



PUBLIC TRANSPORTATION SERVICE INNOVATION BUY THE SERVICE PROGRAM TRANS BANYUMAS IN BANYUMAS REGENCY

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ABSTRACT

Public service is a measure of how well the government has implemented programs in the public eye. The performance of the government can be judged by the community based on whether the services offered are or are not a service and how the government develops new solutions to regional problems. One of the districts in the Southwest and part of Central Java province is Banyumas. Because transportation is one of the public services that can support the continuity of economic activity in a region, economic activity will never stand alone without the help of the government. To reduce congestion and be able to reduce the volume of existing vehicles in Banyumas Regency, the Banyumas Regency government (Pemkab) launched an innovative public transportation service, namely the Trans Banyumas Bus, the purpose of the Trans Banyumas Bus itself was launched by none other than to facilitate transportation services in Banyumas Regency. The purpose of this study is to explain the service innovation that is bus Trans Banyumas. In this study used the literature study method and using secondary data as a reference. As a result, this study can explain the related impact of the Trans Banyumas Bus, which is to minimize spending money on fuel, reduce pollution, and reduce congestion.

Keyword: Local Economic Development (LED), Covid-19 Pandemic

INTRODUCTION

The problem of public transportation in Indonesia has become one that has not been resolved properly (Fachrian & Ode, 2018), due to the instability of users and units of public and private transportation in Indonesia, the problem of public transportation has become one that has not been adequately solved. Private cars and motorcycles are becoming increasingly common. According to data from the Central Statistics Agency (bps), there were 136,137,451 vehicles in Indonesia in 2020, with passenger cars accounting for 15,797,746 units, buses 233,261 units, cargo vehicles 5,083,405 units, and motorcycles 115,023,039 units. The above information concludes that Indonesia has an increasing number of private vehicles from year to year. While the number of vehicles in Banyumas Regency as a whole reached 781,434 units in 2020, the division is as follows: passenger cars reached 60,915 units

in 2020, buses reached 1,721 units in 2020, commercial vehicles reached 25,160 units in 2020, and motorcycles reached 693,638 units in 2020. This shows how little interest Banyumas residents have in using public transportation.

One of the districts in the Southwest and part of the province of Central Java is Banyumas. One of the districts that serve as the center of all economic activities for the province of Central Java is Banyumas. Because transportation is one of the public services that can support the continuity of economic activity in a region, economic activity will never stand alone without the help of the government. Compared to other forms of Transportation, the strategic impact of BRT installation in Banyumas Regency is much cheaper (Ingvardson & Nielsen, 2018).

The bus company is located in Banyumas as part of the seventh Buy the Service (BTS) program implemented by the Ministry of communications of the Republic of Indonesia (temanbus.com). Trans Banyumas is the company responsible for managing active bus services in Banyumas. Komunitas Banyumas didukung oleh Bus Transit Cepat (BRT), yang menghubungkan Terminal Buluputu, terminal Kebondalem, terminal Notog, terminal Baturraden, dan terminal Ajibarang ke pasar Pon. This Bus supports all community events that use it as a means of transportation, with the Trans Banyumas Bus being one of them. Suarapurwokerto. id claims that Trans Payment Banyumas uses a non-cash system. Payment cards from several institutions that can be used by passengers include Brizzi BRI, e-money Bank Mandiri, Tap Cash BNI, and Flazz BCA.

Public service is the set of measures taken by governments and government agencies to fulfill legal obligations imposed on every citizen and resident in return for the provision of goods, services, or administrative services. When evaluating service quality, the public sector uses service standards as a reference. This is to get a good, fast, affordable, simple, and scalable service. Principles, standards, maintenance patterns, Service agents, special service charges, monitoring care, the level of public satisfaction, the resolution of complaints and conflicts, as well as the assessment of the performance of Public Service care, should all be considered and applied (Febrina, 2021). The government is required to regulate public services with the highest level of quality due to the increasingly complex needs of the Indonesian people. According to the law Chapter Article 1 (1), Number 25 of 2009 Public Service is an action or series of actions carried out by public service providers to provide goods, services, or administrative services to every citizen and resident by the law.

