

Gorontalo Province, Indonesia: A Financial Study of BOK, ATP, and WTP for City Transportation Services in the Province (AKDP)

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Abstract:- This study seeks to assess and establish the suitable fare based on Vehicle Operating Costs, Ability to Pay, and Willingness to Pay for Inter-City Within Province (AKDP) transportation services in Gorontalo Province. The data gathered for this research originates from service operators and the AKDP user community. According to the Decree of the Director General of Land Transportation Number SK.687/AJ.206/DRJD/2002, the BOK analysis approach is employed. The ATP and WTP methodologies employ household budget techniques and documented preferences. The research findings indicate that the operational cost of AKDP vehicles (BOK) in Gorontalo Province is Rp. 4,263 per Vehicle-Km, with a tariff evaluation value of Rp. 52,933.67. In Gorontalo Province, the ability to pay (ATP) for AKDP exceeds the willingness to pay (WTP) by 32%, with an average ATP of Rp. 47,390.24 and an average WTP of Rp. 32,131.71.

Keywords:- Financial Study, BOK, ATP, WTP, AKDP, Gorontalo, Indonesia.

I. INTRODUCTION

Gorontalo Province, situated at the northern extremity of Sulawesi Island, has a population of around 1,227,790 individuals and is pivotal in facilitating local mobility and stimulating the economy via intercity transportation services within the province (AKDP) [1]. A financial examination of Vehicle Operating Costs (BOK), Ability to Pay (ATP), and Willingness to Pay (WTP) is essential for comprehending the economic dynamics and sustainability of these transportation services. This essay seeks to deliver a comprehensive analysis of these financial aspects within the framework of transportation in Gorontalo Province [2].

BOK is a crucial factor that influences the financial sustainability of transportation services. The BOK components are fuel expenses, vehicle maintenance, driver remuneration, taxes, and vehicle insurance. According to data from the Ministry of Transportation, fuel expenses constitute approximately 40-50% of the total BOK, while vehicle maintenance costs represent roughly 20-25% [3]. Variations in

fuel prices present a significant issue for AKDP operators in Gorontalo, particularly during increases in global oil prices.

Operational costs are often categorized into fixed costs and variable costs. Fixed costs encompass vehicle installment payments, annual taxes, and insurance, whereas variable costs comprise fuel, maintenance, and other operational expenses. A precise assessment of BOK enables operators to establish ticket rates that are both competitive and profitable.

The volatile fuel prices substantially affect the profitability of AKDP services. A research published in the Indonesian Transportation Journal (2022) indicated that a 10% rise in fuel prices could diminish operators' profit margins by as much as 15% if not counterbalanced by fare modifications.

ATP assesses the financial capacity of passengers to cover transportation expenses. According to data from the Central Bureau of Statistics (BPS), per capita income in Gorontalo is below the national average, impacting people's capacity to afford transportation services. The assessment of ATP is crucial to ensure that transportation fares do not impose a financial strain on the community while yet yielding profits for the operators. A 2023 poll indicated that residents of Gorontalo typically allocate approximately 10-15% of their monthly income for transportation expenses.

Willingness to Pay (WTP) quantifies the degree to which passengers are prepared to compensate for the transportation services offered. This component is affected by service quality, comfort, and travel velocity. A study by the Indonesian Transportation Journal (2023) indicates that passengers are more inclined to pay elevated fares when the transportation service adheres to standards of comfort and reliability. Surveys in Gorontalo indicate that most passengers are prepared to pay more tickets for safe and punctual services.

Willingness to pay is affected by the perception of service quality. Numerous factors that affect willingness to pay (WTP) include:

- Car Comfort: Ergonomic seating, climate control, and cleanliness of the car.

- **Punctuality:** Adherence to consistent departure and arrival timetables.
- **Ancillary Services:** Amenities like Wi-Fi and charging stations might enhance willingness to pay (WTP).

A 2023 poll indicated that most passengers in Gorontalo are prepared to spend an extra 10% over the base cost for services that include amenities improving comfort and safety [4].

The interplay among BOK, ATP, and WTP is essential for assessing feasibility and formulating tariff-setting strategies. If BOK is excessively high and ATP and WTP are low, operators encounter difficulties in sustaining service viability. If ATP and WTP are elevated, operators can modify tariffs without risking customer attrition.

