

CHAPTER I

INTRODUCTION

A. Background

Transportation is the transfer of people or goods using vehicles driven by humans or machines (Andriansyah, 2015). Online transportation is a tool that is very much needed today because the existence of transportation can make work effective and help meet daily needs (Rifaldi et al., 2016). Facilities supporting transportation at this time must be equivalent to the development of life activities, especially land transportation (Lestari, 2016).

Geographically, the location of Surakarta City is very strategic and is a crossing point for regional transportation routes and at the same time as a destination and generation of movements (Irene et al., 2001). The city of Surakarta or often called the city of Solo is classified as a secondary city or a growing middle-class city (Andriani & Yuliastuti, 2013). Since 2016, Gojek has been present in Solo City. One of the places where Gojek drivers are located is around the campus of located on Jl. A. Yani, Pabelan, Kartasura, Sukoharjo Regency, Central Java. Areas that contain drivers are around Campus 2 ATM and Alfamidi.

Transportation services are currently perceived as a very important tool in people's lives. Transportation is used by every community to facilitate their daily activities. Everyone certainly needs transportation in various activities such as working, going to school, traveling or other activities (Mandraguna, 2017). Therefore, transportation service entrepreneurs are competing to attract their customers with improved services, ease of ordering, fleet comfort, punctuality and so on (Mar'ati & Sudarwanto, 2005).

Especially online transportation services are now growing rapidly. The increasing number of users has also increased the number of drivers. The ease of accessing via cellphone is the user's attraction. Moreover, online freight fares are

more affordable than public transportation of the kind. Based on this explanation, one of the factors that influence people's interest in using online transport is the online freight rate itself. Then it is necessary to study online transport fares to determine the suitability of fares that apply to the ability and willingness to pay the academic community of Universitas Muhammadiyah Surakarta as users of online transportation services.

B. Formulation of The Problem

From the description of the background above, some formulations of the problem can be taken, namely:

1. What are the trip's interests and characteristics of the academic community of Universitas Muhammadiyah Surakarta on online transportation?
2. What is the value of online freight fares based on Ability to Pay and Willingness to Pay?

C. Objectives of Research

Based on several formulations of the problem, the objectives to be achieved in this study are:

1. To know the trip's interests and characteristics of the academic community of Universitas Muhammadiyah Surakarta on online transportation.
2. To determine the value of online transport fares based on Ability to Pay and Willingness to Pay.

D. Benefits Of Research

The benefits of this study are:

1. For Writer
 - a. To increase knowledge about making scientific works.
 - b. To provide information about how much the value of online transport fares based on Ability to Pay and Willingness to Pay.

2. For Academic

Adding to the development of science in scientific and technological studies.

E. The Scope of The Problem

Given the many developments that can be found in this study, there needs to be a clear problem limitation as follows:

1. Online transportation researched is Gojek (Go Ride and Go Car).
2. Respondents are only within the scope of UMS Surakarta students, employees, and lecturers on campus 2.
3. The value of the fault tolerance limit is 2 types, 1% for natural sciences and 5% for business social studies and education so that the one used for this study is 5%.
4. It is not known who uses online transportation, so it is asked through a questionnaire to facilitate research.
5. Data from the questionnaire directly processed using ATP and WTP formulas.

F. Originality

Research on Online Transport Fare Studies Based on Ability to Pay (ATP) and Willingness to Pay (WTP) has never been done. As for similar studies that have been conducted, namely:

1. Evaluation of Fare Based on Vehicle Operating Costs (BOK), Ability to Pay (ATP), Willingness to Pay (WTP), and Break Even Point (BEP) of Solo Trans Batik Bus (Case Study of Corridor 3) (Murwandono et al., 2015).
2. Analysis of Public Transport Fares Based on Ability to Pay (ATP), Willingness to Pay (WTP), and Vehicle Operating Costs (BOK) (Trans Jogja Case Studies Routes 4A and 4B) (Suryoputro et al., 2015).
3. Evaluation of Public Transportation Fares Based on Ability to Pay (ATP) and Willingness to Pay (WTP) in Pangkalpinang City (Safitri, 2016).