The creation of services is based on skill and creativity to set and achieve common goals. While it can be challenging for governments to develop the right services, the public will always want high-quality public services. Trans Banyumas in Banyumas District is the invention of BTS, as we will explain in this study. When traffic is heavy, it means that the level of mobility is very

high. So, using public transportation is a very effective way to reduce traffic congestion and excessive air pollution. By extending public mobility to all locations, the community will be of great help. A district will not be able to function without public transportation, but not every community can meet its demands, there must be some who depend on it to meet their mobility needs (Haqie, et al.,2020). The need for Human Mobility from the point of origin to the desired destination is met by Transport. An important component of human life and a key factor in the economic development of a country is transport. The need for transportation services to facilitate the movement of people and goods to all regions and even countries continues to increase and certainly we all highlight the importance of Transportation (Tamin, 2000), where transportation is also very important in achieving the goals of economic development and social life.

The demand for mass public transportation services as a way to help accelerate daily human activities reflects the importance of transportation and population growth as well as residential development in large cities. Bus Trans Banyumas is a form of transportation with many benefits, mass transportation, lower costs, and the ability to shorten the time. Trans Banyumas Bus is one type of transportation that can be the main choice to overcome the public transportation problems mentioned above (Fachrian & Ode, 2018).

Local governments, which coordinate public services at the district or city level, compete to demonstrate innovation in the management and maintenance of more creative and innovative services with various facilities. One of the government's initiatives to improve transport services is innovation in public transport. Law Number 23 of 2014 on Local Government, which shows that the government can innovate to improve performance, has become a necessity for the government. Law 23 Of 2014 about Local Government defines innovation as any type of reform in maintaining the local government. One of the components of the implementation of bureaucratic reform is the innovation of public transportation services, which is expected to bring a change for the better. Whether supported or not by the development of technological breakthroughs in its execution, service innovation

is the management of services in New Ways and the creation of concepts to build services that can benefit and facilitate society as consumers of services (Dewi & Setianingsih, 2018).

RESEARCH METHODS

This type of research uses literature study research techniques. Since information relevant to the topic or problem being studied is collected by the researcher during the data collection process, this information can be obtained in research reports, journals, Scientific works, theses and dissertations, regulations, encyclopedias, and written sources both printed and in the form of electronic data. Data collected from literature studies can also be used as a reference in this study because studies that use it can compare previous research with newer research. Innovative public transportation system implementation research is Trans Banyumas, a study conducted in Banyumas Regency, this public service innovation has advantages for the government and society, especially in terms of improving public services there. The presence of trans-Banyumas innovation can reduce the number of accidents that occur in the Banyumas area and reduce the amount of traffic there.

Theoretical studies and other references related to values, culture, and norms that develop in the social environment investigated are relevant to library studies, according to Sugiyono. (2013: 291). Zed (2008) claims in (Mil, et al, 2020) that literature research search is used for more than just the purposes mentioned above to collect research data. This means that library research limits its activities to only the resources in a library's collection, ignoring the need for field research, while also gathering information through library studies.

According to Zed (2008) in (Mila, et al, 2020), conducting library research involves four steps: organizing supplies and necessary tools, taking notes or bibliography, planning time, reading as well as recording research materials. The use of unstructured data in this study requires the use of content analysis as one of the data analysis methodologies. The term "content analysis" refers to the study of written material, such as newspapers, books, book chapters, newspaper titles, essays, interview transcripts, articles, and historical documents, or transcripts of recorded

voice communications. Documents used in this research tool.

RESEARCH RESULT AND DISCUSSION

Technological advances have led to the creation of big data systems, which are vast repositories for all data-driven information. Programs Smart City, which is identical to the integrated city services component, uses big data in the next phase. The same goes for the city's supporting infrastructure, strong internet networks, improved public transportation, and city-focused commercial growth. Smart cities are cities that are favorable to their inhabitants and the surrounding environment. The problem for the government is to create modern cities, which are developing rapidly for the benefit of society (son, 2020). The essence of a Smart City is urban design, development, and operationalization. In terms of the development of a Smart City, Infrastructure and other urban services including structures, transportation, energy, water, and public services are top priorities. The need for human movement from the point of origin to the destination so that it can be used in the right place, such as traveling from home to school, to work, and so on, is largely met by transportation. The increase in population mobility also results in greater demand for transportation (Sulistyowati & Muazansyah, 2018).

