

IMPLEMENTATION OF SAFETY AND SECURITY IN BUSINESS TOURISM TRANSPORTATION

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Abstract

This study examines safety and comfort in the tourism transportation business. The purpose of this paper is to describe safety and security in the tourism transportation business, including fleet conditions, driver behavior, and company management systems. This study also aims to formulate strategies to improve safety and security, thereby ensuring tourists feel more protected and enhancing their experience. The research method used is descriptive qualitative. Data were obtained through direct observation of tourism transportation services, interviews with management, drivers, and tourists, and the use of documents related to company operational standards and government regulations. Furthermore, a SWOT analysis was used to identify strengths, weaknesses, opportunities, and threats. The results show how safety and security are portrayed in the tourism transportation business. Safety and security issues indicate that most tourism transportation companies have made efforts to maintain safety and security, but various shortcomings remain. Identified obstacles include inconsistent fleet maintenance, uneven driver skills, and limited systems for monitoring the safety of goods and passengers. Tourists also expressed anxiety, especially during long-distance or nighttime trips. Strategies to improve safety and security are proposed. The analysis resulted in several strategic proposals, including improving regular driver training, using assistive technology such as GPS and CCTV, developing stricter and more consistent operational standards, strengthening cooperation with police and tourism agencies, and implementing safety education campaigns for tourists.

Keywords: security; safety; transportation and tourism

1. INTRODUCTION

Tourism is one of the most dynamic economic sectors and has a significant impact on regional development. The growth of this sector not only creates new jobs and increases income but also encourages various supporting businesses, one of which is tourism transportation. Transportation plays a crucial role in supporting the success of tourism activities, as it connects tourists with destinations. Without a good, safe, and comfortable transportation system, travel will be less enjoyable and can even pose risks that threaten tourists' safety. Therefore, safety and comfort are fundamental elements that cannot be separated from the tourism transportation business.

In the context of modern tourism, transportation is no longer viewed solely as a means of transporting tourists from one location to another. Its function has evolved into an integral part of the tourism experience itself. Tour buses, cruise ships, tourist trains, and even private rental vehicles are now designed with aesthetics, service, and technology in mind, ensuring passenger comfort and safety. However, despite these developments, significant challenges remain, particularly related to travel safety and security. Various tourist transportation accidents in Indonesia are still common, ranging from brake failure and driver fatigue to inadequate fleet maintenance. This situation reflects the ongoing gap between ideal standards and actual practice.

The issue of tourism transportation safety is crucial because it affects tourists' trust in the tourism industry itself. Travel safety is a key factor influencing travelers' decisions about destinations and transportation providers. Travelers tend to avoid destinations or transportation companies with poor safety reputations. Therefore, for tourism transportation companies, ensuring safety and comfort is not only a moral and legal obligation but also a business strategy that directly impacts business continuity.

In general, Indonesia's tourism transportation system still faces various fundamental problems. On the one hand, demand for tourism transportation services is increasing rapidly in line with the growth of domestic and international tourism. However, this increase is not always matched by improvements in service quality and safety management systems. Many small and medium-sized tourism transportation companies still neglect standard operating procedures (SOPs), particularly regarding vehicle maintenance, technical supervision, and driver training. As a result, the risk of accidents, delays, and inconvenience remains common in practice. Furthermore, the human factor also plays a crucial role in the safety and comfort of tourist transportation. Drivers are the operational spearhead, interacting directly with tourists. However, driver skills and behavior often vary. While most drivers may be experienced, many lack discipline in adhering to safety regulations, such as driving time limits, pre-departure vehicle inspections, and adherence to traffic signs. This situation is exacerbated by weak internal company oversight systems, which often allow minor violations to go unnoticed and lead to serious problems.

Institutionally, government oversight of tourist transportation is also less than optimal. Although regulations governing vehicle safety standards and driver qualifications exist, their implementation remains inconsistent. Routine inspections are often conducted solely administratively without on-site inspections. This has led some companies to neglect their obligations to regularly maintain their vehicles or renew their operating permits without adequate technical inspections. As a result, tourists are vulnerable to safety and comfort risks during their travels.

