



Operational Management of the Trans Binjai Bus as an Effort to Improve Public Services in Binjai City

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Abstract. Governance is a service system that has the main objective of managing significant risks in order to meet these objectives through securing government assets and improving long-term management. Governance is an internal regulation that is intended as an effort to make public service institutions more efficient, effective and productive. This governance will govern the organization, management, accountability and transparency of the implementing organization. This study uses a descriptive method with qualitative analysis to determine the analysis of bus operational governance in the city of Binjai. The purpose of conducting a governance analysis is as a tool to guide development in urban areas and as an infrastructure for the movement of people and/or goods arising from activities in urban areas. The results of the study indicate that the quality of service provided still needs to be improved. Therefore, there is a need for various policy interventions that are legally ratified through local regulations.

Keywords: Governance · Bus Operations · Public Service

1 Introduction

Transportation is an important part in helping the success of community economic development and regional development. For this reason, good operational governance is needed in its implementation. Transportation is part of traffic and road transportation whose role is to promote public welfare as stipulated in the 1945 Constitution of the Republic of Indonesia. Governance is a major concern of local governments for transportation accessibility for the community to drive the economy.

Operational governance is indispensable. Geographical distribution between governance (control) and capacity and location of transportation facilities (network system) are combined to obtain maximum flow and movement patterns in urban areas. Governance will be important for the accessibility of such transportation and will have an impact on the high interest of the community to carry out economic activities. The results of operational governance are one of the requirements for developers to obtain government and/or local government permits according to statutory regulations.

In the context of the implementation of road traffic and transportation, Law Number 22 of 2009 concerning Road Traffic and Transportation has been enacted, in which

there are several regulations including the existence of the objectives of road traffic and transportation, the division of authority between government agencies and local governments, regulation concerning matters of a technical nature as road traffic and transportation operations, traffic and road transportation infrastructure, as well as efforts to foster, prevent, regulate, and enforce law.

Binjai City is one of the cities in the province of North Sumatra, Indonesia. In addition, Binjai is the heart of North Sumatra. Because it is a city that is close to Medan, there are many activities that require a person to be active in the city which causes the transportation routes to become congested and the City of Binjai is one of the affected. Now, the level of vehicle density is also quite high in Binjai City. On this basis, the need for Trans Binjai Bus Operational Governance to improve services for the community in an effort to improve public services. The Trans Binjai Bus Operation is an alternative that can be used by the residents of Binjai City in carrying out daily accessibility.

Based on the Regulation of the Minister of Finance No. 7 of 2006 and Minister of Home Affairs regulations No. 61 of 2007, the pattern of governance is an internal regulation intended as an effort to make public service institutions more efficient, effective and productive. This governance pattern will regulate the organization, management, accountability and transparency of the implementing organization.

In connection with this density problem, the local government issued friendly transportation, namely the Trans Binjai bus in the hope that the density level of the Trans Binjai bus transportation in the city of Binjai can be resolved. The existence of the Trans Binjai bus is also expected to be an urban transportation solution that is much better than existing urban transportation and is able to absorb private vehicle users to switch to using public transportation. With the availability of convenient, economical means of cross-kelurahan mass transportation, it can reach to the deepest areas. The motto of the Trans Binjai bus service is "Safe, Comfortable, Reliable and Affordable".

2 Method

The methodology used in this research is a study which of course the main focus is location studies at the Binjai City Transportation Service. The researcher used a descriptive type of qualitative research method. Creswell [1] argues that qualitative research is methods for exploring and understanding the meaning that a number of individuals and groups of people ascribe to social or humanitarian problems. Where this method aims to understand an event or phenomenon in accordance with the conditions in the field through data collection techniques with observation, interviews and documentation. Sources of data used are primary data obtained directly through objects or sources in the field in the form of opinions from research subjects and observations. Furthermore, the data and information are processed and tabulated to then be analyzed descriptively and quantitatively according to the needs and context of the problems found.

3 Discussion

In this study, it was carried out in several stages of activities prior to the core activity, namely a location-based study of operational governance activities intended for the Trans

Binjai Bus. The location of this research is focused on the Binjai city area, East Binjai district. This location belongs to the ownership status of the Binjai city government, in this case the Department of Transportation.

In an effort to realize the welfare of the community, every local government always carries out development, both physical and non-physical. Service quality is a way to manage business processes to ensure total satisfaction for customers at all levels [2]. Physical development carried out to improve the welfare of the community is carried out by local governments to meet infrastructure needs and carried out by the private sector to carry out their business activities. Physical development carried out by the government and the private sector can lead to changes in the transportation system.

The Head of the Binjai Transportation Service stated:

“The construction of the Trans Binjai bus stop is still as you can see, there have been many stops that have been built and provided. However, there are still many people who have not used this trans binjai bus because they do not know much about which routes to take.”

Based on this information, it shows that the Trans Binjai Bus service is still optimal in its implementation, this happens because the community also has their own vehicle. However, the existence of the Trans Binjai Bus has provided a lot of convenience for some people in Binjai City, even though its existence is very helpful. This is also as conveyed by Trans Binjai Bus users.

