

The Influence of Traffic Rules Knowledge and Driver Compliance with Quality Driving Safety: Study of the Role of Information Technology Implementation Traffic on Area Traffic Control System (Atcs) As Moderation

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Abstract. *This study aims to analyze the factors influencing driving safety quality, specifically the effects of traffic regulation knowledge and driver compliance, as well as the moderating role of Traffic Information Technology implementation through the Area Traffic Control System (ATCS). This explanatory research emphasizes testing the relationships among variables. Data were collected using questionnaires distributed and returned in sealed envelopes to ensure respondent confidentiality. The study population consisted of road users in Semarang City, with a sample of 130 respondents selected through purposive sampling. Respondents were motorcycle riders aged over 17 years and native to Semarang, passing through main streets and high mobility strategic locations. Data analysis was conducted using structural equation modeling with the Partial Least Square (PLS) approach. The results indicate that knowledge of traffic regulations positively affects both driving safety quality and driver compliance. Driver compliance also has a significant positive impact on driving safety. Furthermore, the implementation of Traffic Information Technology through ATCS serves as a positive and significant moderating variable, strengthening the relationship between traffic regulation knowledge and driver compliance with driving safety quality. These findings highlight that enhancing knowledge, compliance, and optimizing traffic information technology are essential strategies for improving driving safety in densely trafficked urban areas.*

Keywords: *Implementation; Information; Regulation; Technology.*

1. Introduction

The number of motorized vehicles in Indonesia, especially motorbikes and cars, continues to experience significant increases. This phenomenon is in line with economic growth and increasing public need for mobility which is faster and more flexible. However, the growth in the number of vehicles is not always balanced with adequate expansion and

improvement of road infrastructure. As a result, various traffic problems, such as congestion, violations regulations, to the increasing risk of traffic accidents, is a serious challenge for the transportation system in Indonesia (Surastia et al., 2023).

Technological advances in the transportation sector also have an impact has a large impact on community mobility patterns (Zuna et al., 2024). Accessibility to private vehicles and public transportation are becoming easier, which ultimately makes contributing to increased traffic congestion in various major cities.

This condition shows that highways do not only function as a means of transportation. transportation, but also one of the main sources of accident risk (Dewanti et al., 2024). Therefore, the aspect of traffic safety becomes an increasingly important issue to pay attention to.

Driver compliance with traffic rules is one of the crucial factors in creating a safe and efficient transportation system (Rahmawati et al., 2022). Driver compliance with traffic regulations is a key factor in creating security and order on the roads (Putra et al., 2023). This level of compliance reflects the extent to which users way to understand, respect, and implement the regulations in force during driving. Compliance does not only include simple aspects such as wearing helmet or using a seat belt, but also includes behavior wider driving, such as obeying traffic signs, maintaining speed according to the established limits, using turn signals when turning, and not using mobile phones while driving (Alam et al., 2021).

Unfortunately, in many countries, including Indonesia, the level of compliance Drivers' compliance with traffic rules remains a major challenge. Many drivers who still tend to ignore the rules for various reasons, such as ignorance, lack of awareness of risks, or even apathy for the safety of yourself and other road users. For example, violations such as running a red light, driving against the flow of traffic, or not giving priority to pedestrians still occurs frequently in various cities big.

2. Research Methods

This chapter describes the direction and method of carrying out research. includes the type of research, data sources, data collection methods, population and samples, variables and indicators and data analysis techniques. This research was conducted to test the hypothesis with the intention of to confirm or strengthen the hypothesis with the hope that in the end strengthen the theory that can be used as a basis. In this regard above, the type of research used is "*Explanatory Research*" or explanatory research, which means that this research emphasizes the relationship between research variables by testing hypotheses the description contains descriptions but the focus lies on the relationships between variables (Singarimbun, 1982).

3. Results and Discussion

3.1. Respondent Description

Respondents of road user research in Semarang City. Descriptive analysis respondents showed several characteristics relevant to the context work in the customs environment. The results of the distribution of the research questionnaire obtained A total of 130 questionnaires were completed and could be processed.

In this section, descriptive analysis is conducted to obtain an overview respondents' responses to the research variables. This analysis was conducted to obtain perceptions about respondents' tendencies to respond to items indicator items used to measure these variables and to determine the status of the variables studied at the research location.

The variable descriptions are grouped into 3 categories, namely: low category, score = 1.00 – 2.33, medium category, score = 2.34 – 3.66 and high/good category, with a score of 3.67 – 5.00.

