

## ABSTRAK

Angkutan umum mempunyai peranan yang sangat penting dan cukup mendominasi dalam memenuhi kebutuhan sehingga perlu dilakukan survei sebelum menaikkan tarif angkutan. Kenaikan harga Bahan Bakar Minyak (BBM) sangat mempengaruhi Biaya Operasional Kendaraan (BOK) sehingga terjadi kenaikan tarif pada angkutan umum serta mempengaruhi nilai kemampuan dan kemauan pengguna angkutan umum.

Penelitian ini dilakukan pada hari kerja dan hari libur agar mendapatkan karakteristik penumpang dan perjalanan yang berbeda-beda. Sumber data yang diambil dalam penelitian ini yaitu data Primer dan data Sekunder, kemudian dilakukan survey langsung ke lapangan sesuai jalur trayek : (Simpang Tuntungan – Melati – Kampung Lalang – Gaperta – Helvet – Marelan – Simpang Kantor – Belawan).

Nilai kemampuan membayar lebih besar daripada nilai kemauan membayar. ATP responden yang terbesar didominasi oleh PNS sebesar Rp. 6.833,- dan ATP terendah didominasi oleh pelajar sebesar Rp. 4.075,-. WTP responden yang terbesar didominasi oleh PNS yaitu mau membayar Rp. 6.667,- dan WTP terendah didominasi oleh ibu rumah tangga yang mau membayar sebesar Rp. 3.808,-. Maka ditetapkan tarif angkutan yang telah disepakati untuk pelajar sebesar Rp. 4.000,- dan untuk dewasa sebesar Rp. 6.000,-.

**Kata Kunci : Tarif, Kenaikan Tarif, Biaya operasional**



## ABSTRACT

Public transport has a very important role and dominates enough to meet demand, so it is necessary to carry out a survey before increasing transportation fares. The increase in the price of fuel oil (BBM) greatly affects the Vehicle Operating Costs (BOK) so that there is an increase in fares on public transportation and affects the value of the ability and willingness of public transport users.

This research was conducted on weekdays and holidays in order to obtain different characteristics of passengers and trips. The data sources taken in this study were primary data and secondary data, then a direct survey was carried out in the field according to the route: (Tuntungan – Simpang Melati – Kampung Lalang - Gaperta - Helvet - Marelan – Simpang Kantor - Belawan).

The value of the ability to pay is greater than the value of the willingness to pay. The largest respondent's ATP is dominated by civil servants of Rp. 6,833, - and the lowest ATP is dominated by students of Rp. 4.075,-. The largest WTP respondents were dominated by civil servants, namely willing to pay Rp. 6,667, - and the lowest WTP is dominated by students who are willing to pay Rp. 3,808,-. Then the transportation fare that has been agreed upon for students is set at Rp. 4.000, - and for adults Rp. 6.000,-.

**Keywords : Tariff, Tariff Increase, Operational Cost**

