

ABSTRAK

EFEKTIVITAS KEBIJAKAN TENTANG SISTEM PEMERINTAHAN BERBASIS ELEKTRONIK (SPBE) (Studi Kasus Program Access by KAI Di PT KAI (Persero) Divisi Regional IV Kota Bandar Lampung)

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Perkembangan teknologi informasi dan komunikasi telah memberikan dorongan bagi PT Kereta Api Indonesia dalam melakukan transformasi digital pada penyelenggaraan pelayanan publik dengan menghadirkan Program Access by KAI melalui aplikasi. Program ini merupakan wujud inovasi pelayanan publik berbasis digital yang berfokus pada peningkatan aksesibilitas, efektivitas, efisiensi, transparansi, serta akuntabilitas dalam penyediaan layanan transportasi kereta api. Penelitian ini bertujuan untuk mengetahui efektivitas kebijakan Sistem Pemerintahan Berbasis Elektronik (SPBE) melalui studi kasus Program Access by KAI di PT Kereta Api Indonesia (Persero) Divisi Regional IV Kota Bandar Lampung. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Analisis dilakukan menggunakan teori evaluasi kebijakan William N. Dunn (2018) yang mencakup enam indikator: efektivitas, efisiensi, kecukupan, pemerataan, responsivitas, dan ketepatan. Hasil penelitian menunjukkan bahwa Program Access by KAI telah memberikan dampak positif berupa kemudahan pemesanan tiket, pengurangan antrean di loket, efisiensi waktu dan biaya, serta peningkatan kualitas pelayanan publik berbasis digital. Namun demikian, masih terdapat kendala seperti keterbatasan literasi digital sebagian masyarakat, permasalahan teknis aplikasi, serta belum meratanya pemanfaatan aplikasi di seluruh lapisan pengguna. Penelitian ini merekomendasi perlunya pemerataan infrastruktur koneksi internet, edukasi dan sosialisasi intensif, pembaruan dan perbaikan teknis berkala pada aplikasi.

Kata Kunci : Efektivitas, SPBE, Access by KAI, Kebijakan Publik, Digitalisasi.

ABSTRACT

The Effectiveness of Electronic-Based Government System (SPBE) Policies (Case Study of the Access Program by KAI at PT KAI (Persero) Regional Division IV, Bandar Lampung City)

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The development of information and communication technology has provided an impetus for PT Kereta Api Indonesia (KAI) in carrying out digital transformation in the provision of public services by presenting the Access by KAI Program through an application. This program is a form of digital-based public service innovation that focuses on increasing accessibility, effectiveness, efficiency, transparency, and accountability in the provision of railway transportation services. This study aims to determine the effectiveness of the Electronic-Based Government System (SPBE) policy through a case study of the Access by KAI Program at PT Kereta Api Indonesia (Persero) Regional Division IV Bandar Lampung City. The study used a descriptive qualitative method with data collection techniques in the form of interviews, observation, and documentation. The analysis was carried out using William N. Dunn's (2018) policy evaluation theory which includes six indicators: effectiveness, efficiency, adequacy, equity, responsiveness, and accuracy. The results of the study indicate that the Access by KAI Program has had a positive impact in the form of ease of tiket ordering, reduction of queues at the counter, time and cost efficiency, and improvement in the quality of digital-based public services. However, there are still obstacles such as limited digital literacy among some people, technical problems with the application, and the uneven use of the application across all levels of users. This research recommends the need for equal distribution of internet connection infrastructure, intensive education and outreach, and regular technical updates and improvements to applications.

Keywords: *Effectiveness, SPBE, Access by KAI, Public Policy, Digitalization.*