

ANALYSIS OF THE POTENTIAL OF ROADSIDE PARKING AS A SOURCE OF REGIONAL ORIGINAL REVENUE (PAD) IN SURABAYA CITY

Pradana Affan Abdillah¹, Andi Patriadi², Sajiyo³

University of August 17, 1945 Surabaya, Indonesia

Email: affan.garuda@gmail.com¹; andipatriadi@untag-sby.ac.id²; sajiyo@untag-sby.ac.id³

Abstrak

The ever-increasing demand for parking facilities in urban areas highlights the importance of parking system management to support Local Own Revenue (PAD). This study explores the potential of roadside parking in Surabaya City as a significant contributor to PAD, emphasizing the relationship between effective parking management and urban mobility challenges. Data were collected through field surveys at various roadside parking spots, revenue potential calculations, and an analysis of factors influencing parking efficiency, including both supporting and inhibiting elements. The findings indicate that optimizing parking policies, implementing fair and competitive parking levy rates, and improving parking infrastructure can significantly enhance PAD contributions. Moreover, the results underscore the role of technology, such as electronic parking systems, in reducing revenue leakage and improving transparency. This study also identifies key factors that hinder the realization of optimal revenue potential, such as illegal parking, limited parking capacity in high-demand areas, and insufficient public awareness about parking regulations. Addressing these issues through stricter law enforcement, enhanced public education, and better integration of parking facilities with public transportation systems can lead to a more efficient transportation ecosystem. The study concludes that effective roadside parking management not only supports local revenue generation but also helps mitigate traffic congestion and fosters economic development by ensuring smoother urban mobility. By addressing both supporting and inhibiting factors, the Surabaya City government has an opportunity to transform roadside parking into a sustainable and substantial revenue source while improving the overall quality of urban life.

Keywords: Roadside Parking, Local Revenue, Parking Management, Urban Mobility, Surabaya.

INTRODUCTION

Rapid urbanization and increasing private vehicle ownership are major challenges in parking management in big cities, including Surabaya. This problem occurs because the growth in the number of vehicles is not proportional to the availability of adequate parking spaces, especially on public roadsides. As a metropolitan city, Surabaya faces classic urban problems such as congestion which is exacerbated by the presence of illegal parking on the road (Ministry of Transportation, 1996). Public roadside parking is one of the transportation facilities that has an important role in supporting community mobility in urban areas. However, the presence of unorganized on-street parking can have negative impacts, such as narrowing road space and disrupting traffic flow. Therefore, good parking management is needed to improve the efficiency of road space utilization and make a positive contribution to local revenue (PAD) (Suraji, Qomariyah, Cakrawala, Irawan, & Halim, 2023). As one of the PAD sources, parking retribution has great

potential to support funding for infrastructure development and public services. In this context, Surabaya City has a great opportunity to optimize parking levy revenue through integrated parking management. This is in line with the government policy stipulated in Surabaya City Regional Regulation Number 7 Year 2023 on Regional Taxes and Levies (Surabaya City Government, 2023), which stipulates parking as one of the sectors supporting PAD.

Good parking management must consider various aspects, including the determination of appropriate tariffs, strategic allocation of parking spaces, and enforcement of parking violations. Decree of the Minister of Transportation Number 66 Year 1994 provides guidelines on the procedures for parking motor vehicles on the road, which is an important foundation in parking management in urban areas (Ministry of Transportation, 1994). Surabaya City has a high level of mobility, supported by various economic, social, and educational activities. However, this level of mobility often causes traffic congestion which leads to an increasing demand for parking spaces. Based on data from the Surabaya City Transportation Agency, the number of curbside parking spots decreased from 1,800 before the pandemic to 1,213 spots during the pandemic, which had a direct impact on the decline in PAD (Surabaya City Government, 2018a).

Nevertheless, the potential revenue from the roadside parking sector can still be increased with the right approach. A study by (Putra & Handayani, 2018) shows that the effectiveness of parking levy implementation is strongly influenced by the availability of adequate parking facilities and the transparency of its management (Putra & Handayani, 2018). Optimizing parking levy can be an effective strategy to increase PAD in Surabaya City (Rusyadi & Imansyah, 2019). As a trade and industrial center, Surabaya has a great attraction for people from outside the city, which causes a high inflow of private vehicles. This situation requires local governments to provide adequate parking facilities so as not to disrupt the smooth flow of traffic and support the local economy (Anggara, Kismartini, & Dwimawanti, 2022).

