

**WILLINGNESS TO PAY (WTP) ANALYSIS OF PROSPECTIVE
PASSENGERS OF MASS PUBLIC TRANSPORT BUS (SAUM)
BALIKPAPAN**

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ABSTRACT

Mass Public Transport Facilities Bus (SAUM) is a public transportation provided by the Balikpapan City Government since 2014. With the SAUM Balikpapan facility is expected to meet the needs of public land transportation and reduce the number of motor users on the road. The facilities provided by the government are the presence of buses operating in corridor D with the route Terminal Batu Ampar - Kariangau Port, while for other corridors are still not operating. Therefore, research was conducted on *willingness to pay* (WTP) analysis of prospective SAUM Bus passengers that aims to find out if prospective passengers are willing to move from private vehicles to mass vehicles. The method used in this study uses binary logistic regression using the Statistical Product and Service Solution (SPSS) program. Based on the results of the SPSS assistance program, the WTP value of prospective SAUM Bus passengers with the highest probability is 77%. To maximize the number of people moving using SAUM Bus, the government can use a separate line with public transportation with a tariff of Rp 6,500 and a waiting time of 10 minutes. Payment methods that can be recommended are by manual and e-money methods. Other facilities that can be applied are to have comfort with ergonomic seating (does not cause fatigue), available *handgrip*, friendly for the disabled, elderly and pregnant women. Information at the Bus Stop is recommended to have electronic panels, maps and itinerary schedules. SAUM buses are advised to have security with first aid workers and security personnel both at the bus stop and at the bus.

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Keywords:

Passengers, SAUM, Willingness to Pay