

## The Study of Standard Operating Procedures (SOP) Implementation of Vehicle Rental Service Providers in Bali

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### Abstract

This paper examines how vehicle service companies in Bali have implemented their work and operational requirements. This study aims to find out whether vehicle service providers have implemented Standard Operating Procedures for tourists in Bali. This research is a descriptive research. The sample in this study was 42 service providers spread across the island of Bali. The data collection method was simple random sampling while the data analysis used content analysis.

According to the authors' data, only 18 (43%) of the companies that provided motor vehicle rental services had operational standards (SOP), while the other 24 (57%) either lacked them or couldn't prove they existed. 18 or more of these service providers, many of whom merely verbally convey it. Other than that, there is still a gap between the work done by the 18 service providers and what is done in practice, such as when permits are issued to foreigners who lack an international license, carry a false identity, or give permission to Underage foreigners.

There is no legal framework that regulates the SOP for vehicle rental. So that makes the existing SOP very diverse. The legal framework regarding standardization of policies, and regulatory requirements for motor vehicle leasing should be regulated by one of the policymakers, in this case, the government.

### Keywords

*Tourists; bali, SOP; legal protection; vehicles*

## INTRODUCTION

The island of Bali continues to be a popular tourism destination for visitors from outside of Indonesia. The greatest draw for foreign visitors to this island of the gods is the exoticism of natural beauty encased in cultural diversity. The province of Bali has seen a surge in both domestic and international tourists as a result of the growth of the tourism industry and the creative economy. Additionally, as the Covid-19 case in Indonesia begins to wind down, this will undoubtedly begin to rekindle visitor enthusiasm on the island of Bali.

Unlike the majority of Indonesian visitors, who simply go on vacation to take quick journeys within the country of their destination, The majority of foreign visitors to Bali opt for lengthy vacations lasting several months so they can visit all the tourist attractions on the island of the gods. Not one of these international visitors stays for longer than a year. Instead of using public transit, tourists, particularly foreign visitors, frequently rent unattended vehicles like cars or motorcycles. Travelers from other countries still find Indonesia's traffic patterns confusing since it differs from their own. For example, the position of the steering wheel in most countries in Europe is on the left side different from that in Indonesia which is on the right side. Driving lanes also differ in some countries, some use the left lane and some use the right lane. As well as the percentage of motorbike use in Indonesia is very high compared to countries in Europe and America.

The different traffic conditions in several countries and the high number of motorcycle users on the island of Bali have resulted in many foreign nationals being involved in traffic accidents. Traffic accidents involving foreign nationals are mostly due to individual factors like drunkenness, driving over the speed limit, and running a red light (Fahmadi et.al, 2021). In addition, there is a lack of awareness about the importance of safe traffic and a lack of understanding of existing traffic rules. The physical condition of the body, carelessness, vehicle condition, and road condition, make the number of accidents involving foreigners still considered quite high (Dewa Made et.al. 2019).

Tourists, especially foreigners from different nations, require a mode of transportation that they may operate at their own discretion and does not require them to jostle with other travelers. Therefore, the ideal option for a holiday in Bali is to rent a motorcycle. However, not all companies that offer motor vehicle rentals have suitable service operational standards (SOPs) pertaining to the process of leasing motor vehicles to foreign citizens. Vehicle rental companies are lowering lease laws under the guise of deteriorating economic conditions.

Taking into account a few of the aforementioned phenomena as well as the fact that there is still little research on the subject, Because of this, the authors believe that it is required to do a Job Implementation Analysis and SOP for Motor Vehicle Rental Service Providers.

## LITERATURE REVIEW

### ***Standard operating procedures***

Standard operating procedures (SOPs), according to Cristiane M. B et al. (2011), are comprehensive instructions outlined to achieve uniformity when performing a certain function. Basically, developing SOPs is important for improved job preparation, process organization, training, professionalism, credibility, and quality assurance via process standardization and traceability in auditing and inspections.

### ***Some factors of traffic accidents involving foreigners in Bali***

In addition, Nutsugbodo (2018) asserts that tourists will eventually become aware of their safety while picking their means of transportation. Additionally, Dewa Made et al. (2019), Traffic accidents in foreigners as a result of their ignorance of traffic laws, physical health, negligence, vehicle condition, and road conditions. Furthermore, according to data gathered by the Bali Police Traffic Directorate during the past four years, a significant number of foreigners (foreigners) continue to be involved in traffic accidents. A total of 197 foreigners suffered minor injuries, 18 foreigners suffered serious injuries, and 34 died.

