day off *(weekend),* the results of data analysis showed the tariff based on BOK Rp. Rp. 4,450,39,- based on Ability To Pay *(ATP)* of Rp. 3,000, - (for students*)* and Rp. 5,000, - (for the public*)* and based on Willingness To Pay *(WTP)* of Rp. 2.222,, - (for students) and Rp. 3.885,- (for the public). The government needs to issue a policy to limit private vehicle ownership because the interest in choosing public transportation, especially the C.3 public transportation, has drastically reduced.

Keywords: Public Transportation, Tariffs, Vehicle Operational Costs (BOK), Ability To Pay (ATP), Willingness To Pay (WTP)