Issues with the safety and comfort of tourist transportation also impact the overall image of a destination. Destinations frequently associated with accidents or poor transportation services will experience a decreased appeal among tourists. Conversely, areas that maintain a reputation for safe travel will have a competitive advantage. Therefore, managing safe and comfortable tourist transportation is a crucial part of a sustainable tourism development strategy. Good transportation creates positive impressions, strengthens tourist loyalty, and stimulates local economic growth. In the context of this research, the primary focus is the implementation of safety and comfort in the tourism transportation business. This issue is relevant because there is still a significant gap between the safety concept established in national standards and the operational reality in the field. This study aims to describe the actual conditions of safety and security in tourism transportation companies, including fleet conditions, driver behavior, and company management systems. Using a qualitative descriptive approach, this study also seeks to explore the perceptions of various parties involved, from company management and drivers to tourists. In addition to describing existing conditions, this study also aims to formulate a strategy for improving the safety and security of tourism transportation. This strategy is based on a SWOT analysis that identifies the strengths, weaknesses, opportunities, and threats of the existing system. This approach is crucial for understanding the position of transportation companies in facing the increasingly competitive dynamics of the tourism industry, which demands high service standards.

From initial observations, several phenomena were found that indicate a gap between idealism and reality on the ground. Some companies have implemented technologies such as GPS and CCTV as part of safety efforts, but not all fleets are equipped with these systems. Similarly, driver training, which ideally should be conducted regularly, is often neglected in practice due to time and cost constraints. Meanwhile, tourists still complain of anxiety when traveling long distances, especially at night, due to poor street lighting and less than optimal vehicle conditions. These phenomena indicate a gap (*gap*) between the expectation for safe tourist transportation and the actual comfort experienced by tourists.

This gap underlies the urgency of this research. Many previous studies have addressed transportation safety in general, particularly public transportation modes such as city buses, trains, or airplanes. However, research specifically addressing safety and comfort in the context of the tourism transportation business remains relatively limited, particularly those examining the relationship between fleet conditions, driver behavior, company management systems, and tourist perceptions. Yet, the interaction of these four aspects significantly determines the level of safety and the quality of the tourist experience. Therefore, this study seeks to fill this gap by providing a comprehensive overview of safety and comfort practices in tourism transportation and developing realistic and applicable improvement strategies.

This research also contributes to the development of sustainable tourism policies. Safety and security aspects are often placed at the bottom of the priority list for destination development and promotion, yet they are the main foundation of tourist confidence. Without guaranteed safety, tourists will not feel comfortable, and without comfort, the value of the tourism experience is diminished. Therefore, this research has not only academic relevance but also practical implications for policymakers, industry players, and communities involved in the tourism transportation system.

With a comprehensive understanding of the actual conditions and factors affecting the safety and comfort of tourist transportation, the results of this study are expected to contribute significantly to improving safety standards in this sector. By implementing strategies such as driver training, the use of assistive technology, the development of stricter standard operating procedures (SOPs), cross-agency collaboration, and safety education for tourists, the tourist transportation business is expected to evolve towards a more professional, safe, and high-quality travel experience. Ultimately, safety and comfort are not merely technical aspects, but integral to service value and public trust. When tourists feel safe and comfortable, the tourism industry as a whole will grow healthier and more sustainable. Therefore, this research is a crucial step in understanding, assessing, and strengthening safety and comfort systems in the tourism transportation industry in Indonesia.

Safety and security in tourism transportation are crucial factors contributing to the overall travel experience. Ensuring the safety of passengers and their belongings, as well as the security of transportation infrastructure, is crucial to the smooth operation of tourism services. This includes measures such as regular vehicle maintenance, driver background checks, and the implementation of safety protocols to prevent accidents and incidents. By prioritizing safety and security in tourism transportation, businesses can build customer trust and enhance their reputation in the industry. Furthermore, providing clear and easily accessible information about safety procedures and emergency protocols can help reassure travelers and ensure they feel confident during their travels. If unforeseen circumstances arise, having well-trained and responsive staff can make a huge difference in handling the situation efficiently and effectively. Ultimately, by making safety a top priority in all aspects of travel transportation, businesses can create positive and memorable experiences for their customers, encouraging repeat business and positive word-of-mouth recommendations.

