

Analysis of Public Perceptions on the Implementation of the Pekanbaru City Transportation Agency's Policy in Addressing Illegal Parking in Tampan District

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parking management.

ABSTRACT

This study aims to examine public perceptions regarding the implementation of the Pekanbaru City Transportation Agency's policy in addressing illegal parking in Tampan District. The issue of illegal parking is a significant challenge in urban transportation management, directly impacting traffic order, road user comfort, and the aesthetics of the city's environment. This study employed a quantitative method with a survey approach involving 57 respondents from the community in Tampan District. Data were collected through a Likert-scale questionnaire and analyzed descriptively. The findings indicate that the majority of the public is aware of and supports the Transportation Agency's policy in addressing illegal parking, with 52.6% of respondents strongly agreeing and 43.9% agreeing with the measures taken. However, several challenges remain, such as the lack of official parking facilities, weak supervision of parking attendants, and ineffective public policy dissemination. Furthermore, low public awareness of parking regulations also exacerbates the situation of public order. Based on these findings, increased supervision, stricter law enforcement, and the provision of adequate parking facilities are needed to ensure the effectiveness of the policy. This study is expected to provide input for local governments in creating more orderly and transparent

INTRODUCTION

Pekanbaru City, the capital of Riau Province, has shown rapid growth in terms of population and economic activity. With a population of approximately 1.3 million in 2020 (BPS Pekanbaru City, 2020) and an area of 632.3 km², the city faces significant challenges in transportation management, particularly in parking issues. According to a report by the Riau Province Central Statistics Agency (2023), the number of vehicles in Pekanbaru City increased dramatically from 667,347 units in 2017 to more than 1 million vehicles in 2023. This increase in the number of vehicles increases the need for organized and adequate parking.

As the center of government and economy in Riau Province, Pekanbaru has experienced a significant increase in the number of motorized vehicles. This increasing number of motorized vehicles in Pekanbaru has given rise to various parking problems. One example of this phenomenon occurs in Tampan District, Pekanbaru.

With an area of 108.84 km², in 2001, according to data from the Central Statistics Agency (BPS), the population of Tampan District was 140,662, with a density of 1,292 people/km². Meanwhile, in 2010, the population of Tampan District had reached approximately 190,000. This figure indicates that most of the population increase is not due to natural growth, but rather due to population migration.

The policy regarding parking in Pekanbaru City is regulated through several regional regulations and mayor regulations which are the legal basis for the management of parking fees. One of the main regulations is the Pekanbaru City Regional Regulation Number 1 of 2024 regarding Regional Tax and Regional Retribution (PDRD) which regulates parking service rates on the side of public roads. Based on these rules, the Pekanbaru City Government then issued the Mayor Regulation (Perwako) Number 02 of 2025 regarding the Review of Public Service Retribution Tariffs for Parking Services on the Side of Public Roads.

The main problems in parking management in Tampan District, Pekanbaru, include the lack of adequate parking facilities, the use of roads as parking areas, and the emergence of illegal parking attendants who disrupt public order. The presence of unlicensed parking attendants in parking activities is one of the many legal issues that drivers in Pekanbaru must face. The presence of law enforcement in parking issues arises from several reasons, including economic factors and the opportunity for personal or group gain. Therefore, all parties involved, including the surrounding community and the Transportation Agency, need to work together well and be aware of their responsibilities.

Thus, this suboptimal parking management should be a serious consideration for the Pekanbaru City Government, as many residents are inconvenienced by the inadequate parking services. Given this situation, this paper aims to analyze the performance of the Pekanbaru City Transportation Agency's policies in addressing illegal parking in Tampan District.

LITERATURE REVIEW

Effectiveness of Public Policy

In essence, public policy implementation is an activity undertaken to realize a program and achieve predetermined objectives. Public policy implementation encompasses a series of actions taken by the government based on specific instructions related to targets and expected outcomes. The Pekanbaru City Government has issued several regulations. One such regulation is Pekanbaru Mayoral Regulation Number 132 of 2020 concerning Guidelines for Parking Management on Public Roads. In its implementation, parking management is entrusted to a third party, namely PT. Yabisa

Sukses Mandiri, which is responsible for providing parking services, training parking attendants, and collecting fees.