Meanwhile, Fahmadi et al, (2011) figure out that another striking factor that contributes to traffic accidents is the ease with which foreign citizens can get access to vehicle rentals. Sometimes it is too easy to lend a vehicle without considering some crucial factors such as an international driving license, valid identity, underage and etc.

## METHODS

### ***Types of research***

This research is a descriptive research. Resseffendi (2010) states that descriptive research is research that uses observation, interviews, or questionnaires regarding the current situation and the subject being studied. These instruments are used to collect data to test hypothesis or answer a question. Through this descriptive research, the researcher describes what actually happened regarding the current situation being studied. This descriptive statistical approach is used to find out SOPs for service providers, implementation of work according to SOPs for service providers, and foreigners responding to SOPs for vehicle service providers.

### ***Sample and Population***

In this study, the population was motorized vehicle rental services on the island of Bali, while for the sample, researchers used a random sampling technique or often known as random sampling totaling 42 motorized vehicle rental services, be it motorcycles or cars.

### ***Method of collecting data***

To collect the information needed, the authors conducted observations of spaciousness in areas that provide motorized vehicle rental services and interviews with several related parties such as the Tabanan Resort Police, the Bali Tourism Transport Association (PAWIBA), the Association of Indonesian Travel Companies (ASITA), the Association of Car Rental Entrepreneurs. Region (ASPERDA), and 42 motor vehicle service providers.

### **Data source**

Sources of data in this study include:

#### 1) Primary data

Primary data is data obtained from respondents through questionnaires, focus groups and panels, or also data from interviews with researchers with informants. The data obtained from this primary data must be processed again. Data sources that directly provide data to collectors. In this study, primary data sources included results from interviews with motorized vehicle service providers and in-depth interviews with several organizations and associations that oversee the rental of motorized vehicles on the island of Bali.

#### 2) Secondary Data

Secondary data is data obtained from records, books, magazines in the form of financial reports, company publications, government reports, articles, books as theories, and so on. The data obtained from this secondary data does not need to be processed again. Sources that do not directly provide data to data collectors. In this study, the secondary data used was data obtained from the Tabanan resort police and other supporting documents from organizations and associations that oversee the rental of motorized vehicle services on the island of Bali.

### **Data analysis**

After obtaining the necessary data, researchers analyzed the data with two approaches, the first qualitatively. This research uses the content analysis method with reference to relevant previous research and the results of structured interviews with several related sources. The second, quantitatively. Data analysis was carried out to obtain data on the average service provider who already has SOP, the percentage of conformity of the service provider's work implementation to the SOP, as well as the average response from the service provider. Some of these factors are included in the question points in the questionnaire. Data from the questionnaire results were then tabulated according to the score given by each respondent.

## **RESULT AND DISCUSSION**

### **Availability of Standard Operating Procedures for Service Providers in Bali**

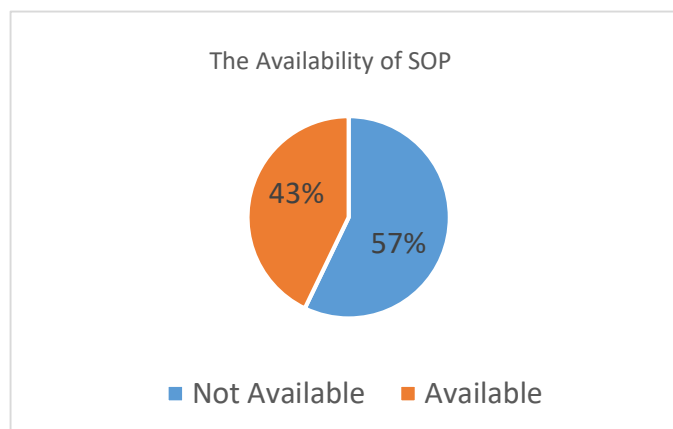


Figure 1. Availability of Standard Operating Procedures for Service Providers in Bali

Of the total 42 respondents who were successfully interviewed by the writing team in several areas on the island of Bali, such as Gianyar, Denpasar, Badung, and Jembrana, there were 18 motorized vehicle rental service providers that had operational standards (SOPs) while the remaining 24 did not have or were unable to demonstrate SOPs in question. Of the 24 service providers, both motor vehicle and car rental service providers, do not have written SOPs in their offices. The provisions they make so that foreign tourists and local tourists can rent vehicles are quite varied. The author takes for example, as in CV A, they only require a passport photo and the name of the hotel along with the hotel room number where the tenant is staying, which is quite easy. Another example in CV B, which is no less easy, that is, they only require leaving their passports and a telephone number that can be contacted. Another example in CV C, they require the lessee to be able to show an international driving license, photocopy of passport and provide residential address information while in Bali.