By consistently prioritizing safety and emergency preparedness, travel transportation businesses can build customer trust and a reputation for reliability and professionalism. This not only benefits businesses in terms of customer loyalty and satisfaction but also contributes to the industry's overall reputation. It is crucial for businesses to continually review and update their safety protocols to ensure compliance with industry standards and best practices, ultimately providing a safe and enjoyable experience for all travelers. Additionally, investing in regular staff training on safety and emergency response procedures can further enhance a tour transportation business's reputation. By demonstrating a commitment to customer well-being, businesses can attract more clients and stand out in a competitive market. Furthermore, by demonstrating their commitment to safety to the public, businesses can help improve the overall perception of the tour transportation industry, making it a more attractive option for travelers seeking peace of mind during their travels.

Overall, prioritizing safety not only protects customers' interests but also ensures long-term business sustainability and growth. It is crucial for tourism transportation businesses to continuously evaluate and improve their safety measures to stay ahead of competitors and maintain a positive

reputation. By investing in safety training and promoting a culture of safety within the organization, businesses can build trust with their customers and position themselves as a reliable and trusted partner in the travel industry. Ultimately, a strong focus on safety can increase customer satisfaction, loyalty, and ultimately, business success.

With continuously updated and enhanced safety systems, tour and travel businesses can reassure customers that their top priority is their safety and comfort during their travels. A well-maintained reputation also allows businesses to attract new customers and retain existing ones. Therefore, investing in safety not only positively impacts business operations but also long-term customer relationships and overall business success. In this way, the tourism transportation business can continue to grow and expand its market reach. Furthermore, by focusing on safety and comfort, businesses can also build strong relationships with partners and other stakeholders. This will strengthen the business foundation and create a positive environment for long-term growth and success. By consistently prioritizing safety, tourism transportation businesses can become the primary choice for customers who prioritize safety and comfort in their travels.

Tour transportation is crucial for maintaining a business's reputation and enhancing customer trust. One strategy that can be proposed is to involve drivers and employees in regular safety training and ensure all vehicles are in good condition and well-maintained. Furthermore, conducting regular safety audits and identifying areas for improvement can also help improve overall safety standards. By implementing these strategies, tour transportation businesses can ensure a smooth and safe journey for every customer, creating a positive experience that will keep them returning in the future. This will enhance your business's reputation and attract more potential customers. Furthermore, maintaining good relationships with regulatory authorities and transportation associations is crucial to ensuring safety standards are implemented in accordance with applicable regulations. With a strong commitment to safety, tourism transportation businesses will be able to survive the intense competition and continue to thrive in the market. By maintaining quality service and customer safety, tour and travel businesses can build strong trust with their customers. This is crucial for increasing customer loyalty and earning positive recommendations from customers. This will help businesses grow and become the preferred choice for customers seeking a pleasant and safe travel experience.

With strong customer trust, the tourism transportation business can also attract investment and profitable business partnerships. By consistently prioritizing customer safety and comfort, the tourism transportation business can become a reliable choice for both domestic and international travel. Thus, the tourism transportation business will continue to grow and expand its market reach, positively impacting the growth of the tourism industry as a whole. The tourism transportation business can continue to grow and expand its market reach. This will also positively impact the growth of the tourism industry as a whole, as more people are attracted to safe and comfortable transportation services. Thus, the tourism transportation business will become a reliable choice for customers seeking a pleasant and hassle-free travel experience. Furthermore, tour and travel businesses to tailor their services to the specific needs of customers, including families, groups, and individuals with disabilities. These adjustments can include choosing more convenient routes, adding amenities to vehicles, and flexible departure schedules. This strategy not only increases customer satisfaction but also demonstrates the company's commitment to personalized, high-quality service. Overall, a focus on safety, comfort, and adaptive service will strengthen the position of tour and travel businesses as professional and trusted service providers, while also driving sustainable growth in the tourism industry.

2. RESEARCH METHODOLOGY

This research on safety and security in the tourism transportation business was conducted using a qualitative descriptive approach. This method was chosen because the issues studied relate to real-life experiences, subjective perspectives, and everyday practices that cannot be represented solely through statistics. The qualitative approach allowed researchers to delve deeper into fleet conditions,

driver behavior, company management systems, and how travelers perceive safety and comfort during their travels.