Pratama, Trans Binjai Bus users:

“The existence of the Trans Binjai Bus really helps us in carrying out our daily activities, because the bus services provided by the Binjai City government can be enjoyed free of charge by all the surrounding community. However, there are also many people who have not enjoyed the existence of this bus because the route that is passed is still done manually and is attached to the bus body, this is what makes it difficult for us.”

The existence of the Trans Binjai Bus is an alternative that can be used by the community to make it easier for them to carry out their daily activities. However, the services provided must prioritize the interests of the wider community for the benefit of the people. All services provided to the community are still done manually. This is a problem in today's era, the use of technology is very important to provide ease of service. “Every change, every burst of creativity, begins with identification of a problem or opportunity that somebody finds meaningful” [3].

In September 2017, the Minister of Transportation together with the Mayor of Binjai inaugurated the operation of the Trans Binjai Bus. The realization of the change in the paradigm of public administration is also stated by Kikutadze [4] that the importance of establishing public management is to improve the quality of government in all aspects, because in the process of change there is an administrative process related to development, agreements that are adapted to the desired socio-economic conditions aimed at changing more modern public. Trans Binjai is a program that has been planned since 2016, which was deliberately developed to ensure the availability of mass transportation

across urban villages that is comfortable, economical, and can reach to the deepest areas. Urban productivity is tightly related with the efficiency of its transportation system to move people and freight between multiple origins and destinations [5]. Trans Binjai Bus Operations continues to strive to provide services to the surrounding community for the progress and welfare of the community. The service is still not fully running properly due to several obstacles, both from the existing facilities and information services.

It has been about 5 years since the Trans Binjai bus was inaugurated, but there are still many people in Binjai City, especially the East Binjai area who are still reluctant to use this transportation. According to the author's observations, the public was reluctant due to unclear information related to operational governance. Grindle [6], explains that public service reform must be directed at observing and fixing various policy mistakes in the past as well as policies that have been implemented currently in effect as well as existing institutional arrangements. Operational matters have been explained, such as priority services, tariff information, and operating/service times in the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 44 of 2019 concerning Minimum Service Standards for Transporting People with Public Motorized Vehicles Not on Routes. This section is described in terms of equality and regularity. The government must provide services in accordance with the order and also guarantee the certainty of service to the customer. In addition, the government also needs to provide appropriate service information so that there are no errors in the policy implementation process.

The specification of the discussion in fulfilling the mandate of Law Number 8 of 1999 concerning consumer protection, especially in Article 7, which states that the obligations of business actors (BRT Managers) include:

- 1) Provide friendly and honest service to consumers
In order to see the conditions of service provided by Trans Binjai Bus officers to their consumers, the authors made direct observations by interviewing the public. According to the results of observations in the field, the authors consider that the service provided by officers from the Trans Binjai Bus manager is not optimal. In terms of honesty, the author observes it from the point of view of the transparency of the ticket fare issue. Currently, the applicable tariff is free, and this has been implemented transparently.
- 2) Provide proper and complete facilities
Based on the results of direct observations in the field, the condition of the supporting facilities for the Trans Binjai Bus is still inadequate or does not meet the standards, especially with regard to comfort at the bus stop, because many shelters are damaged and unfit for use. However, the existence of buses does not mean that they are separated from the supervision of officers because there are CCTV cameras that can be monitored on the bus, so that services that are lacking can still be improved in the future.
- 3) Provide clear and correct information about the state of the bus for the convenience and safety of consumers
The condition of clear and correct information regarding the condition of buses, tickets and Trans Binjai Bus routes that are currently operational is not sufficient, in

which they inform about schedules and routes which are only affixed to the window of the bus. This is less effective because it is difficult to see and read for bus users.

Trans Binjai Bus Operations must make changes to improve public services to the community in an effort to advance and provide convenience. The existence of reform demands changes in various lines of life, whether social, economic, political, legal, including in the context of government [7]. The use of technology is an alternative that can be implemented in its operations. This will definitely help a lot and make a special application for the use of this bus. So that people are not confused by the use of the Trans Binjai Bus.

4 Conclusion

The conclusion in this study based on Law No. 22 of 2009 concerning Traffic and Road Transportation, the Binjai City Transportation Service as the organizer of the Trans Binjai Bus activity referring to Article 45 paragraph 1 shows the results that the implementation is still not good, especially in the provision of supporting facilities in the form of bus stops. As for the provision of security facilities on the bus, it is good, because of the availability of CCTV in every corner of the bus.

The design of the building design for supporting facilities for the Trans Binjai Bus must be considered by the Department of Transportation, so that at the realization level there are no errors. The services that have been carried out so far have been improved and of course there is a free service for each user. The existence of the Trans Binjai Bus is an alternative that provides convenience to bus service users. However, the services provided are still lacking in both facilities and information services. Of course, with these conditions, changes and improvements in public services through Trans Binjai Bus Operations must still be carried out, especially in the use of applications and socialization.

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