II. RESEARCH METHOD

This study employs a descriptive quantitative and qualitative methodology utilizing a survey approach to assess Vehicle Operating Costs (BOK), Ability to Pay (ATP), and Willingness to Pay (WTP) concerning intercity transportation services in the Province (AKDP) of Gorontalo.

This methodology aims to analyze the attributes of operational costs and the community's views and affordability of current transportation services [5]. The methodological procedure is delineated as follows:

A. Research Site and Duration

➤ Research Locale and Parameters:

This research concentrates on the Province of Gorontalo, an Indonesian province distinguished by diverse physical and demographic attributes that affect the dynamics of public transportation, including principal intercity transport lines. The research site encompasses six administrative regions in Gorontalo Province: Gorontalo City, Gorontalo Regency, Boalemo Regency, Pohuwato Regency, North Gorontalo Regency, and Bone Bolango Regency. Figure 1 illustrates the administrative location of the research [6].

➤ Research Period:

The research will be undertaken over a six-month period, from January to June 2024, encompassing the phases of preparation, data gathering, data analysis, and report writing.



Fig 1 Administrative Map of Gorontalo Province

B. Determination of Population and Sampling

➤ Populasi

This study's population comprises all users of the Inter-City Inter-Province Transportation (AKDP) services in Gorontalo Province, including both passengers and operators. The passenger demographic includes workers, students, traders, and the general public utilizing AKDP services to assess the spending power of transportation consumers (ATP and WTP). Simultaneously, the population of AKDP operators is projected to ascertain the Vehicle Operating Cost (BOK), utilizing data from both primary and secondary field surveys conducted in Gorontalo Province.

The field survey results indicate that, as of March 2024, there are 487 units of Microlet-type AKDP vehicles with a capacity of 10 passengers. The mean load factor on operational days is 62%, with a frequency of two vehicles per hour and a headway of 44.57 minutes. This study used a 62% load factor as the foundation for determining the population of AKDP users, utilizing the subsequent computation process:

- *Total Transport Capacity:*

Total Capacity = 487 units × 10 passengers per unit = 4870 passengers

- *Calculating users based on a Load Factor of 62%:*

AKDP users = $4,870 \times 0.62 = 3,019.4 \approx 3,020$

➤ Sampling

The AKDP passenger sample is determined using a stratified random sampling method to assure representation across many demographic categories, including age, income, and occupation. This seeks to guarantee that the acquired data accurately represents the population's overall characteristics. [7].

- *Stratification Stage*

The population is divided into several strata based on the following criteria:

- ✓ Income: Divided into three groups (low, medium, and high).
- ✓ Age: Grouped into <25 years, 25-45 years, and >45 years.
- ✓ Occupation: Formal sector workers, informal sector workers, students, and others.

The Simple random sampling method is employed to ascertain a representative sample of actively operational AKDP operators. This seeks to guarantee that the acquired data accurately represents the population's overall characteristics. [7]

- *Determination of AKDP Passenger Sample Size.*

AKDP Passenger Sample Size, Using the Slovin algorithm with a 5% error margin [8], as follows:

$$n = \frac{N}{1+N(e^2)} = \frac{3,020}{1+3,020(0.05^2)} = 341 \text{ responden}$$

Keterangan:

n = sample size;

N = population size;

e = margin of error 0.05 (5%).

- *Determination of AKDP Operator Sample Size.*

Sample Size of AKDP Operators, using the Slovin formula with a 13% margin of error [8], as follows:

$$n = \frac{N}{1+N(e^2)} = \frac{487}{1+487(0.13^2)} = 49 \text{ responden}$$

Explanation:

n = sample size;

N = population size;

e = margin of error 0.13 (13%).

C. Measurement of Rate Setting

The assessment of tariff fairness is conducted by evaluating two components: the service provider and the service user. The service supplier aims to establish a high tariff to maximize earnings. Conversely, the service user seeks a low tariff rate. Consequently, the formulation of tariff policy must take into account the following two factors:

➤ Vehicle Operational Costs (BOK)

➤ Purchasing Power of the Transportation-using Public (ATP dan WTP).

An analytical methodology is employed to ascertain the value of vehicle operating costs, capacity to pay (ATP), and willingness to pay (WTP) for transportation usage:

➤ Production Cost

Production costs refer to the expenditures associated with manufacturing a single unit of road transport. This study's assessment of production costs is based on the Decision of the Director General of Land Transportation Number SK.687/AJ.206/DRJD/2002 [6], which provides technical guidelines for the operation of public passenger transport on fixed and regular routes.