Evaluation of latent variable measurement models with reflective indicators analyzed by looking at the convergent validity of each indicator. Testing *convergent validity* in PLS it can be seen from the size of the outer loading each indicator against its latent variable. According to Ghazali (2011) recommend value *outer loading* above 0.70 indicates an indicator valid.

In this study, the measurement of the variable Knowledge of traffic rules reflected through three indicators *Discriminant validity* namely a measure that shows that the latent variable different from other constructs or variables in theory and proven empirically through statistical testing. Discriminant validity was measured using the Fornell Lacker Criterion, HTML, and *Cross loading*.

Reliability measurement in quantitative research, especially in models measurement model based *Structural Equation Modeling* (SEM), can be done using three main methods, namely (Ghozali & Latan, 2015):

a. Cronbach's Alpha Cronbach's

Alpha is used to assess the internal consistency of a construct or latent variable. This value indicates the extent to which the indicators the indicators used are able to measure the same concept consistently. Generally, a Cronbach's Alpha value ≥ 0.70 is considered to indicate reliability. good, although in exploratory research a value of ≥ 0.60 can still be accepted.

b. Composite Reliability (CR)

Composite Reliability measures internal reliability by taking into account weight (*loading*)

each indicator against the construct. Different from Cronbach's Alpha which assumes all indicators have a contribution the same, CR provides a more accurate assessment of the SEM model because taking into account the relative contribution of each indicator. A CR value ≥ 0.70 is generally indicates that the construct has adequate internal consistency.

c. Average Variance Extracted (AVE)

AVE is used to measure convergent validity as well shows the proportion of indicator variance that is successfully explained by the construct latent. An AVE value ≥ 0.50 indicates that more than half of the variance indicators can be explained by the construct, thus indicating the level adequate consistency.

R square shows the magnitude of the variation in endogenous variables that are capable of explained by other exogenous or endogenous variables in the model. Interpretation of R square according to Chin (1998) quoted (Abdillah, W., & Hartono, 2015) is 0.19 (low influence), 0.33 (medium influence), and 0.67 (high influence). Q-Square (Q²) describes the measure of prediction accuracy, namely how much well every change in exogenous/endogenous variables is able to predict the variables endogenous. *Q-Square predictive relevance* for the structural model is a measure of how well the observed values are produced by the model and also the estimates parameters. Size. Q square above 0 indicates the model has *predictive relevance* or good model prediction suitability. Strong criteria the weakness of the model is measured based on *Q-Square Predictive Relevance* (Q²) according to Ghazali & Latan (2015, p. 80) is as follows: 0.35 (model strong), 0.15 (moderate model), and 0.02 (weak model).

Testing the structural model (inner model) is to see the relationship between latent construct by looking at the results of the path parameter coefficient estimation and the level its significance (Ghozali, 2011). In this case, data processing is used with using software tools *Smart PLS v4.1.0*.

This procedure is carried out as a step in hypothesis testing research that has been submitted. The test results obtained from the output of the structural model construct *loading factor* which will explain the influence of the Knowledge construct Traffic regulations regarding driving safety through compliance with traffic regulations traffic and moderation of traffic information technology implementation in the area ATCS.

Research hypothesis testing is carried out to determine a hypothesis accepted or not by comparing t count with table provided that if t count > t table, then the hypothesis is accepted. The critical value is used when the size sample size is greater than 30 and the two-tailed test is 1.65 for the level of significance level of 10%, 1.96 for the 5% significance level and 2.57 for the 10% significance level 1% (Marliana, 2019). In this case, to test the hypothesis, the level of significance of 5% where the t-table value is 1.96 (Ghozali & Latan, 2015).

Decisions are made based on the calculated statistical test values and the level of predetermined significance. Hypothesis testing is carried out by compare the predetermined t-table with the calculated t-table generated from PLS calculations. Based on the data processing results table above, it can be known in testing each hypothesis that has been proposed, namely:

1) Hypothesis Testing 1:

H1: There is a positive influence of knowledge of traffic rules on driving safety In testing hypothesis 1, the original sample estimate value obtained was 0.206. This value proves that knowledge of traffic rules has an effect positive impact on driving safety, the results of which are also strengthened by the results The t-test obtained a calculated t value (2.549) > t table (1.96) and p (0.011) < 0.05, so it can be said that there is a positive and significant influence on knowledge of the rules traffic on the quality of driving safety. Thus, the hypothesis The first one stated that 'There is a positive influence of knowledge of rules traffic on driving safety' can accepted.