One of the district capitals in Central Java, Purwokerto, is the capital of Banyumas Regency. With a population of 1,776,918 and a growth rate of 0.94% between 2010 and 2018, Banyumas Regency is an area with a fairly large population (BPS Kabupaten Banyumas, 2020). Since transportation is a derivative demand caused by economic, social, cultural, and other factors, population growth will be directly related to the growth of public transportation needs. The purchase of public transportation is considered a solution to problems related to urban mobility challenges in achieving sustainable transportation (Mirsha, et al., 2012).

The quality and service of public transport of the internal elements, according to Taylor and Fink (2003) in Putro (2018), can affect the volume of passengers in public transport (transit ridership). In general, BRT Trans Jateng, which serves corridor I Purwokerto - Purbalingga, and City transit are still the main means of public

transportation in the Banyumas area. The low level of public transportation usage in Banyumas Regency is caused by the unscheduled arrival and departure of city transportation as well as the low frequency and service area of BRT Trans Jateng. By the end of 2021, the bus service Buy The Service (BTS) Trans Banyumas will operate as public transportation in Banyumas Regency. The Teman Bus Program was launched by the Ministry of Communications, and the Trans Banyumas bus service joined it along with several other cities that had previously offered this service, including Palembang, Solo, Bali, Medan, and Yogyakarta. The Trans Banyumas Bus service will cover 3 of the 5 corridors prepared for the Ministry of Communications. Koridor 1 Terminal Market Pon - Terminal Ajibarang, Koridor 2 Terminal Notog - Baturraden Terminal, dan Koridor 3 Terminal Bulupitu - Kebondalem. The operation of Trans Banyumas urban public transportation services represents significant progress for Banyumas Regency, particularly in the transportation sector (Putro, et al., 2020).

Due to the increasing number of Trans Banyumas passengers seen from each passenger waiting at the stop, there are currently 52 buses. Currently, the bus fleet includes large buses with a capacity of 60 passengers and 30 seats, each with a priority area, and smaller buses with a capacity of 40 passengers with 20 seats (kompas.com). the following routes and travel times are available on the Trans Banyumas Bus:

1. Corridor 1: Pon Terminal Market-Ajibarang

The first departure from the PON market is at 5:00 WIB, and the last departure is at 18:50 WIB. Trans Banyumas Corridor 1 will serve passengers during operating hours.

Start Terminal Pasar Pon - SMK Wirotomo (A) - Simpang Banaran (A) - RS Hermina (A)- Terminal Karanglewas - Ponpes Ainul Yaqin (A) - Museum Pangsar Sudirman (A) - SMPN 1 Karanglewas (A) - Kecamatan Karanglewas - Pasar Cilongok (A) - Pernasidi (A) -Puskesmas 1 Cilongok (A) - Karanglo A - SMPN 3 Ajibarang (A) - SMPN 1 Ajibarang (A) – RSUD Ajibarang (A) - Terminal Ajibarang - RSUD Ajibarang (B) - SMPN 1 Ajibarang (B) – SMPN 3 Ajibarang (B) - Terminal Karanglo - Karanglo B - Puskesmas 1

Cilongok (B) – Pernasidi (B) - Pasar Cilongok (B) - Puskesmas Karanglewas - SMPN 1 Karanglewas (B) – Museum Pangsar Sudirman (B) - Ponpes Ainul Yaqin (B)- SMPN 4 Purwokerto - Terminal Karanglewas - RS Hermina (B) - Simpang Banaran (B) - SMK Wirotomo (B) - Terminal Pasar Pon.

2. Corridor 2: Notog Terminal-Baturraden Terminal

With the first departure from Notog Terminal at 5:00 WIB and the last departure at 18:30 WIB, Trans Banyumas Corridor 2 will accommodate passengers during operating hours.