➤ Ability to pay (ATP)

The assessment of tariffs according to the capacity to pay is performed by comparing the ideal tariff cost approach to the income level. The factors affecting the capacity to pay include income level, transportation requirements, overall transportation expenses, frequency of travel, total monthly expenditures, nature of activities, and the proportion of income allocated to transportation costs [9]. The phases of ATP calculation are as follows:

- Group respondents into each job category;
- Calculate the average monthly income of respondents;

- Calculate the average percentage of transportation expenses per month;
- Calculate the average percentage of transportation expenses for the use of transportation from the monthly transportation expenses;
- Calculate the average travel frequency by:

- ✓ Calculating the daily frequency of respondents in using transportation over 1 month (assuming 4 weeks in 1 month).
- ✓ Dividing the total frequency of trips per month by the number of respondents to obtain the average frequency of trips per month.
- ✓ Calculating the ATP transportation tariff for each trip.

➤ Willingness to Pay (WTP)

Tamin (1999) asserts that the willingness to pay (WTP) in the transportation sector is affected by various aspects, including the service product of transportation services, the quality and quantity of services rendered, user utility about transportation services, and user income [9]. The procedures implemented to acquire the WTP value are as follows:

- Grouping respondents into each job type category;
- Calculating and grouping the ideal tariff value variables according to service users;
- Calculating the total tariff value by multiplying the chosen tariff and the number of respondents for each option;
- Calculating the WTP for each job type by dividing the total tariff value by the total number of respondents per activity type.

D. Data Collection Methods

Primary and secondary data were obtained via passenger surveys, operator interviews utilizing Google Forms, and secondary data from official reports of pertinent agencies.

E. Data Analysis Methods

Employing quantitative descriptive analysis to compute Vehicle Operating Costs (BOK) in accordance with the Decision of the Director General of Land Transportation Number SK.687/AJ.206/DRJD/2002 [6], while ATP and WTP utilize the household budget technique and stated preferences.

III. RESULTS AND DISCUSSION

A. Vehicle Operational Cost Analysis (BOK) (BOK)

BOK is a key component in determining the financial feasibility of a transportation service. In Gorontalo Province, operational costs include fuel, vehicle maintenance, driver salaries, taxes, and insurance costs.

According to data from the Ministry of Transportation, around 50% of the total BOK is allocated for fuel costs, with the remainder used for routine maintenance and other operational expenses. The fluctuating fuel prices often pose a major challenge for AKDP operators in maintaining cost stability.

The calculation of AKDP tariffs refers to the value of vehicle operational costs by considering the vehicle load factor based on the Decree of the Director General of Land Transportation of the Republic of Indonesia Number SK.687/AJ.206/DRJD/2002 concerning technical guidelines for the implementation of public passenger transportation in urban areas on fixed and regular routes.

The results of the average calculation of BOK AKDP in Gorontalo Province are as follows.

Table 1 Results of the Average Analysis of BOK AKDP in Gorontalo Province

No.	Cost Components	Rp/Vehicle-Km	Rp/Passenger-Km	%
A	Fixed Costs			
	• STNK (Vehicle Registration Certificate)	48.49	5.77	1.06
	• Asuransi (Insurance)	-	-	-
	• KIR (Vehicle Inspection)	15.56	1.85	0.34
	• Penyusutan (Depreciation)	331.92	39.52	7.24
	• Gaji Awak Kendaraan (Driver's Salary)	1,779.94	211.90	38.80
	• Bunga Modal (Capital Interest)	-	-	-
B	Variable Costs			
	• BBM (Fuel)	1,213.59	144.48	26.46
	• Ban (Tires)	21.61	2.57	0.47
	• Servis Kecil (Minor Service)	76.00	9.05	1.66
	• Servis Besar (Major Service)	77.00	9.17	1.68
	• Penambahan Oli Mesin (Engine Oil Addition)	-	-	-
	• Pemeriksaan Umum (General Inspection)	6.48	0.77	0.14
	• Cuci Kendaraan (Vehicle Wash)	-	-	-
B	Other Costs			
	• Retribusi Terminal (Terminal Retribution)	40.45	4.82	0.88
	Gaji Selain Awak Kendaraan (Salary Aside from Vehicle Crew)	970.87	115.58	21.16

