

ANALYSIS OF THE UTILIZATION OF DIGITAL-BASED TRANSPORTATION SERVICES AT BISKITA TRANS PAKUAN AS AN EFFORT TO REALIZE SUSTAINABLE PUBLIC SERVICE INNOVATION IN THE CITY OF BOGOR

Muhamad Yusuf Suferi F
Djuanda University, Indonesia
Corresponding Author: Yusuf.suferi@unida.ac.id

ABSTRACT

Background: The rapid development of digital technology has significantly transformed the implementation of public services, particularly in the transportation sector. Bogor City has become one of the regions adopting a digital-based public transportation system through the BISKITA Trans Pakuan program as a form of modern and sustainable public service innovation.

Purpose: This study aims to analyze the extent to which the utilization of BISKITA Trans Pakuan's digital transportation service improves the quality, efficiency, and sustainability of public service delivery in Bogor City.

Methodology: The research employs a descriptive qualitative method with data collected through interviews, observations, and documentation involving users, operators, and local government officials. The collected data were then analyzed through systematic stages of data reduction, presentation, and conclusion drawing to reveal patterns and dynamics of digital transportation service utilization.

Finding: The findings indicate that the implementation of digital-based services in BISKITA Trans Pakuan has positively influenced the accessibility and transparency of public transportation. The digital application allows users to quickly access route, schedule, and fare information, thereby enhancing convenience and trust among passengers.

Limitation: Nevertheless, the study also identified several challenges, including system maintenance, digital literacy among users, and the need for inter-agency data integration to ensure program sustainability.

Originality: The digital innovation implemented through BISKITA Trans Pakuan has proven to be a strategic step toward a more responsive, efficient, and environmentally friendly model of public service. With continuous optimization, this program is expected to serve as a model for other cities in developing digital public transportation systems that support the principles of smart city and sustainable public service.

Keywords: Digital Transportation, Public Service Innovation, BISKITA Trans Pakuan, Sustainability, Bogor City