However, in practice, many parking attendants do not wear official identification and do not issue parking tickets, which indicates a lack of supervision in the field. According to Mazmanian and Sabatier (in Subarsono, 2011: 94), there are three groups of factors that influence the success of implementation, namely the nature of the problem, the nature of the policy or law, and environmental factors that are not bound by law that influence implementation.

Law Enforcement in Transportation

According to Soekanto (2004), the effectiveness of law enforcement is influenced by five main factors: the rule of law, law enforcement officers, facilities, the community, and legal culture. Good regulations must be clear and in line with social needs, while officers are required to have integrity and firmness in enforcing the rules. Adequate facilities, such as supporting infrastructure and technology, are also essential for optimal monitoring and enforcement. The policy regarding parking in Pekanbaru City is regulated through several regional regulations and mayor regulations which are the legal basis for the management of parking fees. One of the main regulations is the Pekanbaru City Regional Regulation Number 1 of 2024 regarding Regional Tax and Regional Retribution (PDRD) which regulates parking service rates on the side of public roads. Based on these rules, the Pekanbaru City Government then issued the Mayor Regulation (Perwako) Number 02 of 2025 regarding the Review of Public Service Retribution Tariffs for Parking Services on the Side of Public Roads.

On the other hand, public compliance with the rules and the legal culture established in daily life also determine the success of a regulation. In the context of transportation, particularly the problem of illegal parking in urban areas, these five factors must support each other. Strong regulations will not be effective without consistent officers, just as firm officers will not be successful without public awareness and a supportive legal culture. Therefore, law enforcement in transportation requires synergy between elements to create sustainable order.

Illegal Parking and Strategies for Handling It in Urban Areas

Illegal parking is a long-standing problem in urban transportation management. This phenomenon typically arises from limited official parking spaces, weak monitoring systems, and high demand for parking in economic centers (Handayani, 2018). The unbalanced growth in vehicle numbers and parking availability further exacerbates this situation (Widyastuti, 2018).

The existence of illegal parking has a number of negative impacts, including:

1. Causes traffic jams due to narrowing road capacity.
2. Reduces the beauty of the city because the traffic is not well organized.
3. Resulting in economic losses, both for the government due to the loss of potential levies and for the public who must bear additional time and transportation costs (Danna, 2021).
4. This creates social injustice, because users of official parking are required to pay fees, while illegal parking is often exempt from fees (Maspaitella, 2024).

Efforts to combat illegal parking require a combination of regulatory, technological, and educational approaches. A regulatory approach includes establishing strict regulations, implementing enforcement, and imposing sanctions (Wijaya & Yuza, 2025). From a technological perspective, the implementation of an electronic parking system (e-parking) can increase transparency and accountability (Handayani, 2018). Meanwhile, an educational approach emphasizes raising public awareness of the

importance of parking discipline through outreach and public campaigns (Widyastuti, 2018).

The effectiveness of illegal parking management relies heavily on collaboration between various parties, including local governments, law enforcement officials, authorized parking operators, and the participation of road users. By implementing

an integrated strategy, illegal parking issues can be minimized, thus supporting smoother traffic flow and more orderly urban transportation governance (Siregar, 2018; Wijaya & Yuza, 2025).

Previous Study

Several previous studies have provided insights into the problems and efforts to address illegal parking in various regions in Indonesia, each with a different approach. Siregar (2018) in his research in Medan City revealed that the implementation of an electronic parking system (e-parking) was able to significantly reduce illegal parking practices. Furthermore, increasing the frequency of patrols by Transportation Agency officers was also effective in creating a deterrent effect for violators. However, Siregar emphasized that technology alone is not enough without the support of firm policies and regulations. Research conducted by Wahyuni (2020) in Bandung City focused on the effectiveness of law enforcement in addressing illegal parking. He found that firm action by the authorities, when balanced with active community involvement, can produce more sustainable results. This suggests that regulations will be difficult to implement consistently without public participation.