In addition, Surabaya Mayor Regulation No. 29/2018 on Changes in Public Roadside Parking Tariffs regulates parking tariffs to ensure that parking levies remain competitive and contribute optimally to PAD (Surabaya City Government, 2018b). However, the implementation of this parking tariff still faces challenges in the form of illegal parking and low public awareness of parking regulations (Safitri & Yofianti, 2021). Illegal parking is one of the main obstacles in parking management in Surabaya City. According to (Rusyadi & Imansyah, 2019), the lack of supervision and law enforcement against parking violations can reduce the effectiveness of parking retribution as a source of PAD. Therefore, efforts to control illegal parking need to be strengthened through coordination between the local government and the Transportation Agency (Anwar, Rusli, & Yuliani, 2023).

The potential revenue from parking retribution depends not only on the number of parking spots, but also on their usage rate. An analysis conducted by (Hawati, 2017) in South Tangerang City showed that optimizing the utilization of parking spots can significantly increase revenue. This approach is relevant to be applied in Surabaya as one of the parking management strategies (Hawati, 2017). On the other hand, another challenge faced is the lack of adequate parking facilities. A study by Ihtisan (2023) shows that good parking management, including the provision of modern parking facilities, can increase parking efficiency and retribution revenue. In this case, Surabaya City needs to increase investment in parking infrastructure to accommodate the growing demand (Prasidya, 2023).

Supporting factors such as clear regulations are also key to successful parking management. Surabaya City Regional Regulation Number 3 of 2018 concerning Parking Management regulates the licensing and management of parking in the Surabaya area (Surabaya City Government, 2017). This regulation provides a strong legal basis for managing parking in a professional and transparent manner (Rodli et al., 2019). In addition to regulation, social factors such as public awareness of the importance of parking retribution also need to be improved. Public education campaigns can help people understand the benefits of parking levies, which in turn can increase their participation in supporting parking policies (Patriadi et al., 2021).

As an effort to increase PAD from the parking sector, innovations such as the implementation of e-parking technology can be an effective solution. A study by (Rahmawati, 2024) showed that the implementation of an e-parking system in Medan City succeeded in significantly increasing parking retribution revenue by reducing revenue leakage (Rahmawati, 2024). In addition, it is important to pay attention to inhibiting factors such as lack of supervision of parking spots. According to (Anwar et al., 2023), weak supervision can lead to inefficiencies in parking management and lower potential revenue. Therefore, Surabaya City needs to improve the supervision mechanism for roadside parking management (Anwar et al., 2023).

Effective parking management should also consider aspects of equity, such as accessibility for vulnerable groups. A study by (Anggara et al., 2022) in Pekalongan City showed that inclusive parking management can improve service quality and public trust in local government. The management of roadside parking in Surabaya City has great potential to support PAD. By optimizing regulations, improving parking facilities, and strengthening supervision, local governments can maximize the contribution of the parking sector to city development.

In the management of roadside parking in Surabaya City, there is great potential to make this sector one of the main sources of Regional Original Revenue (PAD). With high community mobility and high levels of private vehicle ownership, the need for parking facilities is increasing. However, optimizing this potential requires an in-depth understanding of the characteristics of roadside parking, such as the level of usage, strategic location, and efficiency of parking levies. In addition, success in increasing revenue from parking fees is also greatly influenced by supporting factors, such as adequate regulations and public awareness, as well as inhibiting factors, such as illegal parking practices and lack of monitoring of parking spots. Therefore, this study aims to analyze the potential of roadside parking as a source of PAD for Surabaya City as well as to identify how to increase parking levy revenue in the face of various supporting and inhibiting factors. This approach is expected to provide a comprehensive solution in creating an efficient, fair, and sustainable parking system, in line with the vision of Surabaya City as a modern and environmentally friendly metropolitan city.

Parking is the condition of a vehicle that is temporarily stationary due to being abandoned by the driver (Raharjo, 2011). According to the Directorate General of Land Transportation (1996), parking is an important part of the transportation system because moving vehicles need a place to stop. In the context of urban planning, poorly managed parking can cause congestion and reduce road capacity (Warpani, 2002). Therefore, parking management is a crucial element in urban transportation planning.

