

**STUDI PENENTUAN TARIF PROGRESIF
SEBAGAI INSTRUMEN PENGENDALI PERPARKIRAN
KENDARAAN RODA EMPAT DI AREA MAL CIPUTRA**

TESIS

Disusun Dalam Rangka Memenuhi Persyaratan
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ABSTRACT

Urban area is a place of where various activities gathered. In this case, town as activities basin will saturated to be unavailable to serve its above activities maximally. Peculiarly, the sum of vehicles (cars) as transportation medium will increase along with activities improvement. Besides having an effect on transportation network, cars increasing do affect on parking space. Activities space limitation of the town oftentimes cause many problems, for example uneven demand and supply, especially at peak hours. This study will analyze problems on parking supply and demand phenomenon at shopping centre in downtown.

Goal to be reached of this study is determining of rate progressive at parking area as one of the efforts to control the parking activity in Mal Ciputra, while the objectives is time park categorizing based on intensity of parking cars volume, analyzing characteristics of cars parking supply and demand, analyzing the alternatives of progressive parking charge, analyzing the number of progressive parking charge, and recommend feasible progressive parking charge.

Data collecting for this study will be conducted by primary and secondary survey. Primary survey conducted through traffic counting and interview, while secondary one done by collecting data from parking organizer. Sampling technique method used trough purposive random sampling, with formula: $n = N/N.d^2 + 1$ With the formula, it is produces 81 respondents. Analysis have to be used in this study are supply and demand characteristic analysis, cars volume enumeration, time categorizing, parking capacities, and progressive charge stipulating. Progressive charging determination use WTP method and average of allocated budget for parking costs. WTP formed by making the graph of responder's willingness to pay for parking. From the graph of WTP shown by an equation to look for the value of WTP, which is based on certain goals. In this case, goals weared to determine WTP is percentage of capacity to maximum cars volume at peak hours. From equation yielded by graph of WTP ($y = ax^2 - bx + c$), where $x =$ price (WTP) and $y =$ volume percentage. The value of 'y' specified by percentage of capacity (434 cars unit) to peak hours cars volume (492), which is equal to 88.21%.

Calculation result for average of allocated budget for parking costs is Rp. 5.800,00. Value of WTP specified by two alternatives mecanism of progressive charging. The analysis shows that the first alternative is Rp. 2.000,00 for first one hour and Rp. 1.600,00 per additional hour. While alternative of second yield tariff per hour equal to Rp. 1.750,00. Refer to the average visit duration for about 3 hours, expense to be paid for each visit to Mal Ciputra equal to Rp. 5.200,00 (first alternative), and Rp. 5.250,00 (second alternative). Both alternatives are feasible to be charged because of its efectiveness on volume distributing. Chosen alternative goes to the first alternative, because it is simple to pay on Rp. 5.200,00 than Rp. 5.250, which needs difficult of Rp. 50,00. Actually, both alternatives are equally recommended to control and distribute volume of cars at Ciputra Mall's parking area..