Meanwhile, Putra (2021), through his study in Yogyakarta, concluded that synergy between agencies, particularly between the Transportation Agency, the Public Order Agency (Satpol PP), and the police, is key to increasing the success of illegal parking enforcement policies. He also highlighted the importance of public dissemination of policies to accelerate behavioral changes among vehicle users, leading to more discipline. Rahmawati (2022) examined the case of Surabaya City and found that a digital application-based parking management system not only helped reduce illegal parking but also increased transparency regarding regional revenue receipts. This demonstrates that digital innovation can be a long- term solution, provided it is accompanied by strong regulations and consistent oversight.

Overall, the four studies have diverse focuses: Siregar (2018) highlights technological aspects, Wahyuni (2020) emphasizes law enforcement and the role of the community, Putra (2021) focuses on inter-agency coordination, and Rahmawati (2022) emphasizes the importance of digital innovation in creating transparency. These differences demonstrate that resolving the illegal parking problem requires a varied and contextual approach, tailored to the conditions of each region.

METHODOLOGY

This study adopted a quantitative method with a survey approach to evaluate public views on the implementation of policies implemented by the Pekanbaru City Transportation Agency in addressing the problem of illegal parking in Tampan District. The target population of the study was all residents in Tampan District affected by the problem of illegal parking, with a sample of 57 respondents drawn through a questionnaire technique. Primary data was obtained by distributing questionnaires online. These questionnaires were distributed to the selected sample to collect their opinions and assessments. After the data was successfully collected, analysis was

conducted using quantitative methods, starting with descriptive analysis to describe respondents' opinions. This quantitative method was chosen because it is considered capable of providing an overview of information regarding the problem being studied. Therefore, it is beneficial for the development of science and is more widely applied to various problems. Therefore, in the study entitled *Analysis of Public Perceptions on the Implementation of the Pekanbaru City Transportation Agency's Policy in Addressing Illegal Parking in Tampan District*.

RESULTS AND DISCUSSION

Profile of Pekanbaru City and Tampan District

Formerly known as "Senapelan", Pekanbaru City was ruled by Batin, a tribal ruler. As new communities developed in the area, the Payung Sekaki Hamlet was formed, located at the mouth of the Siak River. On April 9, 1689, the Kingdom of Johor and the Dutch East India Company (VOC) reaffirmed their agreement, granting the Dutch greater privileges. This included exemptions from customs duties and monopolies on various goods. In addition, the Dutch built a hut in Petapahan which was a developed and important area at that time. Because Dutch ships could not enter Petapahan, Senapelan became a port of call for Dutch ships. Small boats were then used to continue the journey to Petapahan. Therefore, Payung Sekaki or known as Senapelan developed into a gathering place for various trade commodities, both from outside to be taken inland, and from within to be taken out in the form of mining materials and other forest products.

Effectiveness

Effectiveness is the precise achievement of goals and the right objectives and the direction of policies that are in accordance with their objectives and functions in parking management. With such an understanding of effectiveness, in the implementation of regional regulation number 14 of 2016, of course, the hopes and aspects of the provisions and policy directions to the desired targets can be achieved. In line with that, in order to determine the effectiveness of the implementation of regional regulation number 14 of 2016 concerning the Evaluation of the Pekanbaru City Transportation Agency's Policy in Regulating Illegal Parking in Pekanbaru City.

1. Establishment of regulations
2. Granting parking permits
3. Determine the parking fee amount

The policy of the Department of Transportation (Dishub) regarding parking attendants is strictly regulated in Article 3 of the Pekanbaru Mayor's Regulation Number 284 of 2017 which states: (1) Every person or legal entity that uses parking facilities in Pekanbaru City is obliged to comply with the provisions stipulated by the City Government; (2) Management of parking facilities is carried out by the Pekanbaru City Department of Transportation or a third party appointed based on a cooperation agreement; (3) Management of parking facilities as referred to in paragraph (2) must meet the service standards stipulated by the Pekanbaru City Government; (4) Any violation of these provisions will be subject to sanctions in accordance with applicable laws and regulations.