	• Biaya pengelolaan (Management Costs)	5.45	0.65	0.12
	Total	4,587.36	546.12	100.00
	Average	382.28	45.51	8.33

According to the technical guidelines for public passenger transport operations in urban areas on fixed and regular routes number 687 of 2002, the tariff calculation utilizes a standard load factor (LF) of 70%, leading to a BOK tariff value

assessment of Rp. 36,043.59, which is 3% above the existing tariff. The results of the AKDP tariff evaluation based on the calculation of vehicle operational costs (BOK) are presented in Table 2.

Table 2. Results of the Average Analysis of BOK AKDP in Gorontalo Province

No	BOK	Load Factor	Vehicle Capacity (passenger)	Basic Fare (Rp/passenger)	Distance (Km)	BEP Rate (Rp/passenger)	Tariff Value (Rp/passenger)
1	4,587.00	1.00	12.00	382.28	60.00	22,936.83	25,230.51
2	4,587.00	0.90	12.00	424.76	60.00	25,485.37	28,033.90
3	4,587.00	0.80	12.00	477.85	60.00	28,671.04	31,538.14
4	4,587.00	0.70	12.00	546.11	60.00	32,766.90	36,043.59
5	4,587.00	0.60	12.00	637.13	60.00	38,228.05	42,050.85
6	4,587.00	0.50	12.00	764.56	60.00	45,873.66	50,461.02
7	4,587.00	0.40	12.00	955.70	60.00	57,342.07	63,076.28
8	4,587.00	0.30	12.00	1,274.27	60.00	76,456.10	84,101.71
Total		5.20	96.00	5,462.66	480.00	327,760.02	360,536.00
Average		0.65	12.00	682.83	60.00	40,970.00	45,067.00

Based on the analysis in Table 2 above, the tariff value based on the operating cost of the AKDP vehicle (BOK) in Gorontalo Province is obtained, averaging Rp. 45,067.00/60 km-pnp equivalent to Rp. 682.83/km-pnp. Meanwhile, the

evaluation results of the AKDP tariff based on the calculation of vehicle operational costs (BOK) from the field survey are presented in Table 3.

Table 3 Evaluation of Average Rates Based on BOK AKDP Gorontalo Province

No	Regency AKDP	BOK	Load Factor	Vehicle Capacity (passenger)	Basic Fare (Rp/pass.)	Distance (Km)	BEP Rate (Rp/pass.)	Tariff Value (Rp)	Applicable Rate (Rp)
1	Gorontalo	4,764.00	0.65	10.00	850.93	43.88	34,951.86	38,447.04	25,000.00
2	Boalemo	3,873.00	0.65	10.00	691.76	82.52	56,879.99	62,567.99	39,500.00
3	Pohuwato	2,992.00	0.65	10.00	534.38	163.44	87,909.77	96,700.75	75,555.56
4	Bone Bolango	5,829.00	0.65	10.00	942.15	78.70	74,147.11	81,561.82	60,000.00
5	Gorut	3,858.00	0.65	10.00	675.39	69.80	46,954.32	51,649.75	43,000.00
Average		4,263.20	0.65	10.00	738.92	87.67	60,168.61	66,185.47	48,611.11

Based on Table 3 above, it can be concluded that the evaluation rate based on the Standard BOK (Rp. 45,067.00) is lower than the rate applicable in the field survey results (Rp. 48,611.11), with a difference of Rp. 3,544.11 (7.22%).

B. Analisis Ability to Pay (ATP)

ATP assesses the financial capacity of passengers to cover transportation expenses. Data from the Central Bureau of Statistics (BPS) indicates that per capita income in Gorontalo is inferior to the national average, hence impacting inhabitants' capacity to afford transportation services.

The assessment of ATP is crucial to ensure that transportation fares do not impose a financial strain on the community while yet yielding profits for the operators. The 2023 poll indicated that residents in Gorontalo typically allocate approximately 10-15% of their monthly income for transportation expenses.

The evaluation of the Ability to Pay (ATP) value for AKDP fares is derived from a survey assessing the attitudes of transportation service consumers. The ATP analysis utilizes assessment indicators derived from monthly income, transportation expense percentage, and trip frequency. The ATP values categorized by employment type are presented in Table 4.