RESEARCH METHOD

Research Approach and Location

This research uses a quantitative approach to understand the characteristics of public roadside parking in Surabaya City. This quantitative method involves collecting numerical data through field surveys, interviews, and secondary data analysis. This approach was chosen because it is relevant in measuring specific parameters such as parking accumulation, parking index, and road section level of service. The data collected was systematically analyzed to produce evidence-based recommendations for parking management. The research location covers the entire area of Surabaya City, which consists of five main areas: center, north, east, south, and west. Each area is grouped based on the function of the parking location, such as dining areas, worship facilities, trade, health, schools, warehouses, hotels, offices, markets, parks, and expedition services. This location determination aims to obtain representative data from various types of activities that affect parking demand.

The survey was conducted thoroughly at the identified roadside parking locations. In addition to direct observation, this research also refers to secondary data such as maps of Surabaya City, the location of existing parking spots, and average daily traffic (LHR) data from road sections with parking facilities. Grouping parking locations based on the type of activity facilitates the analysis of the impact of activities on the use of parking spaces. The geographical condition and layout of the city is one of the important factors analyzed in this study. Surabaya City, with its complex road network, has parking demand that varies from region to region. Therefore, this study also considers aspects of parking distribution and its effect on traffic on main roads and supporting roads.

With a comprehensive approach, this study seeks to not only describe the existing conditions, but also provide recommendations for more optimal parking management. The results of this sub-chapter form the basis for further analysis in this study.

Data Collection Methods

The data collection methods in this study were designed to ensure the accuracy and validity of the analysis results. Primary data was collected through direct field observations and interviews with relevant parties, such as the Surabaya City Transportation Agency and parking attendants. Direct observation uses tools such as counters, cameras, and stopwatches, which allow researchers to measure parking parameters in real-time. In addition to observation, interviews were conducted to obtain additional information that could not be obtained through direct observation. These interviews involved various parties, including parking service users and road users, to understand their perceptions of the existing parking facilities. Information from the interviews was used to strengthen the observations and provide deeper insights into the parking conditions.

Secondary data was obtained from official agencies, such as the Surabaya City Transportation Agency, which provided city maps, existing parking location data, and LHR data. This data served as a reference in identifying road capacity and parking location characteristics. The accuracy of secondary data is also an important concern, so only reliable sources were used in this study. The data collection process was conducted in stages to ensure all relevant aspects were accommodated. The parking location survey started with the identification of public roadside parking spots based on secondary data, followed by field observations. In addition, an inventory survey was conducted to measure parameters such as parking accumulation, parking index, average parking duration, and parking turnover rate. The results of this data collection process provided

a strong foundation for the analysis conducted in the study. With the combination of primary and secondary data, this research is able to provide a more complete picture of the parking conditions in Surabaya City.

Data Analysis Technique

The data analysis in this study included various methods designed to evaluate parking characteristics and their impact on traffic. First, parking inventory survey data was analyzed to identify parameters such as parking accumulation, parking index, parking duration, and parking turnover rate. This analysis provides information on the utilization rate of parking spaces at various locations. Next, a road section performance analysis was conducted to evaluate the impact of curbside parking on traffic. The parameters used include traffic volume, degree of saturation, and level of service. The analysis followed the 1997 Indonesian Road Capacity Manual (MKJI) guidelines to ensure relevant and standardized results.

In addition to technical analysis, this study also considers the potential revenue from parking fees. Potential revenue is calculated based on the average number of vehicles parked at a location, multiplied by the applicable parking tariff. This calculation provides an overview of the efficiency of parking management in increasing local revenue.

Interview data was also analyzed to identify supporting and inhibiting factors in parking management. Information from these interviews was used to complement the results of the quantitative analysis and provide a richer context to the research findings. The results of this analysis not only describe the existing conditions, but also provide recommendations for future improvements. With an integrated approach, this research is expected to make a real contribution to the management of roadside parking in Surabaya City.

RESULTS AND DISCUSSION

Results

Potential of Public Roadside Parking as a Source of Regional Original Revenue (PAD)

Public roadside parking in Surabaya City has great potential as one of the sources of Regional Original Revenue (PAD). Based on survey results at 105 parking spots, the volume of vehicles utilizing curbside parking facilities is quite significant, especially in the downtown area, such as Jl. Raya Darmo and Masjid Agung Utara. This high volume indicates a high level of parking demand from the community that can be maximized for local revenue.