This regulation outlines the responsibilities and obligations of the Transportation Agency, which cover various important aspects of parking attendant management, namely:

- (a) The Transportation Agency is responsible for recording and registering all parking

attendants operating in the Pekanbaru area to ensure that each parking attendant has official identification and a valid operating permit; (b) The Transportation Agency determines and assigns permitted parking locations and marks areas where parking is not permitted; (c) The Transportation Agency determines and assigns permitted parking locations and marks areas where parking is not permitted; (d) The Transportation Agency conducts routine supervision of parking attendant activities to ensure they comply with applicable regulations and do not engage in illegal parking practices; (e) The Transportation Agency imposes strict sanctions on parking attendants who violate the rules, including administrative fines or revocation of operating permits for repeat violators.

The parking regulations implemented by the Pekanbaru City Transportation Agency refer to Pekanbaru City Regional Regulation Number 1 of 2024 concerning regional levies and Mayoral Regulation Number 2 of 2025 concerning the Review of Parking Fees on Public Roads. The official parking rates approved by the Mayor of Pekanbaru are:

Vehicle Type	Official Parking Rates	Information
Two wheels (motorcycle)	Rp. 1000	Down from the previous Rp. 2000
Four wheels (car)	Rp. 2000	Down from the previous Rp. 3000
Six wheels (Large Vehicles)	Rp. 6000	This rate applies to large 6-wheeled vehicles

In Pekanbaru City, parking fees cover the provision of dedicated off-street parking areas provided by the Pekanbaru City Government. These locations include retail stores such as Indomaret, Alfamart, supermarkets, and other retailers located on public roads. According to information from the Pekanbaru City Government's official portal, (Pekanbaru.go.id, nd), parking management at Indomaret and Alfamart has been officially transferred from the Pekanbaru City Regional Revenue Management Agency (Bapenda) to the Pekanbaru Transportation Agency (Dishub) since October 16, 2021. This transfer of management aims to ensure that parking fee revenue can be managed more optimally and transparently by the Pekanbaru Transportation Agency.

The Transportation Agency has disseminated information about these parking rates through social media and direct appeals, but the agency's dissemination of these official parking rates has not been optimal. Dissemination is more focused on urban areas and busy centers. To improve supervision of parking activities in Pekanbaru City, the Parking Technical Implementation Unit (UPT) has formed a patrol team to conduct regular monitoring. Because the dissemination held by the Transportation Agency is unable to reach all parking attendants in Pekanbaru City, causing the need for more intensive supervision. However, various cases are still found in the field, this is caused by the incomplete dissemination of parking rates by the Pekanbaru Transportation Agency. because the focus is more focused on major roads and locations or parking attendants who receive complaints from the public.

These patrols are crucial for reporting and evaluating parking operations, not just

on major roads but across all parking locations in Pekanbaru City. Effective and widespread outreach ensures that all parking attendants share the same understanding of the service standards they must provide. However, simply participating in outreach is not enough; parking attendants, as those directly serving the public, need to consistently understand and implement the information conveyed in the outreach. This, in turn, can enhance public trust and comfort.

The results of field observations can be seen that there are still many parking problems encountered, the attitude of parking attendants who often behave arbitrarily such as asking for parking fees without tidying up the vehicle's location which automatically does not function to organize it, not to mention uncooperative behavior, sometimes not wanting to give change because they don't have small change, there are also those who only stop for a while and are asked to pay even though the vehicle is still being waited for, the arrogant behavior of parking attendants, the distance between parking spots is only every 5 meters and there are already new parking attendants, which is very disturbing for the community. and many more. The effectiveness of management also depends heavily on the competence and work ethics of parking attendants. Based on observations, there are variations in the quality of service from parking attendants. In some areas, parking attendants work well, providing friendly and prompt service. However, in other locations, there are complaints about a lack of professionalism, such as the absence of parking attendants during busy times or less friendly service.

The analysis above can be concluded that the parking problem that must be evaluated is the

attitude of parking officers who often behave arbitrarily such as asking for parking money without tidying up the location of the vehicle which automatically does not function to organize it, not to mention the uncooperative behavior sometimes does not want to give change because there is no small change, there are also those who only stop for a while and are asked to pay even though the vehicle is still being waited for, the arrogant behavior of the parking attendants, the distance between parking points is only every 5 meters and there are already new parking attendants, which is very disturbing for the community. and many more. Therefore, based on the results of research respondents (the community), the performance of the Pekanbaru City Transportation Agency (Dishub) in terms of parking management and supervision, especially regarding the behavior of parking attendants (jukir), is considered still less effective.