Rute Halte Terminal Notog – Halte SMK Aryasatya A – TPB Desa Patikraja B – TPB SMAN 1 Patikraja A – TPB MTs Ma’arif 1 A – TPB Kertayasa Sidabowa A – TPB Lapangan Sidabowa A – TPB BBI Sidabowa A – TPB Kelurahan Tanjung A – Halte TMP Tanjung Nirwana A – TPB GPDI Alfa Omega A – Halte SDN 3 Kedungwuluh A – TPB Pratistha Harsa – Halte Jalan Masjid – TPB Omnia – Halte Bruderan – Halte SMAN 1 purwokerto – Halte SMKN 2 Purwokerto – TPB Simpang Kebondalem – TPB SMAN 4 Purwokerto – TPB RS DKT A – TPB Simpang G 3 Glempang A – TPB Unsoed A – TPB Graha Widyatama A – Halte SDN 2 Pabuaran – TPB Puri Intan A – TPB Kantor Desa Pandak A – TPB Sapphire Village – Halte SMP PGRI Baturraden – TPB Gerbang Mandala Wisata A – TPB Poltekkes A – TPB Desa Wisata Ketenger A – Halte Terminal Baturraden – TPB Desa Wisata Ketenger – TPB Poltekkes B – TPB Gerbang Mandala Wisata – TPB SMAN 1 Baturraden – TPB SDN 2 Pandak – TPB Kantor Desa Pandak B – TPB Puri Intan B – Halte SDN 1 Pabuaran – Halte Graha Widayatama B – Halte Unsoed B – TPB Simpang 3 Glempang B – TPB RS DKT B – Halte RS Jatiwinangun – Halte Mall Pelayanan Publik – TPB SMPN 6 Purwokerto – TPB SMAN 1 Purwokerto – TPB Kelurahan Kranji – Halte Daop 5 – TPB SMPN 1 Purwokerto – Halte Prastitha Harsa B – TPB SDN 3 Kedungwuluh B – TPB GPDI Alfa Omega B – TPB TMP Tanjung Nirwana B – TPB Kelurahan Tanjung B – TPB Simpang Pengasinan – TPB Kantor Desa Kedungwringin – TPB BBI Sidabowa B – TPB Kertayasa B – Halte MTs Ma’arif 1 B – TPB

SMPN 1 Patikraja B – TPB Desa Patikraja B – TPB SMK Aryasatya B – Halte Terminal Notog B.

3. Corridor 3: Terminal Bulupitu Purwokerto - Terminal Kebondalem

With the first departure from Notog Terminal at 5:00 WIB and the last departure at 19: 21 WIB, Trans Banyumas Corridor 3 will accommodate passengers during operating hours.

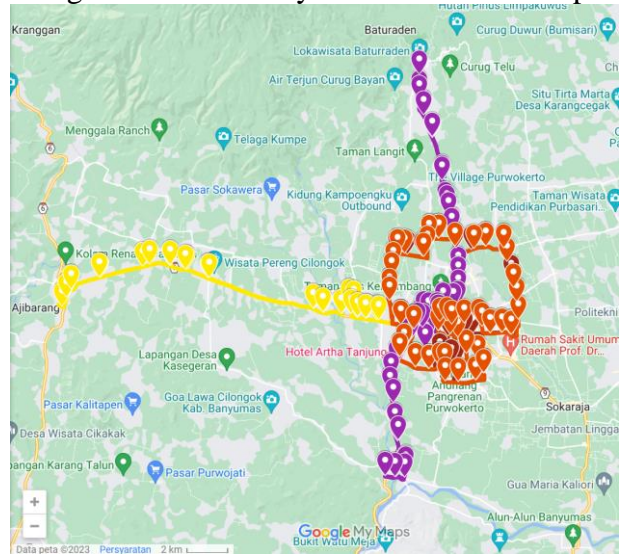
- Odd Bus code Corridor 3 route

Terminal Bulupitu Purwokerto - Halte RS Dadi Keluarga - Halte Universitas NU/Pool BTS - Samsat Purwokerto - Griya Karang Indah (A) - Grand Tanjung Elok (A) - SMP Muhammadiyah 2 Purwokerto (A) - Kelurahan Tanjung (A) - TMP Tanjung Nirwana (A) - SDN 3 Kedungwuluh (A) - Terminal Pasar Pon (A) - Sapphire Regency - Pasar Parakan Onje (A) - Universitas Wijayakusuma (A) - Tugu Ikan Beji (A) - Beji Lebak (A) - TK Pertiwi (A) - Perum Purwosari Indah (A) - Tugu Batu (A) - Langentirto (A) - SDN 1/2 Pabuaran (A) Masjid Al-Hidayah (A) - Kantor Desa Tambaksogra (A) - Tambaksari (A) - Ponpes Darussalam - SD Ump (A) - Pasar Kejawar Arcawinangun - MAN 1 Banyumas (A) - SDN 2 Purwokerto Wetan - Pasar Wage - CIMB Niaga - Terminal Kebondalem - Halte SMP Negeri 8 - Moro - Pasar Proliman - Pengadilan Negeri Purwokerto - Simpang Pancurawis (B) - Terminal Bulupitu Purwokerto.

