

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan Inovasi Parkir Meter dan kualitas pelayanan Dinas Perhubungan Kota Surabaya. Penelitian ini menggunakan teori Pelayanan Publik, Inovasi Pelayanan Publik, dan Kualitas Pelayanan dengan pendekatan kualitatif dan tipe penelitian deskriptif. Lokasi penelitian dilakukan di Dinas Perhubungan Kota Surabaya, Balai Kota Surabaya, dan Taman Bungkul. Teknik penentuan informan menggunakan *purposive* dan *snowball* sampling bagi pegawai, sedangkan untuk masyarakat menggunakan teknik *accidental sampling*. Teknik pengumpulan data dilakukan dengan cara wawancara, observasi, dan dokumentasi. Teknik analisis data dengan cara kondensasi data, penyajian data, dan penarikan kesimpulan, serta teknik pemeriksaan keabsahan data menggunakan triangulasi sumber data.

Berdasarkan hasil penelitian menunjukkan bahwa inovasi pelayanan parkir meter dinilai kurang baik. Penerapan inovasi Parkir Meter ini dapat menekan kebocoran Pendapatan Asli Daerah (PAD) pada sektor parkir, meminimalisir pungutan liar oleh jukir, terkontrolnya juru parkir, dapat memonitoring pendapatan dari mesin Parkir Meter secara *real-time* dan pelayanan parkir berupa kecanggihan alat atau mesin, sebagai pengontrol pendapatan parkir sehingga mampu dan menyesuaikan kebutuhan serta harapan masyarakat yang dapat meningkatkan kualitas pelayanan perparkiran. Akan tetapi, temuan di lapangan masih memperlihatkan banyaknya masyarakat yang belum sadar untuk menggunakan *e-money* sehingga belum terbudayakan untuk mandiri atau *cashless*. Kualitas pelayanan Inovasi Parkir Meter dinilai cukup baik dilihat dari fisik yakni adanya teknologi yang digunakan dalam bentuk mesin parkir dan fasilitas fisik penunjang serta kemampuan petugas parkir (jukir) dalam melaksanakan pelayanan dilapangan.

Kata kunci: Inovasi Pelayanan Publik, Kualitas Pelayanan, Parkir Meter.

ABSTRACT

This study aims to describe a Parking Meter Innovation and the service quality of Department of Transportation Surabaya. This study used the theories of Public Service, Public Service Innovation, and Service Quality with a qualitative approach and descriptive research. The study was conducted at Department of Transportation Surabaya, Surabaya City Hall, and Bungkul Park. Informant determination technique used purposive and snowball sampling for officers, while for the community used accidental sampling techniques. Data collection techniques were conducted by interview, observation, and documentation. Data analysis techniques used are data condensation, data presentation, drawing conclusions, and checking the validity of data using triangulation of data sources.

The results of the study show that the innovation of parking meter services was considered not working quite good. The application of the Parking Meter innovation can reduce the leakage of Regional Original Income in the parking sector, minimize illegal levies by parking officers, control parking attendants, monitor revenue from the Parking Meter engine in real-time and parking services in the form of sophisticated tools or machines, as controllers parking revenue so as to be able and adjust the needs and expectations of the people who can improve the quality of parking services. However, the findings in the field still show that many people are not aware of using e-money so that it has not been cultivated to be independent or cashless. The service quality of Parking Meter Innovation is considered to be quite good in terms of the physical presence of the technology used in the form of parking machines and supporting physical facilities. Moreover, the ability of parking attendants (parking officers) to carry out service is also quite good.

Keywords: Public Service Innovation, Service Quality, Parking Meter.