Community Responsiveness Towards Implementation of the Pekanbaru City Transportation Agency's Policy in Addressing Illegal Parking in Tampan District Through a Questionnaire

This study involved 57 respondents who provided feedback on the illegal parking enforcement policy implemented by the Pekanbaru City Transportation Agency (Dishub), specifically in Tampan District. The questionnaire used had four response options: Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). The following is a summary of the data from the questionnaire:

No	Statement	Respondents			
		SS	S	TS	STS
1	I learned that the Transportation Agency is controlling illegal parking in Tampan District.	14 (24.6%)	31 (54.3%)	12 (21.1%)	0 (0%)
2	The number of illegal parking in Tampan District has decreased after the regulation.	8 (14%)	39 (68.5%)	10 (17.5%)	0 (0%)
3	Regulating illegal parking makes traffic flow smoother.	16 (28.1%)	34 (59.6%)	7 (12.3%)	0 (0%)
4	I feel that the official parking facilities in Tampan District are adequate.	2 (3.5%)	28 (49.1%)	25 (43.9%)	2 (3.5%)
5	The no parking signs are clearly visible.	8 (14%)	33 (57.9%)	12 (21.1%)	4 (7%)
6	I support the Transportation Agency's policy to regulate illegal parking.	30 (52.6%)	25 (43.9%)	2 (3.5%)	0 (0%)
7	I personally try to comply with the applicable parking regulations.	26 (45.6%)	30 (52.6%)	1 (1.8%)	0 (0%)
8	Overall, I am satisfied with the Transportation Agency's efforts in addressing illegal parking.	7 (12.3%)	38 (66.7%)	10 (17.5%)	1 (3.5%)

Based on a survey of 57 respondents, most people are aware that the Transportation Agency (Dishub) is enforcing order regarding illegal parking in Tampan District, with 54.3% of respondents agreeing and 24.6% strongly agreeing. However, around 21.1% disagreed with this. Many respondents also believe that the number of

illegal parking has decreased after the enforcement of order, where 68.5% agreed and 14% strongly agreed, while the remaining 17.5% disagreed. This enforcement of illegal parking is considered to have a positive effect on the smooth flow of traffic, with 59.6% of respondents agreeing and 28.1% strongly agreeing, and only 12.3% disagreeing.

On the other hand, public opinion regarding the existing official parking facilities varied. Approximately 49.1% of respondents felt that the facilities were adequate, while 43.9% disagreed, and 3.5% strongly disagreed. Furthermore, the clarity of the no-parking signs also received a positive response from the majority, with 57.9% agreeing, although 21.1% still disagreed and 7% strongly disagreed. Support for the Transportation Agency's policy to regulate illegal parking was quite strong, with 52.6% of respondents strongly agreeing and 43.9% agreeing. Most respondents also attempted to comply with existing parking regulations, with 52.6% agreeing and 45.6% strongly agreeing.

However, the overall level of public satisfaction with the Transportation Agency's efforts to address illegal parking showed mixed results. 66.7% of respondents agreed, 12.3% strongly agreed, 17.5% disagreed, and 3.5% strongly disagreed. This indicates that while the illegal parking enforcement policy has received broad support, several aspects still need improvement to improve overall public satisfaction.

Evaluation of Illegal Parking Control and the Role of the Community in Supporting Traffic Order in Tampan District.

According to public opinion, the high number of illegal parking cases in Tampan District is caused by various interrelated factors. One of the most concerning factors is the Transportation Agency's policy, which is considered less than firm and has not been fully successful in enforcing parking regulations, particularly regarding the collection of fees from violators. The public feels that the penalties imposed on violators are still weak, which encourages many to violate these regulations. Furthermore, low awareness among both drivers and the general public about the importance of orderly parking also significantly contributes to this problem. Many respondents stated that people often park their vehicles haphazardly without considering the impact on traffic flow and shared comfort. This disorder is further exacerbated by a lack of awareness about the importance of using available official parking facilities.