- Corridor 3 even Bus code

Terminal Bulupitu Purwokerto - Simpang Pancurawis (A) - IT Telkom - Jalan Pramuka - Bank Mandiri - Daop 5 - Satlantas - Terminal Kebondalem - Kombas - Roda Mas - MAN 1 Banyumas (B) - SPBU Arcawinangun - SD UMP (B) - SMK Kesehatan Kesatrian - Tambaksari (B) - Kantor Desa Tambaksogra - (B) - Masjid Al-Hidayah (B) - Griya Alam Pesona/ Kedungmalang - SDN 1/2 Pabuaran - Langentirto (B) - Tugu Batu (B) - Perum Purwosari Indah (B) - TK Pertiwi (B) - Beji Lebak (B) - Tugu Ikan Beji (B) - Universitas Wijayakusuma (B) - Pasar Parakan Onje (B) - Apotek Siaga 21 - Terminal Pasar Pon - SDN 3 Kedungwuluh (B) - TMP Tanjung Nirwana (B) - SMP Muhammadiyah 2 Purwokerto (B) - Grand Tanjung Elok (B) - Griya Karang Indah (B) - Samsat Purwokerto (B) - Universitas NU - RS Dadi Keluarga - Terminal Bulupitu Purwokerto.

Figure 1. Trans Banyumas Bus Route Map



Source: <https://temanbus.com/banyumas/>

The Trans Banyumas Bus has only three stopping points, as can be seen in the picture above. The people of Banyumas can find out the route of the route passed by the bus Trans Banyumas the people of Banyumas Regency Development of public transportation is very profitable. In addition to saving money on gasoline purchases, this public transportation alternative helps reduce pollution in Banyumas. However, Trans Banyumas also has advantages and disadvantages, as follows:

a. Advantages

- As more and more Banyumas residents have private vehicles, using the Banyumas Trans bus helps reduce traffic congestion in Purwokerto. One of the main reasons Trans Banyumas buses run is to educate people on how using public transportation instead of driving private vehicles will reduce traffic.

b. Disadvantages

- As there are more and more transportation options online, the number of people using the internet today is increasing. According to the results of a survey conducted in 2017 by the Indonesian Consumer Institute Foundation (YLKI), the majority of people choose online transportation because it is affordable (84.1%), fast (81.9%), practical (78.8%) and, finally, safe (61.4%)

(Praditya, 2017). In this way, people are increasingly using online means of transport daily. However, due to the innovation of public transportation services is very make other transportation such as rickshaws, public transportation (angkot), and ojek pengkolan decreased passengers.

"The design and implementation of procedures, products, services, and delivery methods that result in significant improvements in efficiency, effectiveness, or quality of results," is the notion of innovation in the public sector according to Currie (in Dhewanto, et al, 2008: 114). Innovation, according to Larasati (2015:19), is a creation that actively develops new approaches and concepts. For bureaucratic organizations to continue to expand service functions to meet the needs of society, new service models that are like oxygen must continue to flow. According to Rogers in Suwarno (2008: 17-18), the characteristics of innovation, among others, are as follows:

1. Relative Advantage atau keuntungan relative. The invention must be greater than previous innovations in terms of benefits and value. Innovation has an ever-present Virtue and distinguishes it from other types of work.

The transaction process will be faster, more practical, require less cash, provide cleaner and more transparent transaction services, reduce the number of complaints about return errors that are not by the rights that must be given to service users, and use less paper as a result of the development of BRT Trans Banyumas transportation service innovation.

