

## Analisis potensi permintaan kopaja terintegrasi transjakarta studi kasus kopaja p20 = Potential demand analysis of kopaja integrated with transjakarta case study kopaja p20 / Purwhita Nuansa Budi

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### Abstrak

**ABSTRAK**

Koperasi Angkutan Jakarta (KOPAJA) P20 telah diintegrasikan dengan BRT Transjakarta, disebut KOPAJA P20 Terintegrasi. Namun integrasi ini tidak menarik banyak peminat dari penumpang KOPAJA P20 Reguler, dikarenakan sistem pembayaran yang sulit dan waktu tempuh yang tidak memenuhi SPM BRT. KOPAJA merencanakan perbaikan pelayanan dengan penggunaan tiket elektronik dan percepatan waktu tempuh serta akan menambah biaya transportasi. Penelitian ini bertujuan memperkirakan potensi permintaan KOPAJA P20 Terintegrasi. Analisis dilakukan menggunakan model logit berdasarkan persamaan fungsi utilitas yang dikembangkan dengan metode wawancara stated preference ke dalam beberapa skenario selanjutnya dievaluasi dan dipilih fungsi yang terbaik. Hasil analisis menyatakan bila selisih waktu 10 menit dan selisih biaya Rp500, Rp1000 dan Rp1500 potensi permintaan penumpang yang bersedia pindah dari KOPAJA P20 Reguler ke KOPAJA P20 Terintegrasi ialah sebesar 78% (1.769 pnp), 55% (1.247 pnp) dan 29% (658 pnp). Selisih waktu 20 menit dengan selisih biaya yang sama, potensi permintaan penumpang ialah sebesar 90% (2.041 pnp), 74% (1.678 pnp) dan 49% (1.111 pnp). Selisih waktu 30 menit dengan selisih biaya yang sama, potensi permintaan penumpang ialah sebesar 95% (2.155 pnp), 87% (1.973 pnp) dan 70% (1.588 pnp). Mengacu pada hasil analisis peningkatan jumlah potensi permintaan KOPAJA P20 Terintegrasi tergantung dari pelayanan yang diberikan yang meliputi selisih biaya dan selisih waktu.

**ABSTRACT**

KOPAJA P20 is a medium bus service which is integrated with Transjakarta system. Yet since its integration, could not attract KOPAJA P20 Regular's passengers significantly. This mainly due to inefficient payment system and prolong travel time. In order to increase its passenger, the management plan to improve its service by using e-ticketing system and improve travel time. On the contrary, they also plan to increase tariff. This research is aimed to estimate the potential demand of KOPAJA integrated. The demand is predicted by using binomial logit method based on the proposed utility function, this function is based on the data obtained from the stated preference survey. In order to establish a utility function, stated preference survey is conducted and several scenario is proposed, having evaluated several utility function so the best function is selected. The results of analysis show that within 10 minutes travel time saving and tariff increasement Rp500, Rp1000 and Rp1500 potential demand of passengers who are willing to move from KOPAJA Regular to KOPAJA integrated is 78% (1.769passengers), 55% (1.247passengers) and 29% (658 passengers). If 20 minutes travel time saving with the same tariff increasement, potential demand is 90% (2.041passenger), 74% (1.678passengers) and 49% (1.111passengers). If 30 minutes travel time saving with the same tariff increasement, potential demand is 95% (2.155passengers), 87% (1.973 passengers) and 70% (1.588passengers). Based on these results, it can be declared that demand KOPAJA P20 Integrated's potential demand is depending on the service provided, travel time saving and tariff increasement.