

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Infrastructure is one of the main sector that is built massively nowadays by government. Infrastructure can stimulate the economy activity, the opportunity of business dan employment opportunity, increasing the regional and national income. Not only infrastucture but also the planning of transportation system is a vital part. Those colaboration has to satisfy the demand and give more choices to explore more the opportunity.

Indonesia has massive herritage and beautiful nature that potential to be developed in order to advance community. Then the tourism designing and constructing are the key role of the national building. The activity of tourism can be proposed and conducted by government or private sector.

Government has the responsibility both to make the masterplan of tourism and transportation, not only the central government but also the regional and regency government also has planning the tourism at their otonomy area. The Ministry of Tourism has released the masterplan of tourism called RIPPARNAS (*Rencana Induk Pembangunan Pariwisata Nasional*). Where it will describe more detail at province and regency masterplan.

Furthermore, the development of Purbalingga Airport become comercial airport will influence Purbalingga and region arround it, especially Purwokerto. The supporting transportation to the airport is necessary. The launching of Bus Rapid

### 1.3. **The Objectives and Benefits**

The objectives of the final project are:

1. Analyze operational cost of BRT Trans Jateng: Purwokerto – Purbalingga
2. Determine the value of ability to pay (ATP) and willingness to pay (WTP) of BRT Trans Jateng: Purwokerto – Purbalingga
3. Estimate the potential passenger ability based on ATP and subsidy-fare.

### 1.4. **Problem Limitation**

The limitation of this project are:

1. The object of observation are located in Purwokerto only, not included in Purbalingga.
2. The sepecification of bus is reference to BRT in Transportation Department of Central Java Government / *Dinas Perhubungan Provinsi Jawa Tengah*.
3. The operational cost analysis is adopted from Public Transportation Planning (2002) from the Ministry of Transportation.

### 1.5. **Originality**

The another research which analyzed ability to pay, willingness to pay and vehicle operational cost are:

1. Anggunani (2016) did the research about “*Analisa Ability to Pay dan Willingness to Pay Pengguna Layanan Kereta Api Kaligung dan Kereta*

Transit (BRT) Trans Jateng: Purwokerto – Purbalingga gives the transportation mode option for people, especially commuters and tourist.

In order to establish Bus Rapid Transit Trans Jateng: Purwokerto – Purbalingga, the study of the operational, demand and infrastructure is needed, where one of them is fare. It is can be stated from the operational cost analysis, and also can be considered from the purchasing power, the ability and willingness to pay. The discussion on this project that will be conducted are operational cost, ability to pay and willingness to pay of BRT.

### **1.2. Problem Statement**

The planning to establish Bus Rapid Transit Trans Jateng: Purwokerto – Purbalingga is the risk decision in the decreasing user of public transportation in Purwokerto and Purbalingga. On the other hand, it can be a new way to attract people to use public transportation. where one of the significant element in public transportation is fare. Then, some points that can be compared to analyze the fare are:

1. How much the operational cost of BRT Trans Jateng: Purwokerto – Purbalingga?
2. How much the value of ability to pay (ATP) and willingness to pay (WTP) of BRT Trans Jateng: Purwokerto – Purbalingga?
3. How many percent the potential passenger of BRT who able to pay?

*Api Kamandaka*”, where analyzed ATP and WTP of passengers of those trains.

2. Ramadhan (2014) has the research with title “Analisis Perhitungan dan Perbandingan Biaya Operasional Kendaraan (BOK) Bus Rapid Transit (BRT) Transmusi Jenis Mercedes Benz OH-1521 dan Hino RK-235”. The research is conducted in order to calculate the operational cost with those specific bus, then the result is compared.

After review the available literature, this final project with title “Analysis of Ability to Pay, Willingness to Pay and Operational Cost of BRT Trans Jateng: Purwokerto - Purbalingga” is not analyzed before.