The research process began with direct field involvement. The tourist transportation fleet was observed in detail, from the physical condition of the vehicles, maintenance records, age, and the completeness of safety features that should be included. These observations were not only technical but also included driver behavior on the road, how they navigated heavy traffic, and how they interacted with tourists. There is a technical safety dimension, as evidenced by the condition of the fleet, and a psychological safety dimension, as evidenced by tourists' feelings while inside the vehicles. In addition to observations, interviews were conducted to gain further perspective. Transportation company management was a key source of information, as they determine internal regulations, oversight systems, and key decisions that impact safety. Drivers were also interviewed to learn about their experiences, the challenges they faced, and their perceived involvement in safety efforts. Tourists were also interviewed, as their safety and comfort are ultimately the primary goal of providing tourist transportation. They shared stories of worries at night, anxiety when driving on steep roads, and their appreciation for friendly and careful drivers.

Documents were also important sources for this research. Company reports on vehicle maintenance schedules, driver training lists, and accident or incident data provided a factual picture that could be compared with interview and observation results. Government regulations were also reviewed, particularly those relating to operational safety standards for tourist transportation. This allowed researchers to determine whether company policies were in compliance with official regulations or whether there were any gaps that could potentially cause problems later. The collected data is not left unattended but is analyzed through several stages. Similar information is grouped, conflicting statements are compared, and observational notes are juxtaposed with documented data to ensure consistency. This process provides an overview of what is working well and what still needs improvement. For clarity, a SWOT analysis is used as a framework. This allows for a clear mapping of existing strengths, unresolved weaknesses, available improvement opportunities, and threats that could disrupt the business.

The results of this analysis are then used to formulate strategies. These strategies do not emerge spontaneously, but are based on concrete field findings. For example, if many fleets are found to lack routine maintenance, a proposed strategy is to strengthen the routine maintenance system with close supervision. If driver skills vary, regular training is the solution. If tourists are concerned about traveling at night, strategies such as improving security systems with GPS, CCTV, and collaborating with the police can be proposed. This research method not only produces descriptions but also connects data to real-world actions. Triangulation is used to ensure validity by comparing data from multiple sources. If management claims routine maintenance, this claim is verified through documented records and direct observation of the fleet's condition. If drivers claim to be consistently careful, observing their behavior on the road provides additional evidence. This ensures that research findings are not based on a single source but are reinforced by multiple sources.

Research ethics were also upheld. Before conducting observations and interviews, researchers sought permission from the company. Tourists participating in the interviews were explained the purpose of the research and their right to confidentiality. This is important because research on safety and security can touch on sensitive issues that not everyone feels comfortable discussing openly.

Thus, the research conducted is not rigid and bound by a standard format. It evolves according to field dynamics, is open to new findings, and adheres to the principles of honesty and data validity. This comprehensive method aims to describe the actual conditions of tourism transportation, identify gaps, and develop strategies that can make tourists feel safer and more comfortable. This method is not simply a procedure, but rather a scientific journey that seeks to bridge the gap between academic and practical needs in the tourism world.

3. FINDINGS AND DISCUSSION

3.1 Current Condition of Safety and Security of Tourist Transportation

Field research shows that implementing safety and security in tourism transportation has become a priority for most companies, but there is still a gap between written policies and actual practice. Many companies understand that safety is a critical component of tourism services, but implementation is inconsistent.

Fleet condition, a key technical aspect in ensuring safety, shows significant variation. Some vehicles are in good condition, regularly maintained, and equipped with safety features such as seat belts, fire extinguishers, and glass-breaking hammers. However, other vehicles were found to only undergo inspections when technical problems arose. This irregular maintenance cycle indicates a weak internal oversight system by the company regarding vehicle roadworthiness. This neglect increases the risk of accidents in the field and undermines traveler confidence in transportation services.

In addition to the fleet's physical condition, driver behavior and professionalism are also crucial factors in determining safety. Some drivers demonstrate caution, maintain speed limits, and interact politely with tourists. However, others exhibit rash behavior, violate minor rules such as stopping suddenly, or use cell phones while driving. This disparity indicates that driver training and supervision are not comprehensive and ongoing. Drivers, in fact, are the direct representatives of the company in the eyes of tourists.