2) Hypothesis Testing 2

H2: There is a positive influence of knowledge of traffic rules on driver compliance In testing hypothesis 2, the original sample estimate value obtained was 0.638. This value proves that knowledge of traffic rules has an effect positive on driver compliance, the results of which were also strengthened by the results of the t-test the obtained t-value (11.908) > t-table (1.96) and p (0.000) < 0.05, so that it can be said that there is a positive and significant influence on knowledge of traffic rules on driver compliance. Thus, the second hypothesis is states that 'There is a positive influence on knowledge of traffic rules towards driver compliance' can accepted.

3) Hypothesis Testing 3

H3: There is a positive influence on driver compliance with safety driving In testing hypothesis 3, the original sample estimate value obtained was 0.480. This value proves that driver compliance has a positive effect on driving safety, the results of which are also strengthened by the results of the t-test. obtained t count value (6.259) > t table (1.96) and p (0.000) < 0.05, so it can be it is said that there is a positive and significant influence on driver compliance with driving safety. Thus, the third hypothesis states that 'There is a positive influence on driver compliance with safety' driving' can accepted.

4) Hypothesis Testing 4:

H4: Implementation of Traffic Information Technology Implementation of Traffic Information Technology in Area Traffic Control System (ATCS) moderates the influence of knowledge of traffic rules for driving safety In testing hypothesis 4, the original sample

estimate value obtained was 0.209. This value proves the implementation of the Implementation technology. Traffic Information Technology on *Area Traffic Control System* (ATCS) moderates the positive influence of knowledge of traffic rules on driving safety, the results of which are also strengthened by the results of the t-test obtained the calculated t value ($2.452 > t$ table (1.96) and p ($0.014 < 0.05$), so it can be said there is a positive and significant moderating influence on the implementation of technology Implementation Traffic Information Technology on *Area Traffic Control System* (ATCS) on the relationship between knowledge of traffic rules and quality driving safety. Thus, the fourth hypothesis states that 'Implementation of Traffic Information Technology Implementation of Traffic Information Technology on *Area Traffic Control System* (ATCS) moderates the influence of knowledge on traffic rules regarding driving safety' can accepted.

5) Hypothesis Testing 5

H5: Implementation of Traffic Information Technology Implementation of Traffic Information Technology on Area Traffic Control System (ATCS) moderates the influence of driving compliance regarding driving safety In testing hypothesis 5, the original sample estimate value obtained was 0.233. This value proves the implementation of the Implementation technology.

Traffic Information Technology on *Area Traffic Control System*(ATCS) moderates the positive effect of driving compliance on safety driving, the results of which are also strengthened by the results of the t-test which obtained a calculated t-value ($2.400 > t$ table (1.96) and p ($0.016 < 0.05$), so it can be said that there is an influence positive and significant moderation of technology implementation Technology Implementation Traffic Information on *Area Traffic Control System*(ATCS) against the relationship between driving compliance and driving safety. With Thus the fifth hypothesis states that 'Implementation of technology Implementation of Traffic Information Technology in the *Area Traffic Control System* (ATCS) moderates the effect of driving compliance on safety driving' can accepted.

Discussion:

1) The influence of knowledge of traffic rules on safety driving the results of the study show that knowledge of traffic rules has a positive influence on improving the quality of driving safety in Semarang City. This knowledge is reflected through several main indicators, namely understanding traffic signs, understanding road markings roads, as well as the application of ethics in traffic.

These three indicators have been proven to not only increase perceptions drivers about the importance of safety, but also to form a positive attitude towards safe driving practices. In addition, good knowledge of traffic rules also strengthen individual confidence in maintaining safety, raising collective awareness of risks on the roads,

and encourage concrete actions that comply with safety standards. By Thus, the higher the level of understanding of drivers regarding rules and ethics traffic, the higher its contribution to the creation of good behavior safe and orderly driving in society.

The results of the study show that the traffic rules knowledge variable across, the indicator with the highest outer loading value is understanding of road markings. Meanwhile, in the driving safety variable, the indicator with the highest outer loading value is safety awareness.

This finding indicates that the better the understanding of drivers regarding the function and meaning of road markings, the higher the level of their awareness to maintain safety while driving. This means, in-depth knowledge of road markings contributes greatly to driver awareness in creating safe driving behavior and orderly on the highway.