Table 4 Distribution of ATP AKDP Values Based on Job Types in Gorontalo Province

No	Jenis Pekerjaan	Monthly Income (Rp)	Transportation Cost Percentage (%)	AKDP Cost Percentage (%)	AKDP Usage Frequency AKDP	ATP (Rp)
1	Student/University Student	895,652.00	34.83	50.45	5.78	48.91
2	Civil Servant/Military/Police	4,500,000.00	11.02	11.60	1.20	48.00
3	Private Employee	4,250,000.00	12.2	54.78	7.50	55.00
4	Housewife	940,000.00	24.62	43.67	1.40	51.00
5	Retiree	2,500,000.00	6.80	85.00	2.00	70.00
6	Entrepreneur	2,000,000.00	19.33	39.60	1.80	46.50
7	Trader/Farmer	1,333,333.00	21.09	63.33	4.00	48.33
8	Others	2,250,000.00	17.68	35.23	2.29	40.238
Total		18,668,985.00	47.03	54.78	7.50	407.98
Average		2,333,623.13	12.20	54.78	7.50	51.00

The ATP calculation indicator number above is the average derived from the perception data of transportation service consumers. The table indicates that the retired category possesses the greatest ATP value, recorded at Rp. 70,000.00.

Conversely, the lowest ATP value is recorded in the other category, amounting to Rp. 40,238.10. The analysis results of ATP values categorized by city and district areas in Gorontalo Province are as follows.

Table 4 Distribution of ATP AKDP Values in Each District of Gorontalo Province

No	Regency AKDP	Monthly Income (Rp)	Transportation Cost Percentage (%)	AKDP Cost Percentage (%)	AKDP Usage Frequency AKDP	ATP (Rp)
1	Boalemo	3,366,667	18.96	24.51	2.27	39,333
2	Bone Bolango	1,773,333	25.81	44.80	3.73	54,667
3	Gorontalo	1,473,333	18.02	43.32	7.53	21,000
4	Gorontalo Utara	1,610,000	24.30	53.32	4.20	46,333
5	Pohuwato	1,746,667	26.96	56.41	2.47	72,000
Total		9,970,000	114	222	20	233,333
Average		549,066.80	3.46	8.45	1.46	13,333.52

From the table above, it shows the average ATP value of respondents in each district, and it can be seen that the average ability to pay the tariff of the respondents is lower than the applicable tariff value.

fares when the transportation service adheres to criteria of comfort and reliability. Surveys in Gorontalo indicate that most passengers are prepared to pay more tickets for safe and punctual services.

C. Analisis Willingness to Pay (WTP)

WTP assesses the degree to which passengers are inclined to pay for the transportation services offered. This component is affected by service quality, comfort, and travel speed. A study from the Indonesian Journal of Transportation (2023) indicates that passengers are more inclined to pay elevated

The assessment of the Willingness to Pay (WTP) for AKDP fares is derived on survey data regarding the perceptions of transportation service users. The WTP analysis use the fare amount as the assessment indicator for each responder. The average WTP value categorized by job type is presented in Table 5.

Tabel 5 Distribution of AKDP WTP Values by Job Type in Gorontalo Province

No	Type of Employment	Accumulation of Tariff Value	Count of Participants	WTP
1	Student/University Student	1,134,750	105	49,337
2	Civil Servant/Military/Police	244,500	23	48,900
3	Private Employee	297,250	27	49,542
4	Housewife	255,000	23	51,000
5	Retiree	140,000	9	70,000
6	Entrepreneur	479,500	45	47,950
7	Trader/Farmer	145,500	14	48,333
8	Others	859,000	95	40,905
Total		3,555,500	341	405,967
Average		444,438	43	50,746

The chart indicates that the maximum willingness to pay (WTP) value is found in the retired category, whilst the lowest

WTP value is in the other category, recorded at Rp. 40,905. The WTP value by district is presented in Table 6.

Table 6 Distribution of AKDP WTP Values by District in Gorontalo Province

No	Regency AKDP	Accumulation of Tariff Value	Count of Participants	WTP
1	Boalemo	594,250.00	68	39,617.00
2	Bone Bolango	817,000.00	68	54,467.00
3	Gorontalo	321,750.00	69	21,450.00
4	Gorontalo Utara	710,000.00	68	47,333.00
5	Pohuwato	1,101,250.00	68	73,417.00
Total		3,544,250.00	341	236,284.00
Average		708,850.00	68	47,256.80

The table indicates that Pohuwato Regency has the highest willingness to pay (WTP) value, whilst Gorontalo Regency has the lowest WTP value at Rp. 21,450.