From the data, parking volume at locations such as Al Falah Mosque recorded 186 two-wheelers and 71 four-wheelers in a day. This shows that locations with dense activities, such as shopping centers, worship facilities, and culinary, become focal points with large contributions to potential revenue. The high frequency of vehicle turnover (parking turnover) is also a positive indicator for increasing parking retribution.

Table 1. Summary of Parking Characteristics Data in Surabaya

Parameters	Highest Location	Highest Score	Description
Volume	Al Falah Mosque	Motorcycles: Cars: 71	186, High level of worship and social activities

Capacity	North Great Mosque			Car: 89	Maximum capacity for public locations
Parking Index	Jl. Asem	Raya		3,2	High land use efficiency
	(motorcycle)				
Turnover	SDN Ketabang	1		1,71	Very fast turnover of vehicles
	(motorcycle)				

This visualization shows a comparison of data between locations based on key parameters. Locations with the highest data are often in areas of high activity, such as city centers and large public facilities.

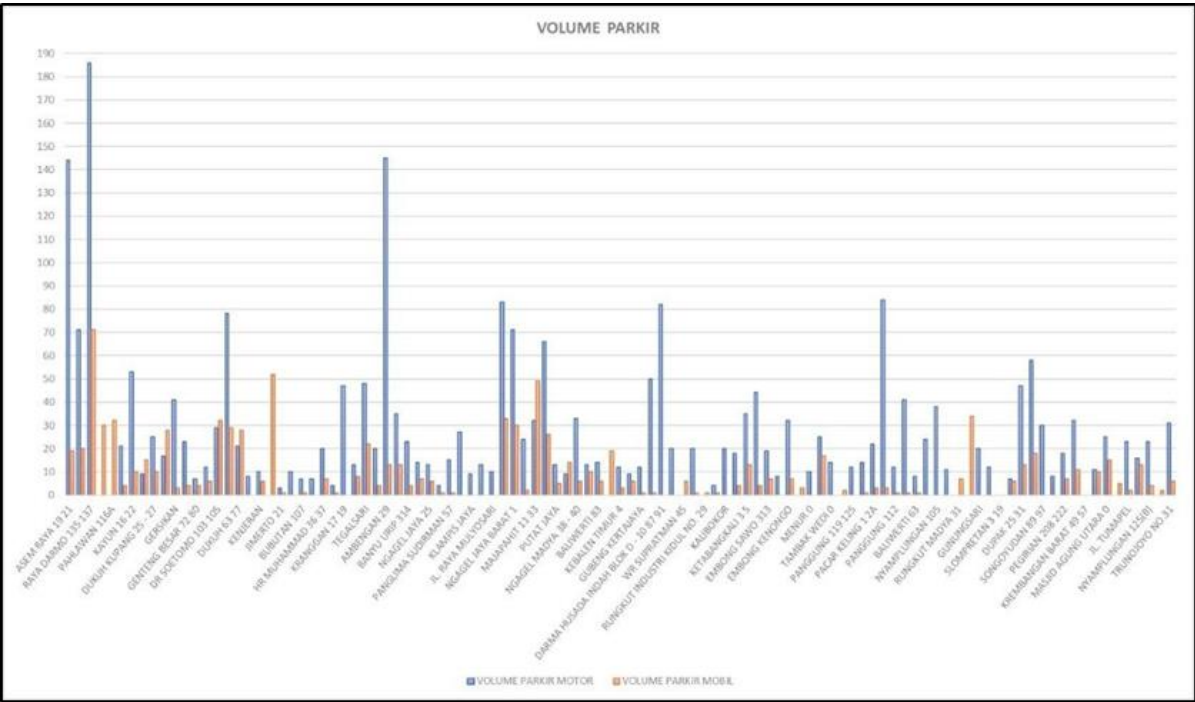


Figure 1. Graph of Parking Characteristics in Surabaya

The distribution of parking in these strategic locations shows that good parking management can contribute significantly to PAD. With more efficient arrangements, such as increased retribution rates or the implementation of parking technology systems, each parking location can be maximized to support city development.

Supporting and Hinderling Factors of Parking Retribution

The analysis of supporting and constraining factors in increasing revenue from public roadside parking fees shows some important findings. The main supporting factor is the high economic activity around the parking location that contributes to the volume of vehicles. Locations such as shopping centers and culinary areas are the main magnets for roadside parking users. In addition, the application of the area sampling system to determine survey points has shown an even distribution based on activity clusters, such as trade, offices, and public facilities. This distribution allows the identification of strategic locations that can contribute significantly to PAD. Technology support such as

electronic parking system is also a great potential in improving the efficiency of retribution.

