

# Perbandingan Penerimaan Sistem Teknologi Pembayaran Jalan Tol di Masyarakat: Studi Pada: Sistem Pembayaran E-Toll dan Teknologi MLFF Pada Jalan Tol Trans Sumatera = Technology of Acceptance Systems of Toll Roads Payment: Comparison of E-Toll Payment System and MLFF Technology of Trans Sumatera Toll Roion

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## Abstrak

Infrastruktur jalan tol menjadi salah satu pendorong pertumbuhan perekonomian yang positif salah satunya di Indonesia. Salah satu infrastruktur tersebut berada di Pulau Sumatera. PT Hutama Karya sebagai Badan Usaha Jalan Tol (BUJT) pada Tol Trans Sumatera memiliki tanggung jawab pemenuhan Standar Pelayanan Minimum (SPM) jalan tol, untuk itu maka diusulkan untuk mengganti sistem pembayaran jalan tol saat ini menjadi nir-sentuh dengan Multi Lane Free Flow (MLFF). Untuk mengetahui persepsi penerimaan masyarakat dan mengidentifikasi perbandingan terhadap kedua sistem pembayaran tersebut peneliti menggunakan metode Technology Acceptance Model (TAM). Penelitian ini dilakukan dengan metode survei di 3 kota besar Sumatera yaitu, Aceh, Pekanbaru, dan Palembang dengan total 400 sampel. Dari hasil survei dengan video stimuli untuk kedua metode pembayaran didapatkan bahwa perceived ease of use berpengaruh positif terhadap perceived usefulness dan attitude towards use. Attitude towards use berpengaruh positif terhadap behavior intention sementara terdapat perbedaan pengaruh cost dan risk terhadap behavior intention. Pada pembayaran sentuh, cost tidak berpengaruh terhadap behavior intention sedangkan risk berpengaruh negatif. Di sisi lain, pada pembayaran nir-sentuh, risk tidak berpengaruh terhadap behavior intention, sedangkan cost berpengaruh negatif terhadap behavior intention. Melalui pengujian Mann-Whitney U juga terdapat perbedaan signifikan pada behavior intention, dimana masyarakat cenderung berniat menggunakan sistem pembayaran nir-sentuh.

.....Toll road infrastructure is one of the drivers of positive economic growth, including in Indonesia. One of these infrastructures is on the island of Sumatra. PT Hutama Karya as a Toll Road Business Entity (BUJT) of Trans Sumatra Toll Road has responsibility of fulfilling the Minimum Service Standards (SPM) for toll roads, for this reason it is proposed to replace the current toll road payment system to be contactless with Multi Lane Free Flow (MLFF). To determine the perception of public acceptance and identify comparisons of the two payment systems, researchers used the Technology Acceptance Model (TAM) method. This research was conducted using a survey method in 3 major cities in Sumatra, namely, Aceh, Pekanbaru, and Palembang with a total of 400 samples. From the survey results with video stimuli for both payment methods, it was found that perceived ease of use has a positive effect on perceived usefulness and attitude towards use. Attitude towards use has a positive effect on behavior intention while there are differences in the effect of cost and risk on behavior intention. For touch payments, cost has no effect on behavior intention while risk has a negative effect. On the other hand, for contactless payment, risk has no effect on behavior intention, while cost has a negative effect on behavior intention. Through Mann-Whitney U testing, there is also a significant difference in behavior intention, where people tend to intend to use contactless payment systems.