

**EVALUASI TARIF ANGKUTAN KOTA MASA PANDEMI COVID-19 DI  
KOTA TASIKMALAYA BERDASARKAN BIAYA OPERASIONAL  
KENDARAAN, *ABILITY TO PAY*, *WILLINGNESS TO PAY* DAN  
*KISHI'S LOGIT PRICE SENSITIVITY MEASUREMENT***

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**INTISARI**

Peningkatan tarif angkutan kota di Kota Tasikmalaya pada pandemi covid-19 terjadi akibat regulasi pembatasan kapasitas tempat duduk pada transportasi umum menjadi Rp.4.000,00 untuk penumpang umum dan Rp.3.000,00 untuk pelajar dan mahasiswa. Tarif tersebut perlu dievaluasi agar tidak memberatkan penumpang serta tidak merugikan pemilik kendaraan karena berkurangnya pendapatan selama pandemi sehingga masyarakat mempertimbangkan ulang untuk menaiki angkutan kota. Tujuan penelitian untuk menghitung tarif berdasarkan biaya operasional kendaraan, *ability to pay*, *willingness to pay* dan *Kishi's logit-PSM* serta membandingkan tarif yang berlaku pada masa pandemi dengan hasil perhitungan tarif. Metode penelitian didasarkan pada Dirjen Perhubungan Darat 687/Aj.206/DRJD/2002 dan *Kishi's Logit Price Sensitivity Measurement*. Teknik pengambilan data menggunakan wawancara dengan 20 orang pemilik kendaraan dan survei kuesioner kepada 98 penumpang angkutan kota. Hasil penelitian menunjukkan bahwa tarif penumpang berdasarkan BOK sebesar Rp.2.500,00. Tarif berdasarkan ATP sebesar Rp.6.723,51 bagi penumpang umum dan Rp.6.397,10 bagi pelajar/mahasiswa. Tarif berdasarkan WTP sebesar Rp.3.219,05 bagi penumpang umum dan Rp.2.643,92 bagi pelajar/mahasiswa. Tarif rasional berdasarkan KL-PSM sebesar Rp.4.400,00 bagi penumpang umum dan Rp.3.750,00 bagi pelajar/mahasiswa. Perbandingan tarif yang berlaku dengan tarif hasil perhitungan menunjukkan bahwa tarif yang berlaku merupakan tarif yang ideal. Tarif yang berlaku lebih tinggi dari tarif BOK sehingga pemilik kendaraan tetap memiliki keuntungan dan tarif yang berlaku lebih rendah dari kemampuan penumpang sehingga tarif yang berlaku tidak memberatkan penumpang.

Kata kunci: Angkutan Kota, Biaya Operasional Kendaraan, Kemampuan Membayar, Kemauan Membayar, Tarif.

***EVALUATION OF CITY TRANSPORTATION FARE DURING COVID-19  
PANDEMIC IN TASIKMALAYA BASED ON VEHICLE OPERATION COST,  
ABILITY TO PAY, WILLINGNESS TO PAY AND KISHI'S LOGIT  
PRICE SENSITIVITY MEASUREMENT***

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**ABSTRACT**

*The increase in city transport fares in Tasikmalaya during the covid-19 pandemic occurred due to regulations limiting seating capacity on public transportation. The fares become Rp.4,000.00 for public passengers and Rp.3,000.00 for students. The fare needs to be evaluated to not burden passengers and not harm vehicle owners due reduced society's income during the pandemic. Those are considerations for people to take city transportation. The purpose of this research is to calculate the fare based on vehicle operating costs, ability to pay, willingness to pay and Kishi's Logit-PSM. Also to compare the applied fare during pandemic with the results of the calculation of fare. The research method is based on the Dirjen Perhubungan Darat 687/Aj.206/DRJD/2002 and Kishi's Logit Price Sensitivity Measurement. Data collection techniques used interviews with 20 vehicle owners and questionnaire surveys to 98 city transport passengers. The results showed that the passenger fare based on the BOK was Rp.2,500.00. The fares based on ATP are Rp.6,723.51 for public passengers and Rp.6,397.10 for students. The fares based on WTP are Rp.3,219.05 for public passengers and Rp.2,643.92 for students. The rational fares based on KL-PSM are Rp.4,400.00 for public passengers and Rp.3,750.00 for students. Comparison of applied fare with calculated fares during pandemic shows that the applied fare is ideal. The applied fare is higher than the BOK fare so that vehicle owners still have the advantage and the applied fare is lower than the passenger's ability so that applied fare does not burden passengers.*

*Keyword: Ability to Pay, City Transportation, Ideal Fare, Vehicle Operation Cost, Willingness to Pay*