

Strategi peningkatan penerimaan retribusi terminal di Kota Sukabumi: suatu studi pasca penghapusan retribusi terminal tipe A = Strategy to improve bus station's user charges revenue: a post type a bus station's user charges deletion study in Sukabumi City

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Abstrak

Penelitian ini membahas mengenai alternatif-alternatif strategi peningkatan retribusi terminal di Kota Sukabumi pasca penghapusan retribusi terminal tipe A dengan menggunakan analisis SWOT melalui empat instrumen yaitu kekuatan, kelemahan, peluang dan ancaman. Permasalahan yang terjadi bahwa Kota Sukabumi kehilangan sebagian potensi penerimaan retribusi terminal akibat penghapusan retribusi terminal pada terminal tipe A. Penelitian ini tergolong dalam penelitian kualitatif dengan desain deskriptif.

Hasil penelitian menunjukkan bahwa berdasarkan hasil analisis SWOT, terdapat enam alternatif strategi bagi Pemerintah Kota Sukabumi yang dapat digunakan dalam meningkatkan penerimaan retribusi terminal pasca penghapusan retribusi terminal tipe A antara lain seperti penyesuaian tarif dan optimalisasi lahan dan sdm.

.....This research discuss about the alternatives strategy to improve bus station rsquo s user charges after the deletion of type A bus station user charges with SWOT analysis through four instrument, includes strengths, weaknesses, opportunities, and threats. Problem occured that Sukabumi City has lost some of its potential revenue of bus station rsquo s user charges due to the deletion of type A bus station user charges. This research classified as qualitative with descriptive design.

The results showed that based on SWOT analysis, there are six alternative strategies for Sukabumi City that can be used in improving bus station rsquo s user charges revenue after the deletion of type A bus station user charges.