The mushrooming of vehicle rental service providers in Bali has made them compete to provide convenience for their tenants. One of the information from respondents stated that foreign tourists are more reluctant to seek motorized vehicle rentals which provide convoluted/difficult conditions. There is a tendency for foreign tourists to prefer motor vehicle service providers that make it easier for tenants, such as CV A and CV B above. Companies and CVs that still require difficult leasing conditions usually have to be willing to be abandoned by their customers. However, the easier conditions for renting a vehicle mean that the safety factor for drivers is becoming more vulnerable, such as CV A and CV B which do not require an international driver's license for their tenants. This means that there is no credible track record showing that a lessee is a person who is qualified to drive a motorized vehicle. Adding more traffic conditions in Indonesia, which are different from their country of origin, will increase the risk of accidents for foreign motorists.

### ***Standard Operating Procedures (SOP) of Vehicle Rental Service Providers for Tourists***

Some of the 18 respondents that the author was able to effectively interview had a complete SOP that was written, printed, and shown to tenants before they rented a car. SOPs or verbal agreements are frequently provided to renters by many vehicle service companies. However, local policymakers have not released any Standard Operational Procedures (SOP). The related agency only issues business licenses but does not regulate the details of the contents of the existing SOPs. This needs to be a concern for all. The legal umbrella regarding regulatory policies for motor vehicle leasing requirements should be regulated by one of the policy makers, in this case the government. But until now there is no such regulation. SOP is the policy of each service provider/CV itself to determine the regulations to be made, thus making the existing SOP very diverse. From field observations that the author's team has carried out, here is one SOP for service providers that has been implemented for the process of renting motorized vehicles:

1. Tenants have an international SIM for foreigners and a national SIM for Indonesian citizens
2. Tenants send a passport photo and show it when they want to rent

3. Active email address and telephone number
4. Tenants can come to the service provider's place to pick up the vehicle or ask to deliver the vehicle on condition that they show the address of the residence/lodging or hotel and additional money if the delivery is far away depending on the agreement of the prospective tenant and the service provider
5. The lessee is fully responsible for damage to the vehicle and property caused by the use of the tenant, such as scratches or collisions and other damage
6. The lessee is fully responsible for accidents and lost vehicles during the rental period
7. The use of the vehicle is calculated per day, which is 24 hours, if it is more than 5 hours, an additional day's fee will be charged
8. The lessee is responsible for the consequences that arise if the driver is given to someone other than the renter
9. The use of vehicles is not allowed outside the island of Bali unless there is an agreement
10. US\$20 will be charged if the renter loses the car registration
11. KTP is left for the tenant if the tenant is an Indonesian citizen whether to rent a motorbike or a car. If the tenant is a foreigner, the foreigner must provide a photo/copy of the passport and show the original passport before taking the vehicle.

However, based on the results of previous research on safety management to reduce accidents for foreign nationals and in-depth interviews with several related parties such as the Tabanan Police, the Traffic Directorate of the Bali Police, and motor vehicle rental organizations. The author feels the need to add a number of clauses in the service provider's SOP while still considering the safety factors for foreign and local tourists. These clauses include:

1. Tenants can show a statement of physical and mental health
2. For Indonesian tenants, if you are going to rent a motorbike, the original KTP is guaranteed and can show the location of your temporary stay while in Bali. If you are going to rent a car, you need a guarantee for the motorbike along with the STNK whose name matches the tenant's ID card. If not, the Tenant cannot release the key.
3. Minimum age of 20 years

### ***Suitability of SOP with Job Implementation***

Although 18 service providers can show their SOPs are printed and displayed neatly in the office. However, when examined further, there are several points that are not fully implemented. It was found that 6 (33%) service providers did not fully comply with the SOPs they had determined. Like one foreign tenant who doesn't have an international driver's license even though the SOP already says that the tenant must have one. Another example, tenants who are underage but are allowed to bring motorbikes, tenants who do not have identity cards but only show their passports are allowed to bring the vehicle in question. Some of the examples above can endanger the safety of vehicle tenants. Instead of wanting to enjoy the exotic island of the Gods, the fate of the vehicle tenant can end up in the hospital. To be able to reduce accidents

involving foreign nationals, service providers should pay attention to these safety factors. Not only focusing on how to get coffers of dollars from foreign tourists. For this reason, there must be operational standards for work, and service providers who have established SOPs are expected to be able to carry out these provisions to the fullest extent possible. The policymakers, in this case, the government need to be present to provide a legal constitution for standardized operational standards for work in Bali specifically and Indonesia in general. Not only focusing on how to get coffers of dollars from foreign tourists. For this reason, there must be operational standards for work, and service providers who have established SOPs are expected to be able to carry out these provisions to the fullest extent possible.