Table 3. Parking Accumulation Data

NO	PARKING LOCATION	SPOT	CLUSTER / TYPE OF ACTIVITY / BUSINESS	PARKING ACCUMULATION	
				MOTOR	CAR
1	ASEM RAYA 19 21		NOODLE DUMPLING STREET VENDORS	48	7
2	KARANG PILANG 109		FOOD HOUSE	29	13
3	DARMO HIGHWAY 135 137		MASJID ALFALAH	55	23
4	AMBENGAN 33 35		PEDIATRICIAN	0	12
5	PAHLAWAN 116A		LICENSING OFFICE (P2 T)	0	11
6	TEGALSARI 64 66		RUDY SALON	8	2
7	KAYUN 16 22		FLOWER SHOP	11	4
8	LONTAR 46		PAK QOMAR DEPOT	4	6
9	DUKUH KUPANG 25 - 27		GEPREK CHICKEN DEPOT / SUPREK	5	7
10	RUBBER 16 24		GPPS CHURCH (PEPON GREJA)	6	13
11	GERSIKAN		APOTEK	9	1
12	KALIMAS 112		LING SHOP	3	0
13	LARGE TILE 72 80		STOP BY SHOP (IN FRONT OF THE CENTER STORE FOOD)	2	2
14	ALON ALON CONTONG 7 11		FRIED CHICKEN	3	5
15	DR SOETOMO 103 105		EGG TOFU DEPOT/PT ELECTRONICS	5	8
16	CEMPAKA 3 29		ROSE SARON CHURCH	10	7
17	SETTING 63 77		UD. SINAR HARAPAN	5	5
18	KERTO PATENT		PENYETAN NYAKAT	3	0
19	KENJERAN		NASI PADANG FOOD	10	6
20	EMBONG MALANG 78M		TAXI STATION	0	8
21	JIMERTO 21		CHRISLIN ROTI	0	0
22	KALIMAS TIMUR 117		WAREHOUSE	3	0
23	BUBUTAN 107		SEWING SHOP	2	1
24	JAGIRAN 2B		OPHTHALMOLOGIST PRACTICE AND DENTAL	1	0
25	HR MUHAMMAD 36 37		BANK MANDIRI	8	4
26	ADITYAWARMAN 64		MELLY'S BAKERY	1	0
27	KRANGGAN 17 19		TC ELECTRONICS WAREHOUSE	20	0
28	KUSUMA BANGSA 36 48		FRIED CHICKEN JAKARTA	3	3
29	TEGALSARI		VISMA COFFEE	13	9
30	KEDUNG DORO 179		ORIEN MOTOR	9	1

31	AMBENGAN 29	SDN KETABANG 1	22	5
32	NGAGEL JAYA 20 32	LINDA JAYA	9	4
33	BANYU URIP 314	SHOP	3	0
34	BANYU URIP 252 272	TRI AGUNG NIAGA SHOP	1	3
35	NGAGEL JAYA 25	FIRM	4	3
36	DIPONEGORO 52	SEGO SAMBEL STREET VENDORS (BOGOWONTO CULINARY)	2	0
37	COMMANDER SUDIRMAN 57	BEAUTIFUL MOTOR, PT. SRIKANDI DIAMON	5	1
38	GAYUNGSARI IV	AL HIKMAH (THE PLACE IBADAH)	6	0
39	KLAMPIS JAYA	ADVOCATES OFFICE (OFFICE)	3	0
40	JL. DHARMAWANGSA	DARMAWANGSA PHARMACY	4	0
41	JL. RAYA MULYOSARI	ALEX SALON	5	0
42	GRAND MOSQUE EAST 2 4	PKL DEPAG	37	22
43	NGAGEL JAYA BARAT 1	PKL (COFFEE SHOP)	11	10
44	ASEM MULYA 18	UD. NEW WORK	13	1
45	MAJAPAHIT 11 33	SD CARITAS	7	11
46	BARATAJAYA 72	BANK BRI / HARVEST POINT	12	5
47	PUTAT JAYA	WAREHOUSE	2	4
48	IMAM BONJOL 27 29	SALON	3	4
49	NGAGEL MADYA 38 - 40	RAMEN / SOUP DEPOT (STK)	11	3
50	BARATAJAYA XVII/120	RM. MAKASAR NOODLE DUMPLINGS	4	3
51	BALIWERTI 83	LIGHT FORWARD	7	3
52	PACAR 09 17	SD GLORIA	0	4
53	KEBALEN TIMUR 4	BRI BANK	4	1
54	MANYAR 4 8	MANYAR BOOKSTORE	3	3
55	GUBENG KERTAJAYA	HD MEDICINE SHOP	1	0
56	ARIF RACHMAN HAKIM 131 133	PKL MENUR (WISE CULINARY TOURISM CENTER) RACHMAN HAKIM)	23	1
57	DARMA HUSADA INDAH BLOCK D - 10 87 91	RM. HAKATA IKOHUSA (RM MC DONALDS)	26	0
58	KALIMATI WETAN NO. 9	UD SUMBER AGUNG	8	0
59	WR SUPRATMAN 45	PETRA I CHRISTIAN ELEMENTARY SCHOOL	0	2
60	GEMBLONGAN 64	PLN	9	1
61	RUNKUT INDUSTRI KIDUL NO. 29	RUNKUT JAYA DEPARTMENT STORE	0	1
62	PANDEGILING 183	BILYARD/TOKO	1	1

