

Penerapan Kebijakan Badan Layanan Umum pada Bandar Udara: Analisis Efisiensi Bandar Udara di Indonesia dengan Pendekatan Data Envelopment Analysis = Implementation of Public Service Agency at Airports: Analysis of Airport Efficiency in Indonesia Using Data Envelopment Analysis Approach

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Abstrak

Penerapan kebijakan Badan Layanan Umum (BLU) pada bandar udara (bandara) regional di Indonesia merupakan salah satu upaya pemerintah dalam meningkatkan pelayanan bandara sebagai barang publik. Sudah ada sepuluh bandara yang dipilih sebagai bandara dengan penerapan kebijakan BLU di tahun 2024. Penelitian ini bertujuan untuk melihat bagaimana proses penerapan kebijakan BLU pada bandara regional di Indonesia dengan berdasarkan nilai efisiensi bandara dengan pendekatan Data Envelopment Analysis. Kinerja bandara BLU cenderung sudah baik tetapi perlu adanya peningkatan kinerja dalam proses perencanaan strategi bisnis dan proses evaluasi kinerja karena efisiensi dan kinerja bandara cenderung menurun setelah kebijakan BLU diterapkan walaupun perbedaan yang terjadi tidak signifikan. Hasil analisis model menunjukkan bahwa kebijakan BLU cenderung diterapkan pada bandara regional yang sudah efisien dengan delapan bandara yang sudah efisien dan dua bandara belum efisien saat penerapan kebijakan BLU. Bandara APT Pranoto Samarinda mengalami inefisiensi karena layanan kargo yang dimiliki belum maksimal. Bandara Kalimantan Berau belum efisien karena jumlah penumpang, kargo, dan pergerakan pesawat yang dilayani masih di bawah kapasitas optimal bandara. Penerapan kebijakan BLU, kebijakan tarif, dan jumlah wisatawan domestik tidak signifikan mempengaruhi nilai efisiensi bandara BLU. Variabel-variabel yang signifikan mempengaruhi nilai efisiensi bandara BLU adalah jarak bandara dari pusat kota dan PDRB per kapita.

The implementation of the public service agency policy at regional airports in Indonesia represents a government initiative aimed at enhancing airport services as public goods. As of 2024, there are ten regional airports have been designated for this policy implementation. This study aims to analyze the implementation process of the public service agency policy at regional airports in Indonesia based on airport efficiency levels derived using the Data Envelopment Analysis (DEA) approach. Although the performance of BLU-designated airports tends to be relatively good, there remains a need for improvements in business strategy planning and performance evaluation processes, as airport efficiency and performance have generally declined after the policy's implementation, although the differences that occur are not significant. The findings indicate that the public service agency policy tends to be applied to airports that are already efficient, with eight of ten selected airports demonstrating efficiency at the time of policy adoption. APT Pranoto Samarinda Airport was found to be inefficient due to the underutilization of its cargo services. Kalimantan Berau Airport exhibited inefficiency due to the number of passengers, cargo volume, and aircraft movements served are still below the airport's optimal capacity. The implementation of the public service agency policy, tariff policy, and the number of domestic tourists was found to have no significant impact on airport efficiency. Factors that significantly affect airport efficiency include the distance between the airport and the city center and

regional GDP per capita.