Observations also revealed that most fleets are not fully equipped with safety-supporting technologies such as GPS, CCTV, or emergency communication systems. Yet, the use of such technology has been proven to reduce potential risks and expedite response times in the event of an incident. Some companies argue that installing such technology requires additional costs, while profit margins from tourism services are still limited. However, this approach suggests that safety is still viewed as a cost burden, not a long-term investment.

The gap between standards and reality is also evident in company documents. Some companies have comprehensive and modern safety Standard Operating Procedures (SOPs), but in practice, these are often merely formalities. Vehicle maintenance documentation appears neat on paper, but not all records reflect actual conditions on the ground. In interviews with drivers, several stated that service schedules are sometimes neglected due to management's time pressure to continuously serve customers, particularly during the holiday season.

From a tourist perspective, perceptions of safety vary. Local travelers tend to be more tolerant of vehicle conditions as long as the trip is smooth. However, international travelers express greater concern about safety, especially when traveling at night or through remote areas. Many express anxiety when driving on dark roads without adequate lighting. They expect greater safety features, such as GPS, experienced drivers, and vehicles in good condition. This situation demonstrates that the safety dimension of tourist transportation is not only technical, but also psychological. A traveler's sense of security depends not only on vehicle performance but also on the driver's attitude, the travel environment, and the clarity of the emergency response system. When any of these elements are weak, the sense of safety can be significantly reduced.

A SWOT analysis reveals that the primary strengths of tourism transportation companies lie in their awareness of the importance of a positive image and customer comfort. However, major weaknesses include fleet maintenance, varying driver skills, and weak internal oversight systems. While opportunities are abundant with the advent of digital technology, threats stem from the risk of accidents, crime on tourist routes, and price competition, which has driven some businesses to reduce maintenance costs. These findings underscore the need for a paradigm shift in the tourism transportation industry—from simply complying with regulations to establishing a culture of safety. Safety is not simply maintained through rules; it must be embedded in the behavior of every individual involved.

3.2 Strategies And Efforts To Improve Safety And Security Implementation

Based on field findings, several strategies have emerged to strengthen the implementation of safety and security in tourism transportation. These strategies focus on three main dimensions: improving human resource competency, optimizing technology, and strengthening management systems.

3.2.1 *Strengthening Driver and Employee Capacity*

Driver training is a fundamental element that must be conducted routinely, not simply as a formality. Training should cover not only driving skills but also service etiquette, communication with tourists, and emergency procedures. This training program should be developed collaboratively between companies, tourism training institutions, and government agencies. Additionally, providing incentives for high-performing drivers can increase motivation to comply with safety procedures. When drivers feel appreciated for their careful and professional behavior, they are more motivated to uphold the company's reputation.

3.2.2 *Implementation of Modern Safety Technology*

Technology plays a vital role in strengthening safety systems. GPS can help management monitor vehicle routes and speeds in real time, while CCTV provides an additional layer of security against theft or violence en route. Two-way communication systems are also crucial so drivers can immediately report any emergencies. Some companies have begun adopting this technology, but it's still limited to premium fleets. Going forward, the use of safety technology should be standard across all fleets, not optional features. The government can play a role by providing tax incentives or subsidies to companies that implement digital safety systems.

3.2.3 *Periodic Audit and Evaluation*

Internal safety audits should be conducted regularly with the involvement of an independent third party. This process helps assess whether SOPs are being implemented in the field. Periodic evaluations can also identify weaknesses before they become serious problems. Audit results should be made publicly available to employees to foster transparency and collective accountability. Transparency is key to building a safety culture that is based not on fear but on shared awareness.

3.2.4 *Collaboration with the Government and Security Forces*

Cooperation with the police and tourism agencies is crucial, particularly in securing vulnerable tourist routes and monitoring vehicles at strategic points. This kind of collaboration is not only a form of oversight, but also a synergy in ensuring tourist safety. In addition, the government can help by establishing minimum safety standards for tourist transportation, complete with sanctions mechanisms for violators. Regulatory and educational approaches need to go hand in hand.

3.2.5 *Educate Tourists about Safety*

Safety is not solely the responsibility of the company, but also of the tourists who use the services. Therefore, educational campaigns such as distributing safety brochures, short instructional videos on the bus, or pre-trip briefings are necessary. By involving tourists in a culture of safety, they are not just passive passengers, but also help maintain the safety of themselves and others.