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		(EXPEDITION)		
63	KALIBOKOR	PADANG NATION	7	0
64	KLAMPIS JAYA 0	PKL BAKSO KIKIL (FRIED RICE)	11	2
65	3 5	TAMAN PRESTASI	21	7
66	KEMBANG JEPUN 113 117	NEW HAPPY	38	4
67	EMBONG SAWO 313	CIMB NIAGA	5	4
68	CORAL WALL 72 84	APOTEK	7	0
69	EMBONG KENONGO	FOOD STALLS	13	3
70	MANYAR KERTOARJO	WAPO (RM)	0	2
71	MENUR 0	PKL	2	0
72	KERTOPATEN 10 20	UD STAR - DISPENSARY KERTOPATEN - KERTOPATEN PHARMACY	6	4
73	WEDI POND 0	SURAMADU WATERFRONT	6	0
74	DEVELOPMENT MARKET	LUBERAN MARKET	0	0
75	STAGE 119 125	SPENDING SHOP	6	0
76	CUSTOMS SAYANGAN 13 39	F8 SHOP (SPICE SHOP)	8	1
77	RIVET GIRLFRIEND 1 2A	MIE AYAM 88	5	1
78	RAYA MENUR 22	WARKOP RAMONEZ	32	1
79	STAGE 112	FRAGRANCE OIL	3	1
80	MUHAMADIYAH TILE 26 38	GENTENG MARKET	25	1
81	BALIWERTI 63	MADJU SHOP	2	1
82	KAPASAN 53	PRIMA MAKMUR SHOP	16	0
83	NYAMPLUNGAN 105	JNE EXPEDITION	22	0
84	JL. MLETO	PAK FRIED RICE DEPOT BUS & FRONT OF GALUAN NOODLES	3	0
85	RUNGKUT MADYA 31	CAFÉ RUMA (CULINARY)	0	3
86	SUPERVISOR 4 24	CENTRAL DIESEL	0	10
87	GUNUNGSARI	FISH MARKET (FIGHTING)	6	0
88	TIME NEED 90	WARKOP	6	0
89	SLOMPRETAN 3 19	WIJAYA SHOP (SHOP SUBUR MAS)	7	0
90	RUBBER 59	COKRO EXPEDITION	2	6
91	DUPAK 25 31	BAKSO CAK NAIM	15	4
92	KEPANJEN 1 5	PKL	15	8
93	SONGOYUDAN 89 97	UD. AGUNG	14	0
94	KALIMAS EAST 110 116	WAREHOUSE	3	0
95	PEGIRIAN 208 222	ACACIA GREEN HOTEL	12	5
96	BALIWERTI 113	KRAMIK PLAZA	10	6
97	KREMBANGAN BARAT 49 57	SAME BEAUTIFUL EXPEDITION	0	0
98	TURI MARKET 26 - 27	BEBEK NATION	0	0
99	NORTH GRAND MOSQUE 0	MOSQUE FIELD	15	13

