

ABSTRAK

HUBUNGAN ANTARA PERSEPSI DENGAN SIKAP PENERIMAAN MASYARAKAT TERHADAP JURU PARKIR LIAR DI KOTA BANDAR LAMPUNG

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Fenomena juru parkir liar di Kota Bandar Lampung merupakan permasalahan kompleks yang muncul seiring dengan peningkatan jumlah kendaraan bermotor dari 945.620 unit pada tahun 2020 menjadi 1.009.790 unit pada tahun 2024. Keterbatasan infrastruktur parkir resmi yang tidak sebanding dengan pertumbuhan kendaraan menciptakan celah bagi praktik parkir informal. Penelitian ini bertujuan untuk menganalisis hubungan antara persepsi masyarakat terhadap juru parkir liar dengan sikap penerimaan atau penolakan mereka di Kota Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif eksplanatif dengan teknik purposive sampling terhadap 100 responden yang memiliki pengalaman berinteraksi dengan juru parkir liar. Data dikumpulkan melalui kuesioner dengan skala Likert dan observasi lapangan di 11 lokasi strategis meliputi Alfamart Unila, Indomart Unila, Cinema Plaza Mall, ATM Bank (BRI, BSI, BNI) Cabang Kedaton dan Unila, Indomart UBL, Alfamart UBL, Apotek Rosa, Pasar Bambu Kuning, dan Pasar Tengah Tanjung Karang. Analisis data menggunakan uji korelasi Product Moment Pearson dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan persepsi masyarakat yang ambivalen, dengan 49% responden menerima kemudahan aksesibilitas, namun hanya 37% mempercayai keamanan kendaraan. Dalam aspek sikap, ditemukan ketidakkonsistenan antara dimensi kognitif, afektif, dan konatif, dimana 46% menolak keberadaan juru parkir liar secara kognitif, namun 43% tetap bersedia menggunakan jasanya dan 42% bersedia membayar tarif. Uji korelasi menghasilkan nilai $r = 0,739$ dengan signifikansi $p < 0,001$, menunjukkan hubungan positif yang kuat dan signifikan antara persepsi dengan sikap penerimaan. Nilai koefisien determinasi (r^2) sebesar 54,6% mengindikasikan bahwa persepsi mampu menjelaskan variasi sikap masyarakat, dengan 45,4% sisanya dipengaruhi faktor lain. Temuan ini mengonfirmasi Teori Kognitif Sosial Bandura dan Teori Konstruksi Sosial Berger-Luckmann, menunjukkan bahwa fenomena juru parkir liar telah mengalami proses legitimasi informal melalui habitualisasi, objektivasi, dan internalisasi dalam kehidupan urban. Penelitian merekomendasikan pengembangan sistem integrasi juru parkir liar ke dalam sistem formal, peningkatan penyediaan fasilitas parkir resmi, dan implementasi tarif parkir yang transparan dan terstandarisasi untuk mengatasi permasalahan ini secara komprehensif.

Kata Kunci: Persepsi Masyarakat, Juru Parkir Liar, Sikap Penerimaan.

ABSTRACT

THE RELATIONSHIP BETWEEN PERCEPTION AND ACCEPTANCE ATTITUDES OF THE COMMUNITY TOWARDS ILLEGAL PARKING ATTENDANTS IN BANDAR LAMPUNG CITY

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The phenomenon of illegal parking attendants in Bandar Lampung City has become a complex issue following the increase in motorized vehicles from 945,620 units in 2020 to 1,009,790 units in 2024. The limited availability of official parking infrastructure, which does not match the rapid growth in the number of vehicles, creates a gap that enables the emergence of informal parking practices. This study aims to analyze the relationship between public perception of illegal parking attendants and their acceptance or rejection attitudes in Bandar Lampung City. This research employs a quantitative explanatory approach with purposive sampling involving 100 respondents who have experience interacting with illegal parking attendants. Data were collected through Likert-scale questionnaires and field observations conducted at 11 strategic locations, including Alfamart Unila, Indomart Unila, Cinema Plaza Mall, bank ATM areas (BRI, BSI, BNI) around Kedaton and Unila, Indomart UBL, Alfamart UBL, Rosa Pharmacy, Bambu Kuning Market, and Pasar Tengah Tanjung Karang. Data were analyzed using Pearson Product Moment correlation with SPSS version 27. The results show ambivalent public perceptions: 49% of respondents acknowledged the convenience of access provided, yet only 37% trusted the security of their vehicles. Regarding attitudes, inconsistency was found across cognitive, affective, and conative dimensions, where 46% cognitively rejected the presence of illegal parking attendants, yet 43% were still willing to use their services and 42% were willing to pay the parking fee. The correlation test yielded $r = 0.739$ with $p < 0.001$, indicating a strong and significant positive relationship between perception and acceptance attitude. The coefficient of determination (r^2) of 54.6% indicates that perception explains the variation in public attitude, while the remaining 45.4% is influenced by other factors. These findings confirm Bandura's Social Cognitive Theory and Berger-Luckmann's Social Construction Theory, demonstrating that the phenomenon of illegal parking attendants has undergone an informal legitimization process through habitualization, objectivation, and internalization in urban life. This study recommends integrating informal parking attendants into the formal system, expanding official parking facilities, and implementing transparent and standardized parking tariffs as comprehensive solutions to address the issue.

Keywords: Public Perception, Illegal Parking Attendants, Acceptance Attitude.