2. Compatibility or compatibility. Inventions also have a competitive element or compatibility with innovations that have been replaced. This is done to prevent outdated technologies from being thrown away once they become more affordable, but to keep using them while innovations are being developed.

Innovation is competitive and requires the use of new technologies as well as adapting to new

practices. BLU BRT Trans Banyumas strives to adapt to new technologies by providing regular and gradual training and support to its employees through on-the-job training, briefings, or direct meetings with NGI (Nusantara Global Innovation) as a third party that assists in BRT Trans Banyumas on payment management.

3. Complexity atau kerumitan. Innovation, for being novel, is more complex than any previous invention. But, since Innovation offers a fresh and better way to do things, this level of complexity is usually not a big deal.

The use of increasingly sophisticated technologies in the process of developing innovations leads to an increase in complexity, namely, E-money machines have problems due to constrained service conditions, unsupportive networks and signals, the technological progress that is not supported and compensated for by changes in the characteristics of an advanced society, the inability of machines to enter balance data, and often a reduction in.

4. Triability or probabilities are attempted. The invention must pass the stage of public testing, during which any individual or party has the opportunity to evaluate the quality of the innovation. Innovation is only accepted when it has been assessed and proven to offer greater benefits or value than previous innovations.

An innovation can be approved if it has been tested and proven to have greater benefit or value than the previous creation of the innovation. Based on the research findings, it can be determined that more and more people are using E-money services from BRT Trans Banyumas every year. BLU BRT Trans Banyumas is involved in regular socialization activities from time to time to introduce the advantages of innovative goods. Socialization is carried out through social media and exclusive events are known to the Banyumas government.

5. Observability or observability. Innovation must be able to see how something currently exists and create something better. Throughout the execution of the

innovation, there will undoubtedly be problems that can prevent it from achieving the specified goals. Albury (di Suwarno, 2008: 54) divides the factors that hinder innovation into a risk rejection culture, which is a culture that does not like risk, administrative pressures, and barriers, which make rigid performance, short-term budget, and planning, inability to deal with risk and change, the lack of rewards or incentives, or the tendency to still place very little emphasis on rewarding innovative work, there are technological, but there are cultural barriers and organizational barriers as well. This is due to the lack of connection between technological innovation and the availability of the previous work culture and organizational environment, excessive dependence on strong achievements, and the fear of abandoning failed initiatives.

Innovation must be observed in terms of how the innovation can produce something better. Innovation can be observed through the clarity of procedures and the availability of facilities and infrastructure that support innovation. When viewed in terms of payment procedures using E-money is very easy, because, in this era of digitization, all people must have E-money, children usually use cash worth 4000 rupiahs, while facilities and infrastructure available today are not complete and able to reach the ideal standard.

CONCLUSION

The problem of public transportation in Indonesia has not been resolved properly, because over the years the number of users and units of public and private vehicles tends to be unstable. Banyumas Regency is one of the regencies located in the Southwest and part of Central Java province. Banyumas Regency is also one of the regencies that are also used as the center of all economic activity in Central Java Province and surrounding areas.

Due to the instability of users and units of public and private transportation in Indonesia, the problem of public transportation has become one that has not been adequately solved. One of the

districts in the Southwest and part of the province of Central Java is Banyumas. One of the districts that serve as the center of all economic activities for the province of Central Java. Because transportation is one of the public services that can support the continuity of economic activity in a region, economic activity can never stand alone without help from the government. Although not yet fully effective, the existence of Trans Bus Banyumas as a public service innovation has an impact on the decline in the use of motorcycles and cars but it can also reduce fuel consumption and congestion.

Based on several previous exposures, it can be said that BLU BRT Trans Banyumas has introduced a new payment method for public transportation services, namely BRT Trans Banyumas E-money. The administration of this advanced product aims to improve service standards and update mass transportation services that are fast, affordable, safe, and practical. Now, the implementation of the BRT Trans Banyumas service is running smoothly. However, it has not yet developed to its full potential and corresponds to expectations. This can be seen through the dimensions used to understand how service innovation is implemented, such as the relative advantage or relative advantage of innovation development, compatibility or suitability with new technologies, complexity or complexity generated in the application of technology, liability or the possibility of being tried and tested to provide advantages or more value, and observability or ease of observation in terms of how such innovation is capable.

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