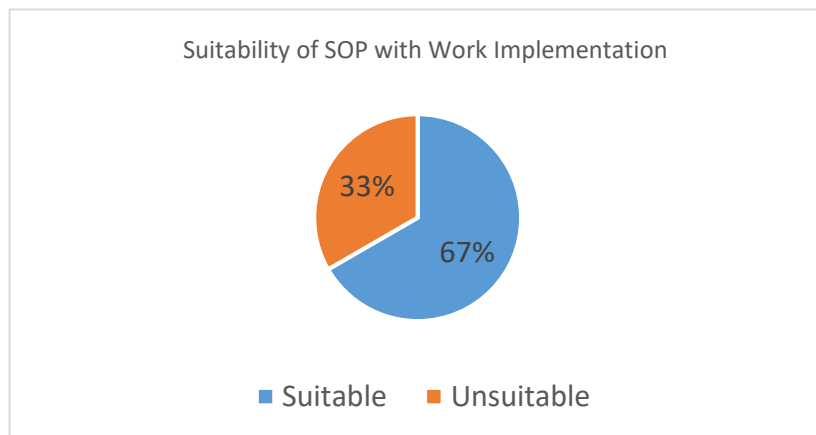
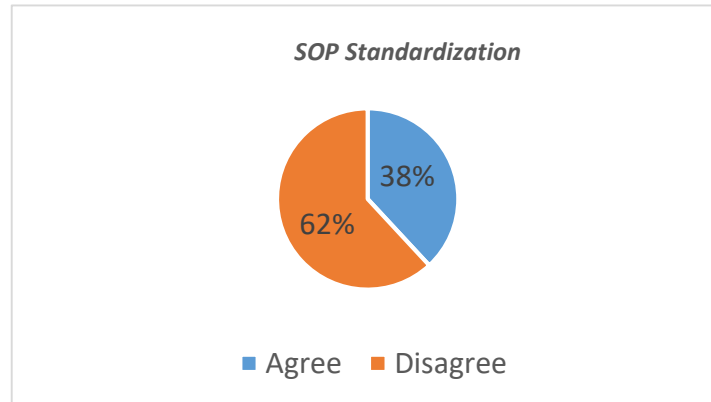


Figure 2. Suitability of SOP with Work Implementation

The policy makers, in this case the government, need to be present to provide a legal umbrella for standardized operational standards for work in Bali specifically and Indonesia in general. Not only focusing on how to get coffers of dollars from foreign tourists. For this reason, there must be operational standards for work, and service providers who have established SOPs are expected to be able to carry out these provisions to the fullest extent possible. The policy makers, in this case the government, need to be present to provide a legal umbrella for standardized operational standards for work in Bali specifically and Indonesia in general.

***Response from Service Providers to the Standardization of SOPs for Vehicle T Rental Service Providers***

Standardization of SOP means the addition of SOP clauses as a requirement for tourists to rent a vehicle. And this policy will be implemented simultaneously in the Bali area under the auspices of the relevant agencies. Of the 42 respondents who answered regarding the proposed addition of point clauses in the work operational standards (SOP), 26 respondents did not agree with the proposal. Some thought that the complexity of the requirements given would only make tenants/tourists not interested in renting vehicles at their place. And this will cause their dollar coffers to decrease. They prefer to provide convenience for tourists so that their coffers of income continue to flow.



**Figure 3.** Response from Service Providers to the Standardization of SOPs for Vehicle Rental Service Providers

Meanwhile, 16 respondents chose to agree with the addition of this clause. They support the idea of adding SOP clauses for service providers in the Bali area, this of course can increase safety and security factors for tenants and service providers. With the addition of clauses in the SOP, the risk of accidents involving foreign nationals is expected to be reduced

## CONCLUSION

In this study, it can be concluded that the business climate for renting motorized vehicles and the SOPs governing the rental of motorized vehicles in Bali is still very wild. There is no legal framework that regulates the SOP for motorized vehicle rental. SOP is the policy of each service provider/CV itself to determine the regulations to be made, thus making the existing SOP very diverse. As for service providers who already have SOPs and the SOPs are implemented properly, the percentage is still lower than those who do not have SOPs. The legal umbrella regarding regulatory policies for motor vehicle leasing requirements should be regulated by one of the policymakers, in this case, the government.

The author also provides recommendations for the progress of the motorized vehicle rental business, namely the need for standardized SOPs that are applied throughout Bali so that the process of renting a motorized vehicle can be uniform. In addition, applications regarding vehicle rental service providers need to be developed. This is to make it easier for tourists to determine the requirements and mode of transportation to be chosen.

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