

## ABSTRAK

Transportasi telah menjadi bagian penting yang mendukung pembangunan sebuah wilayah. Peningkatan permintaan masyarakat akan kenyamanan dan kelancaran dalam berkendara di jalan raya mendorong pemerintah untuk menciptakan inovasi yang dapat mengatasi permasalahan lalu lintas dalam waktu singkat. Penelitian ini bertujuan untuk mendeskripsikan inovasi pelayanan *Surabaya Intelligent Transport System* dan kualitas pelayanan di Dinas Perhubungan Kota Surabaya dengan menggunakan lima atribut inovasi dan empat dimensi kualitas pelayanan.

Penelitian ini menggunakan teori Pelayanan Publik, Kualitas Pelayanan, dan Inovasi Pelayanan dengan pendekatan kualitatif dan tipe penelitian deskriptif. Lokasi penelitian dilakukan di Dinas Perhubungan Kota Surabaya dan *Surabaya Intelligent Transport System Center*. Pemilihan informan menggunakan teknik *purposive sampling* bagi pegawai dan *accidental sampling* bagi penerima layanan. Pengumpulan data dilakukan dengan cara wawancara, observasi, dan dokumentasi. Proses penyajian data dilakukan dengan mengelompokkan dan mengkombinasikan data yang diperoleh serta menetapkan serangkaian hubungan keterkaitan antara data tersebut. Keabsahan data diuji melalui teknik triangulasi data.

Hasil penelitian menunjukkan bahwa inovasi pelayanan *Surabaya Intelligent Transport System* dapat mengurangi kepadatan kendaraan di persimpangan dan waktu tempuh sebesar 20-23 persen, memudahkan kontrol terhadap lampu lalu lintas dan kemacetan sehingga mampu menyelesaikan permasalahan lalu lintas dengan waktu singkat. Kualitas pelayanan yang baik terlihat pada fasilitas fisik dan alat teknologi sensor yang digunakan, kemampuan petugas melaksanakan pelayanan di ruang kontrol maupun dilapangan serta kemudahan akses informasi lalu lintas melalui situs web dan media sosial *Facebook*, *Instagram*, dan *Twitter*.

Kata Kunci: Pelayanan Publik, Inovasi Pelayanan, Kualitas Pelayanan, *Intelligent Transport System*.

## ABSTRACT

*Transport has become an important part of supporting the development of a region. Increasing people's demand for comfort and smoothness in driving on the highways encourages the government to create innovations that can address traffic problems in a short period of time. This study aims to describe the innovation service of Surabaya Intelligent Transport System and service quality at Surabaya Transportation Department by using five attributes of innovation and four dimensions of service quality.*

*This research is used the Theory of Public Service, Service Quality, and Service Innovation with qualitative approaches and descriptive research methods. The location of the research was conducted at Surabaya Transportation Department and Surabaya Intelligent Transport System Center. Informants are taken in this research using purposive sampling technique for officers and accidental sampling technique for service recipients. Data collection is done by interview, observation, and documentation. The process of presenting the data is done by grouping and combining the acquired and also to establish connectivity relation series between the data. Data validity is tested through data triangulation technique.*

*The research's results showed that the service innovation of Surabaya Intelligent Transport System has been able to reduce vehicle density at intersections and travel time by 20-23 percents, facilitate control of traffic lights and congestion so as to solve traffic problems with a short time. Good service quality seen in the physical facilities and sensor technology tools used, the ability of officers to perform services in the control room and field and ease of access to traffic information through website and social media Facebook, Instagram, and Twitter.*

*Keywords: Public Service, Service Innovation, Service Quality, Intelligent Transport System.*