Supervision by Transportation Agency officers was also deemed inadequate. Respondents stated that officers' presence in the field was often inconsistent and minimally visible, resulting in poor enforcement of parking violations. Some even added that officers frequently "disappeared," allowing illegal parking violations to become more widespread without clear enforcement. Another contributing external factor is the large number of vendors selling on the roadside in Tampan District, resulting in increasingly limited parking spaces and forcing residents to park their vehicles in unauthorized locations. Furthermore, limited land or official parking facilities force residents to seek alternatives by parking in haphazard locations. The community's economic conditions also contribute to the emergence of illegal parking. High unemployment and limited job opportunities have led some residents to seek additional income through illegal parking practices, sometimes even resorting to illegal levies. This further complicates government enforcement efforts.

Respondents also highlighted the lack of public awareness and education from the Transportation Agency regarding regulations and the importance of orderly parking. This minimal outreach has resulted in a lack of public understanding of existing regulations, leading to low levels of compliance. Inconsistent oversight and weak sanctions further provide opportunities for individuals seeking to profit from illegal parking. Several respondents attributed the cause of illegal parking to high levels of public disorder and low public compliance with traffic regulations overall. This low level of discipline has resulted in frequent parking violations, which in turn cause congestion and

disruption to traffic flow in Tampan District.

Overall, according to the public, a combination of ineffective policies, inadequate oversight, low public awareness and discipline, and challenging socioeconomic conditions are the main factors contributing to the high number of illegal parking cases in Tampan District. Therefore, the public hopes for increased oversight from authorities, stricter enforcement of regulations, additional official parking facilities, and more intensive outreach to help the public better understand and comply with parking regulations, thus creating order and smoother traffic flow.

According to the public, to address the problem of illegal parking in Tampan District, the Transportation Agency (Dishub) should implement stricter and clearer policies to deter violators, especially those who collect illegal parking fees, from repeating their actions. This policy should include strict penalties such as fines or other legal action against those who violate parking regulations. Furthermore, the public also proposed that the Dishub conduct routine and consistent supervision and monitoring, with a more active presence of officers in the field to take firm action against violators.

The public highlighted the importance of raising driver awareness so they understand that enforcing parking regulations is in the public interest and ensures smooth traffic flow. Compliance with parking regulations must be improved, including adhering to parking restrictions and parking vehicles in designated areas. Several respondents also expressed their hope that the government would provide better and larger parking facilities so that people would not feel forced to park their vehicles haphazardly due to limited space. Besides adding facilities, strict supervision and firm action against violators are key to successful enforcement. The public wants parking officers to be more disciplined and proactive in enforcing regulations and imposing sanctions on violators.

CONCLUSION

Based on the research findings, it can be confirmed that the implementation of the policy implemented by the Pekanbaru City Transportation Agency to address the problem of illegal parking in Tampan District has not been fully successful. Although the majority of residents support the measures to control illegal parking, various challenges remain, particularly regarding the lack of official parking spaces, weak supervision, and a lack of public awareness of existing parking regulations.

The success of this policy will depend heavily on cooperation between the government, law enforcement, and the active involvement of the public in maintaining orderly parking. The Transportation Agency needs to improve field supervision, intensify public outreach and education, and provide better parking facilities. With these measures, it is hoped that parking management in Pekanbaru City can become more orderly, transparent, and effective, creating comfort and smooth traffic flow in the urban area.

Based on the research findings, it is recommended that the Pekanbaru City Transportation Agency strengthen oversight of parking attendants and parking areas throughout Tampan District and ensure a more equitable distribution of parking information. Information on parking policies should also be disseminated to ensure residents understand the existing regulations and official rates. Furthermore, assistance for parking attendants should be enhanced to foster a more professional work attitude and prevent illegal levies. The government is expected to develop an e-parking system to increase transparency and provide more appropriate official parking facilities for the public.

This study has several limitations. It focused only on Tampan District with a limited number of respondents, making it unrepresentative of Pekanbaru City as a

whole. The research method used was quantitative and descriptive, so it did not explore qualitative aspects such as social behavior and economic factors. Furthermore, the data used was derived from public perceptions and was conducted over a short period of time, so the results may not fully reflect the dynamic situation on the ground.

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