

Preferensi Pemilihan Bandara pada Kawasan Multi Airport Region = Airport Selection Preference in Multi Airport Region

Zahra Zakiyya Mustaqima, author

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Abstrak

Daerah Yogyakarta–Solo–Semarang (Joglosemar) bertujuan untuk mendongkrak perekonomian karena ketiga kota tersebut merupakan poros perekonomian di bagian tengah Pulau Jawa. Aglomerasi ketiga kota tersebut memiliki konsekuensi berupa kepemilikan fasilitas, seperti bandara yang berdekatan (Multi Airport Region). Namun, pelayanan Bandara Internasional Adisutjipto sudah melebihi kapasitasnya, sehingga pemerintah merencanakan bandara baru untuk menggantikan peran bandara tersebut dengan ketersediaan penerbangan yang lebih lengkap yaitu Bandara Internasional Yogyakarta di Kulon Progo. Adanya bandara baru dapat memberikan pilihan baru bagi penumpang untuk pemilihan bandara yang akan digunakan, baik itu berdasarkan pilihan penerbangan, maskapai penerbangan, jarak menuju bandara atau fasilitas layanan yang terdapat di bandara tersebut. Bandara baru di kawasan yang sama juga dapat menimbulkan persaingan antar bandara. Penelitian ini menggunakan kuesioner revealed preference dan stated preference, serta menggunakan analisis regresi logistik multinomial untuk menganalisa preferensi pemilihan bandara di Kawasan Joglosemar dan faktor-faktor persaingan dan komplementaritas antar bandara di Kawasan Joglosemar, serta melihat wilayah pengaruh dari setiap bandara di tiga kondisi yang berbeda. Ketiga kondisi tersebut adalah ketika frekuensi penerbangan menuju bandara tujuan di semua bandara sama, ketika tiket untuk jadwal penerbangan yang diinginkan di bandara yang biasa digunakan habis, dan ketika bandara yang biasa digunakan ditutup. Hasil dari penelitian ini adalah menunjukkan bahwa aksesibilitas, frekuensi penerbangan, waktu tempuh menuju bandara tujuan, dan jadwal penerbangan menjadi variabel yang berpengaruh terhadap preferensi pemilihan bandara di Kawasan Joglosemar. Faktor yang mempengaruhi persaingan antar bandara adalah aksesibilitas, jadwal penerbangan, waktu tempuh menuju bandara tujuan, dan biaya perjalanan yang dikeluarkan menuju bandara. Pada kondisi frekuensi penerbangan di semua bandara sama terjadi persaingan antar bandara, sedangkan pada kondisi tiket pada jam penerbangan yang diinginkan di bandara yang biasa digunakan sudah habis dan kondisi bandara yang biasa digunakan harus ditutup terjadi komplementaritas antar bandara di Kawasan Joglosemar.

.....The development of Yogyakarta–Solo–Semarang Region (Joglosemar) has the aim of boosting the economy of the central part of Java Island since the three cities form the economic axis of the area. The role of the region is affected by the availability of good transportation infrastructure. The Yogyakarta–Solo–Semarang (Joglosemar) region meets the characteristics of multiple airport regions as the three cities' airports are located close to each other (Multi Airport Region). Adisutjipto International Airport (JOG) in Yogyakarta City had been running on its capacity so that the government has opened a new and bigger airport, i.e., Yogyakarta International Airport (YIA) in Kulon Progo Regency to replace Adisutjipto International Airport (JOG). The opening of the new airport means more options for passengers in Yogyakarta–Solo–Semarang (Joglosemar) region who can now choose between the three airports based on variables such as the available schedules, airlines, distance to the airports, and the available airports' services or facilities. New airport in the same area can also create competition between airports. This study

uses revealed and stated preference questionnaire and uses multinomial logistic regression to analyze airport selection preferences in the Joglosemar area and to analyze the factors of competition and complementarity between airports in the Joglosemar area. This study also compares the catchment area of each airport in three different conditions. The three conditions are when the frequency of flights to the destination airport is the same at all airports, when the tickets for the desired flight schedule at the airports commonly used are sold out, and when the airports commonly used are closed. The results of this study indicate that accessibility, flight frequency, travel time to the destination airports, and flight schedule are variables that affect the preference for airport selection in the Joglosemar area. Factors that affect competition between airports are accessibility, flight schedules, travel time to the destination airport, and travel costs incurred to the airport. On the first condition, which is when the flight frequency of flights to the destination airport is the same at all airports, there will be competition between airports, while on the condition of when the tickets for the desired flights schedule at the airports commonly used are sold, and the conditions when the airports that are commonly used are closed, complementary occurs between airports in the Joglosemar area.