On the other hand, the indicator with the lowest outer loading value on the variable knowledge of traffic rules is traffic ethics, while in the variable Driving safety is a real action in driving that is appropriate with safety standards. This shows that increased understanding and the application of ethics in traffic will encourage drivers to be more consistently carry out real actions that are in line with the principles road safety. This means that even though driving ethics still have lowest contribution compared to other indicators, improvement of this aspect remains important because it can strengthen driver behavior in realizing safety in real terms through an attitude of discipline, obedience and responsibility while at work.

2) The influence of knowledge of traffic rules on compliance rider

The results of the study show that knowledge of traffic rules cross-border has a significant positive influence on the level of compliance drivers in Semarang City. This confirms that the higher the greater the driver's understanding of the applicable rules, the greater their tendency to comply with traffic regulations.

Several indicators that are benchmarks in this research, such as understanding of traffic signs, understanding of road markings, and mastery of ethics in traffic, has been proven to contribute to the formation of positive attitude of drivers. This indicator not only increases confidence that traffic rules have an important role, but also encourage acceptance to the applicable regulations. In addition, drivers increasingly understand that traffic regulations are designed for the common good, namely to create safety, comfort, and smoothness on the highway. Thus, this understanding encourages the emergence of disciplined behavior, such as obeying signs and driving regulations.

The results of the study show that the traffic rules knowledge variable across, the indicator with the highest outer loading value is understanding of road markings.

Meanwhile, in the traffic compliance variable, the indicator with the highest outer loading value is belief or trust in the importance of traffic regulations. This finding means that the more high level of understanding of drivers regarding the function and meaning of road markings, their belief in the urgency and benefits of the regulations is also strengthened. traffic. Thus, adequate technical knowledge, such as understanding road markings, can form cognitive awareness which then encourage an attitude of obedience and belief that traffic rules are indeed designed to ensure mutual safety. This means that the technical knowledge and normative awareness interacts with each other in strengthening compliance behavior.

On the other hand, the indicator with the lowest outer loading value on the variable knowledge of traffic rules is ethics in traffic, whereas in traffic compliance variable is the understanding that traffic regulations are made for the common good. This finding indicates that when ethics driving—such as mutual respect for other road users and maintaining order—is improved, then the understanding of drivers will also improve that traffic rules do not merely limit individual freedom, rather, it is established to protect collective interests and safety.

In other words, ethical awareness in traffic functions as a moral basis. which fosters social understanding regarding the importance of compliance with rules. This means that the ethical dimension and social awareness play an important role in forming disciplined and responsible behavior among drivers on the highway.

3) The influence of driver compliance on driving safety

The results of the study show that driver compliance has significant positive impact on improving driving safety in Semarang City. This means that the level of driver compliance is increasing regarding traffic rules, the greater the opportunity for the creation of bad behavior safe and orderly driving on the highway.

The compliance indicators in question include trust in the importance of traffic regulations, acceptance of applicable regulations, understanding that regulations are made for the common good, as well as consistency in obeying traffic signs. These four indicators have proven to be ineffective. only increases positive perceptions and attitudes towards safety, but also strengthen the confidence and awareness of drivers regarding the importance of safety of oneself and others. Ultimately, this compliance has implications for the birth of real actions in driving that are in accordance with safety standards, such as reducing violations, preventing accidents, and create a culture of orderly traffic in society.

Traffic compliance variable with the highest outer loading value indicated by the indicator of belief in the importance of traffic regulations, Meanwhile, in the driving safety variable, the outer loading value is the highest indicated by the safety awareness indicator. This finding illustrates that the stronger the driver's belief in the

importance of

traffic rules, the higher their awareness of the importance of maintaining safety while driving. This means confidence and understanding regarding the value of traffic rules has a very big role in to form a mindset of drivers to be more careful and take care safe ty of yourself and others on the highway.

Meanwhile, the traffic compliance variable with the outer loading value the lowest is indicated by the indicator of understanding that traffic regulations are made for the common good, while the driving safety variable the indicator with the lowest value is the actual action in driving according to safety standards. This shows that even though drivers understand rules are made for the common good, this understanding is not yet complete internalized in the form of real behavior on the road. This means that there is a gap between normative understanding and practical action, so it is still necessary efforts to increase collective awareness so that this understanding can encourage actual behavior that complies with driving safety standards.

