

ABSTRAK

Penelitian ini menganalisis potensi penerapan tarif layanan pengangkutan limbah B3, khususnya oli bekas (B105-d), sebagai sumber pendapatan non-aeronautika di KSO Bandara Halim Perdanakusuma. Selama ini, layanan pengangkutan limbah dilakukan oleh pihak ketiga sehingga nilai ekonominya belum dimanfaatkan oleh KSO HLP. Metode penelitian menggunakan pendekatan kualitatif dengan dukungan kuantitatif melalui wawancara dan observasi. Hasil analisis menunjukkan bahwa perusahaan ground handling memiliki tingkat *willingness to pay* (WTP) pada rentang Rp13.000–Rp20.000/liter, dengan rata-rata Rp15.333/liter. Analisis penetapan harga dan *revenue management* mengidentifikasi tarif optimum sebesar Rp17.000/liter, yang memberikan peningkatan pendapatan 0,0687% dan peningkatan laba 0,0371% per bulan. Analisis finansial menunjukkan margin kontribusi positif, sedangkan *value chain analysis* menegaskan bahwa aktivitas KSO HLP, seperti kepatuhan regulasi, pengelolaan TPS LB3, dan kontrol operasional, menciptakan nilai tambahan bagi pengguna. Penelitian ini menyimpulkan bahwa layanan pengangkutan limbah B3 layak diterapkan dan berpotensi meningkatkan pendapatan non-aeronautika. Lebih jauh lagi layanan ini merupakan bentuk upaya bandara dalam menyeimbangkan profitabilitas yang beretika terhadap lingkungan hidup.

Kata kunci : *revenue management*, *willingness to pay*, *value chain analysis*, penerapan tarif, pendapatan non-aeronautika, limbah B3

ABSTRACT

This study analyzes the potential implementation of a tariff for hazardous and toxic waste transportation services, specifically used oil (B105-d), as a source of non-aeronautical revenue for KSO HLP. To date, the transportation of hazardous and toxic waste has been carried out by third-party providers, resulting in the economic value of this activity not being captured by KSO HLP. The research employs a qualitative approach supported by quantitative methods, including interviews and observations. The findings reveal that ground handling companies exhibit a willingness to pay (WTP) ranging from Rp13,000 to Rp20,000 per liter, with an average of Rp15,333 per liter. Pricing analysis and revenue management identify an optimal tariff of Rp17,000 per liter, which generate a projected increase of 0.0687% in revenue and 0.0371% in profit per month. Financial analysis indicates a positive contribution margin, while value chain analysis highlights that KSO HLP's activities, such as regulatory compliance, licensed temporary storage for hazardous and toxic waste operations, and operational oversight, generate additional value for service users. The study concludes that the implementation of a hazardous and toxic waste transportation service is feasible and has significant potential to enhance non-aeronautical revenue. Moreover, this service represents the airport's effort to balance profitability with ethical responsibility toward the environment.

Keywords: revenue management, willingness to pay, value chain analysis, tariff implementation, non-aeronautical revenue, hazardous and toxic waste