

ABSTRAK

Subsidi pemerintah melalui (PSO) bersifat tidak tetap sehingga terdapat kemungkinan akan ditiadakan sehingga tarif tidak lagi disubsidi, hal ini berdampak pada besaran tarif yang akan ditetapkan dan penerimaan pengguna jasa terhadap tarif tersebut. Oleh karena itu, sebelum terjadi penghapusan subsidi diperlukan kajian mengenai persepsi pengguna terhadap kualitas layanan, kemampuan (ATP) dan kemauan (WTP) membayar serta pengembangan layanan KA Bandara YIA setelah penghapusan tarif PSO.

Pengumpulan data dilakukan dengan survei kepada calon penumpang kereta api Bandara Internasional Yogyakarta. Survei menggunakan metode *stated preference*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebesar 330 sampel, dengan menggunakan metode *random sampling*. Analisis yang digunakan di dalam penelitian ini adalah analisis statistik deskriptif, analisis *crosstab*, *importance performance analysis (IPA)*, analisis *ability to pay (ATP)* dan analisis *willingness to pay (WTP)*. Analisis statistik deskriptif digunakan untuk mengetahui karakteristik responden. Analisis *crosstab* digunakan untuk melihat hubungan antara karakteristik responden (sosiodemografi) dengan frekuensi perjalanan dan maksud tujuan perjalanan. Analisis IPA digunakan untuk mengetahui kualitas pelayanan Stasiun KA Bandara YIA, Stasiun Tugu dan KA Bandara YIA menurut persepsi pengguna jasa. Analisis ATP dan WTP digunakan untuk mengetahui kemampuan dan kemauan membayar pengguna jasa setelah tarif PSO dihapuskan. Pengukuran ATP menggunakan metode *travel cost* dan analisa tarif WTP dijelaskan menggunakan metode statistik deskriptif.

Sebesar 91,8% dari 330 responden yang mengikuti survei memberikan respon bersedia mengenai rencana pengembangan layanan KA Bandara YIA berbasis penghapusan tarif PSO. Respon yang positif ini merupakan permulaan yang baik dalam perencanaan penghapusan tarif PSO dengan dilakukan pengembangan layanan KA Bandara YIA. Hal ini berkaitan dengan tingkat kinerja layanan dan ATP WTP pengguna jasa KA Bandara YIA. Terdapat beberapa atribut kinerja pelayanan yang masih memiliki kinerja rendah dan masuk dalam kuadran 1, atribut tersebut bisa dijadikan opsi peningkatan layanan. Berdasarkan hasil penelitian didapatkan nilai tarif ATP sebesar Rp. 133.485, nilai tarif WTP sebesar Rp. 71.485 dan nilai tarif ideal sebesar Rp. 70.000. Nilai hasil tarif ATP lebih besar dari nilai tarif WTP dan nilai tarif ideal lebih besar dari tarif KA Bandara YIA yang berlaku saat ini yaitu sebesar Rp. 20.000, sehingga dengan kondisi demikian dapat dilakukan penambahan nilai tarif dengan pengembangan layanan pada Stasiun Bandara YIA, Stasiun Tugu dan KA Bandara YIA. Pengembangan layanan pada Stasiun Bandara YIA meliputi peningkatan kinerja fasilitas tempat duduk dan fasilitas penyandang cacat. Pengembangan layanan pada Stasiun Tugu yaitu peningkatan kinerja fasilitas tempat duduk, fasilitas tempat ibadah dan fasilitas penyandang cacat. Pengembangan layanan pada KA Bandara YIA meliputi peningkatan kinerja fasilitas penyandang cacat, dan penambahan layanan berupa penyediaan nomor kursi dan snack.

KEYWORDS: Kereta Api Bandara, Persepsi Pengguna, Kemampuan Membayar, Kemauan Membayar.

ABSTRACT

Government subsidies through (PSO) are not fixed, they will be abolished so that the tariff is no longer subsidized. This will impact the amount of the tariff to be set and service users' acceptance of the tariff. Therefore, before the abolition of subsidies takes place, a study is needed regarding user perceptions of service quality, ability (ATP), and willingness (WTP) to pay, as well as the development of YIA Airport Railroad services after the elimination of the PSO tariff.

Data collection was carried out by surveying prospective Yogyakarta International Airport train passengers. The survey used the stated preferred method. Using a random sampling method, the number of samples used in this study amounted to 330. The analysis used in this research is descriptive statistical analysis, cross-tabulation analysis, significant performance analysis (IPA), ability to pay analysis (ATP), and willingness to pay study (WTP). Descriptive statistical analysis was used to determine the characteristics of the respondents. Crosstab analysis was used to see the relationship between the features of the respondents (sociodemographics) with the frequency of trips and the purpose of the trip. IPA analysis is used to determine the service quality of YIA Airport Train Station, Tugu Station, and YIA Airport Train according to service users' perceptions. ATP and WTP analysis determines the ability and willingness to pay service users after the PSO tariff is abolished. ATP measurement uses the travel cost method, and WTP tariff analysis is explained using descriptive statistical methods.

91.8% of the 330 respondents who took part in the survey gave a willing response regarding the plan to develop YIA Airport Railroad services based on eliminating PSO fares. This positive response is a good start in planning to eliminate the PSO tariff by developing YIA Airport Railroad services. This is related to the level of service performance and ATP WTP service users of the YIA Airport Train. There are several service performance attributes that still have low performance and are included in quadrant 1; these attributes can be used as service improvement options. Based on the study's results, the ATP tariff value was Rp. 133,485, the value of the WTP rate is Rp. 71,485, and the ideal rate is Rp. 70,000. The value of the resulting ATP fare is greater than the value of the WTP tariff, and the ideal fare value is greater than the current YIA Airport Train fare, which is Rp. 20,000 under these conditions can be added to the fare value by developing services at YIA Airport Station, Tugu Station, and YIA Airport Train. Service development at YIA Airport Station includes improving the performance of seating facilities and facilities for disabled people. Service development at Tugu Station enhances the performance of seating facilities, places of worship, and facilities for disabled people. Service development at YIA Airport Train includes improving the performance of disabled facilities and adding services in the form of providing seat numbers and snacks.

KEYWORDS: Airport Railroad, User Perception, Ability to Pay, Willingness to Pay.