4) Moderation of Technology Implementation Information Technology Implementation

Traffic on the Area Traffic Control System (ATCS) in the influence of knowledge of traffic rules on quality driving safety This study shows that the implementation of Information Technology Traffic through *Area Traffic Control System* (ATCS) has a role positive and significant moderation in strengthening the relationship between level of knowledge of drivers regarding traffic rules with quality driving safety. This means that the better the implementation of ATCS, the stronger the influence of knowledge of traffic rules on behavior safe driving. In other words, ATCS functions as supporting instruments that not only optimize traffic management traffic, but also increase the effectiveness of traffic knowledge that owned by drivers to prevent violations and accidents on the road Highway.

The results of the study show that the implementation variable Traffic Information Technology through ATCS Area, indicators with values The highest outer loading is the impact aspect of change. Meanwhile, in traffic rules knowledge variable, the highest indicator is understanding of road markings, and safety variables driving, the highest indicator is safety awareness.

This finding indicates that the greater the impact of the changes that generated by the application of traffic technology, the stronger the influence driver's understanding of road markings in improving awareness of safety. In other words, technology that is capable of bringing real changes in the traffic system will strengthen effectiveness of knowledge of rules, especially understanding of road markings thus contributing significantly to increasing awareness safer driving.

On the other hand, the indicator with the lowest outer loading value for Traffic

Information Technology implementation variables in the ATCS Area is relevance, for the variable of knowledge of traffic rules is ethics traffic, and for driving safety variables are actions real in driving according to safety standards. These results show that increasing the relevance of the application of traffic technology will strengthening the link between traffic ethics and real action drivers on the road. This means that, although the role of this indicator is relatively smaller weak compared to other indicators, but if the aspect of technological relevance improved, then the influence of ethics in traffic can be more real. reflected in the behavior of drivers that is in accordance with standards safety. Thus, the relevance of traffic technology systems remains has an important role as a driver so that ethical values are not stops at mere knowledge, but is also realized in action safe driving.

5) Moderation of Technology Implementation Information Technology Implementation

Traffic on the Area Traffic Control System (ATCS) in influence driving compliance with safety quality driving This study shows that the implementation of Technology Traffic Information via *Area Traffic Control System* (ATCS) has a positive and significant moderating role in strengthening the relationship between driving compliance and safety quality driving. This means that the existence of ATCS does not only function as a tool traffic monitor, but also able to increase the effectiveness driver compliance with traffic rules. In other words, the more the more optimal the application of this technology, the greater the impact on compliance driving towards creating safety on the highway.

These findings confirm that traffic information technology not just a technical innovation, but also a strategic instrument in creating a culture of orderly driving. ATCS provides control, surveillance, as well as digital evidence that makes drivers more aware of the importance of compliance. Thus, technology functions as a link that strengthens the relationship between disciplined behavior on the road and outcome in the form of higher driving safety.

The results of the study show that the implementation variable Traffic Information Technology through ATCS Area, indicators with values The highest outer loading is the impact of change. Meanwhile, in traffic compliance variables, indicators with outer loading values the highest is the belief in the importance of traffic regulations, and In the driving safety variable, the highest indicator is awareness. towards safety. This finding indicates that the better the impact of changes from the implementation of ATCS technology is getting stronger the influence of drivers' beliefs on the importance of traffic regulations in increasing their awareness of driving safety.

This means that the existence of ATCS functions as a reinforcing factor that makes driver's confidence in traffic rules is really contribute to increasing awareness of the importance of safety. In other words, positive changes can be brought about by technology encourage internalization of compliance so as to create a more caring attitude for the safety of yourself and others on the highway.

On the other hand, the implementation variable of Traffic Information Technology through ATCS also shows that the indicator with the outer value The lowest loading is relevance. For the traffic compliance variable, the lowest value is found in the indicator of understanding that regulations are made for the common good, while the safety variable driving the lowest value is an indicator of real action in driving which complies with safety standards. These results suggest that the relevance of the increasingly better implementation of ATCS continues to contribute in strengthening the relationship between the driver's understanding of the importance of rules for the common good with the implementation of actions

real that is in line with road safety standards. This means that even though the relevance indicator has the lowest value, this factor is still important because it can connect conceptual understanding of traffic rules cross with real practices in safe driving. Thus, the relevance of traffic technology needs to be continuously considered so that it can increasing the transformation from normative awareness to real behavior which supports mutual safety.

4. Conclusion

The purpose of this study is to empirically analyze the factors which affects the quality of driving safety. In particular, this study focuses on the influence of traffic rules, knowledge of traffic rules, and driver compliance with driving safety. In addition, this study also aims to test the moderating role of traffic information technology implementation through *Area Traffic Control System* (ATCS).

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