D. Analysis of the Relationship Between BOK, ATP, and WTP as the Basis for Determining AKDP Tariffs in Gorontalo Province

The interplay of BOK, ATP, and WTP is crucial for formulating tariff policies and ensuring the operational sustainability of AKDP services. If BOK is excessively high and ATP and WTP are low, transport operators encounter difficulties in sustaining services without compromising profitability.

If ATP and WTP are elevated, operators can modify tariffs to enhance income. According to the Journal of Transportation Economics (2022), the disparity between ATP and WTP can be mitigated by enhancements in service quality and operational efficiency.

The establishment of tariffs relies on the assessment of vehicle running expenses and the capacity and inclination of service consumers to pay. Consequently, a summary of the prior work is essential and is included in Table 7.

Table 7 Recapitulation of BOK, ATP, and WTP AKDP Analysis Results in Gorontalo Province

No	Regency AKDP	BOK	ATP	WTP	Tariff Applies (Rp)	Average Route Length (Km)
1	Boalemo	50,040.49	39,333	39,617	39,500.00	82.52
2	Bone Bolango	65,231.34	54,667	54,467	60,000.00	78.7
3	Gorontalo	30,749.09	21,000	21,450	25,000.00	43.88
4	Gorontalo Utara	41,308.33	46,333	47,333	43,000.00	69.80
5	Pohuwato	77,339.12	72,000	73,417	75,555.56	163.44
Total		264,668.37	233,333.00	236,284.00	243,055.56	438.34
Average		52,933.67	46,666.60	47,256.80	48,611.11	87.67

Table 7 indicates that the BOK value exceeds both the ATP and WTP values, with the exception of North Gorontalo

Regency. The determination of tariffs based on this data is presented in Table 8

Table 8 Distribution of AKDP Tariff Determination Results Based on BOK, ATP, and WTP in Gorontalo Province

No	Regency AKDP	BOK	ATP	WTP	Tariff Applies (Rp/passenger-Km)
1	Boalemo	606.40	476.65	480.09	478.79
2	Bone Bolango	828.86	694.62	692.08	762.39
3	Gorontalo	700.83	478.63	488.89	569.80
4	Gorontalo Utara	591.81	663.80	678.13	616.05
5	Pohuwato	473.18	440.52	449.18	462.28
Total		3201.08	2754.22	2788.37	2889.31
Average		1,067.03	918.07	929.46	963.10

From the calculations in Table 8 above, the rates based on each variable were obtained using the average route length of each district in Gorontalo Province, amounting to Rp. 963.10/pnp-km.

E. Challenges and Potential Solutions

- **Variations in Fuel Prices:** Escalations in fuel prices frequently impose a strain on transport companies. The use of energy-efficient technology and the advancement of alternative fuel vehicles may serve as sustainable alternatives.

- **Road Infrastructure:** Substandard road conditions lead to increased vehicle maintenance expenses and diminish operational efficiency. The government's investment in infrastructure repair and upkeep is crucial.
- **Subsidies & Government Assistance:** To maintain cheap fares for the public, fuel subsidies or financial incentives for transportation operators may be contemplated.

IV. CONCLUSION

➤ *Based on the facts and analysis from this research, there is a need for a new tariff adjustment considering the following:*

- The current AKDP tariff in Gorontalo Province is Rp. 577.86/passenger-km, which is lower than the operational vehicle cost (BOK) from the research, amounting to Rp. 4,263 per vehicle-km, with a tariff evaluation value of Rp. 52,933.67.
- The Ability to Pay (ATP) for AKDP services in Gorontalo Province is greater than the Willingness to Pay (WTP), (ATP: Rp. 47,390.24 > WTP: Rp. 32,131.71). The Ability to Pay (ATP) and Willingness to Pay (WTP) of AKDP service passengers in this study are significantly influenced by income levels, travel frequency, and the quality of service perceived by users.
- The recommended fare based on the analysis of BOK, ATP, and WTP is Rp. 589.00 – 963.00/passenger-km.

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