		NORTH EAST		
100	BALIWERTI 23	PARLING	0	2
101	JL. TUMAPEL	BEBEK MBAK ROH	4	1
102	PREGOLAN BUNDER 11 21	HOTEL PREGOLAN	0	10
103	NYAMPLUNGAN 125(B)	WIBISONO/NIGHT	3	0
104	KREMBANGAN BARAT 1A 1B	RIONA CARGO	0	1
105	TRUNOJOYO NO.31	PT. ELEKTROLUX	17	3

Source: Analysis Results, 2024

However, there are some inhibiting factors that need to be considered. First, limited capacity in some strategic locations, such as Jl. Raya Darmo, often leads to overcrowding. This can reduce user convenience and lower potential revenue. Second, irregularity in the management of parking fees in some locations is a challenge that affects revenue optimization. Another influence is the lack of public awareness of the importance of paying parking fees. Many users still choose to park in illegal locations to avoid payment, thus causing potential revenue loss. In addition, supervision of illegal parking is also still an obstacle that must be overcome through stricter enforcement of regulations. These supporting and constraining factors provide an important overview of the opportunities and challenges faced in maximizing public roadside parking retribution. By overcoming obstacles and capitalizing on opportunities, Surabaya City can significantly increase the contribution of the parking sector to PAD.

Discussion

Potential of Public Roadside Parking to PAD Surabaya City

Public roadside parking in Surabaya currently has great potential to support the increase of local revenue. Based on survey data, the volume of vehicles utilizing parking facilities in strategic locations, such as Jl. Raya Darmo and the downtown area, reflects the high demand. With the optimization of retribution rates and transparent management, each parking location can become a consistent source of local revenue. The efficient use of parking spaces is also an important factor in maximizing revenue potential. Locations with a high parking index, such as Jl. Asem Raya, indicate that parking spaces are maximally utilized. However, some locations with a low index, such as Jl. Menur, require a special approach to improve their efficiency, such as adding capacity or promoting the location to the public.

High parking turnover in some locations, such as SDN Ketabang 1, also provides a great opportunity for increased revenue. Rapid vehicle turnover allows parking rates to be applied more optimally, especially in high-activity locations. An electronic parking system can help manage this turnover more efficiently.

However, to maximize PAD potential, supportive policies are needed, including adjusting tariffs according to the level of activity in a particular location. In addition, educating the public about the importance of paying parking fees can help reduce the number of violations and increase local revenue. The potential of public roadside parking as a source of PAD is enormous, but it requires a synergy between good management, modern technology, and supportive regulations.

Influence of Parking Levy on Supporting and Hindering Factors

The increase in parking levy revenue is strongly influenced by various supporting and inhibiting factors. The main supporting factor is the high demand for parking in activity centers, such as shopping centers, worship facilities, and business districts. Locations with high demand allow for competitive parking rates and contribute significantly to PAD. Technology support, such as smart parking systems, is another important factor. This technology not only helps improve the efficiency of parking management, but also makes it easier for users to find available parking locations. The implementation of this system in several major cities has been proven to significantly increase revenue, and the same can be applied in Surabaya.

On the other hand, there are obstacles that must be overcome, such as the low level of public compliance with retribution payments. The lack of strict supervision of illegal parking is also one of the obstacles that needs to be addressed immediately. Strong regulations and consistent law enforcement are important solutions to overcome these obstacles. The capacity factor also plays an important role. Locations with limited capacity often experience overcrowding, which not only reduces user convenience but also limits potential revenue. Solutions such as the construction of parking structures or capacity adjustments at strategic locations can be effective long-term measures. By maximally managing the supporting factors and gradually overcoming the obstacles, Surabaya City can significantly increase its parking levy revenue. This not only supports PAD but also creates a more efficient and user-friendly parking system.

CONCLUSION

Public roadside parking has great potential to support Surabaya City's Regional Original Revenue (PAD). Based on the analysis, the potential parking revenue reaches Rp103.49 billion per year, with a division of 70% for the city government, 20% for parking attendants, and 10% for parking attendant coordinators. However, reality shows that revenue realization only reaches 22.93% of the potential. This is due to several factors, such as the low level of profit sharing for parking attendants which is considered insufficient for living needs, lack of strict supervision, system leakage, and lack of technology implementation to support transparency and accuracy of retribution collection data. With this huge potential, strategic measures are needed to improve parking management efficiency, minimize leakage, and increase compliance and transparency in the management of public roadside parking.

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Pradana Affan Abdillah¹, Andi Patriadi², Sajiyo³ (2025)

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