

ABSTRACT

The development of the Electronic Parking System (E-Parkir) in Bandung City is a tangible realization to support the growth of Smart City initiatives in Indonesia. As the initiator of this innovative service, Bandung City faces challenges in the process of implementing this innovation. The equipment used, known as the Electronic Parking Terminal (TPE), is an advanced device manufactured in Sweden but has not performed as expected in the initial innovation design. This study aims to evaluate the innovation using qualitative methods, with the informants being management representatives from the Bandung City Parking Unit (UPT Parkir) under the supervision of the Bandung City Transportation Department. To ensure data validity, the researchers conducted interviews, observations, and documentation studies from relevant sources. The results of the study indicate that the use of electronic payments through the machines has not been fully effective. Therefore, the management, represented by the Bandung City Transportation Department, is striving to develop other innovations related to electronic parking payments using QRIS. Various efforts, such as public outreach, training for parking attendants, and monitoring at specific points, have been carried out but have not yielded significant results. This has inevitably impacted the failure to achieve the targeted Regional Original Revenue (PAD) from the parking sector in Bandung City.

Keywords: *Electronic Parking, Regional Original Revenue, Problem Solving*