Formation of Safety Culture (Safety Culture)

A safety culture is the ultimate goal of all the strategies above. When every individual—management, drivers, and travelers—shares the same understanding that safety is a priority, the risk of accidents can be significantly reduced. This culture can be built through exemplary management, open communication about risks, and recognition for employees who contribute to safety improvements. This way, safety is no longer viewed as an administrative obligation but as a corporate identity. Overall, this strategy emphasizes that safety and security in tourism transportation is a shared responsibility. With strong commitment, appropriate use of technology, and the participation of all parties, tourism transportation can be a service that is not only efficient but also provides a sense of peace of mind and confidence for every traveler.

Tabel 1. Implementation Of Safety And Security In Business Tourism Transportation

Source person	Position/Role	Key Statements
Transportation Company Operations Manager	Fleet and HR management	We have a vehicle maintenance schedule, but it's sometimes delayed due to high tourism demand. We strive to maintain quality, but a stricter oversight system is needed.
Tour Bus Driver A	Senior driver	When I drive, I always prioritize passenger safety. But not all drivers have the same experience; some lack discipline.
Tour Bus Driver B	New driver	We've participated in training, but rarely repeat it. Sometimes the rules are only written down, but in the field we have to adapt to the time and road conditions.
Local Tourists (Makassar)	Passenger	The ride was comfortable, but sometimes the driver was too fast on downhill roads. It felt a bit unsettling, especially at night.
Foreign Tourists (Malaysia)	Passenger	The vehicle looks in good condition, but I didn't see any CCTV or emergency communications. I wish there was a more modern security system.
Tourism Office Officer	Regulator	We continue to encourage companies to comply with safety standards, but oversight remains limited. Collaboration between the government and businesses is essential.
Fleet Technician	Maintenance section	Vehicle servicing is performed regularly, but spare parts are sometimes difficult to obtain. We strive to keep our vehicles roadworthy.

Based on Table 1, the implementation of safety and security in business tourism transportation shows that safety measures are generally formally established but not fully optimized in practice. This condition reflects a gap between policy and implementation at the operational level. The table indicates that vehicle maintenance programs and safety regulations already exist, in line with the K3 principles described by Irawan et al. (2025). However, high tourism demand often causes delays in maintenance, which weakens the effectiveness of the safety management system, as also noted by Princess (2025). This suggests that supervision and control mechanisms still need strengthening.

From the human resource perspective, Table 1 highlights differences in driver discipline and experience. Although training has been provided, it is not conducted regularly. This supports the findings of Ryansyah (2024) and Umar et al. (2021), who emphasize that continuous training and safety culture development are crucial for improving employee performance and safety behavior. The lack of repeated training contributes to inconsistent driving practices, which are perceived by passengers as potential safety risks. Passenger perceptions presented in Table 1 are consistent with Novianus et al. (2023), who argue that safety perceptions are influenced by both driver behavior and visible safety systems. While vehicles are considered roadworthy, the absence of modern security features such as CCTV and emergency communication systems reduces passengers' sense of security. Furthermore, the need for stronger commitment and compliance in safety implementation, as implied in the table, aligns with Nisa et al. (2025) and Rambe (2020), who found that effective K3 implementation enhances employee commitment and reduces transportation accidents.

4 CONCLUSION

Safety and security in the tourism transportation industry remain challenges that require more serious attention. While companies' efforts to ensure safety are evident, they are not entirely consistent. Fleets that are not always maintained on time, driver skills that vary, and weak monitoring systems leave travelers feeling unprotected, especially on long-distance or nighttime trips. The study results show that safety and security are crucial aspects that determine the quality of the tourist experience. Strategies that can be implemented include ongoing driver training, the implementation of supporting technologies such as GPS and CCTV, the development of stricter operational standards, and closer collaboration with relevant agencies such as the police and tourism offices. Furthermore, safety education for tourists is crucial to ensure they feel part of the security effort. The main conclusion of this study is that safety and security should not be viewed as mere administrative obligations, but rather as long-term investments. With strong corporate commitment, government regulatory support, and traveler awareness, tourism transportation can evolve into a service that not only transports people from one destination to another but also provides comfort, protection, and a more meaningful experience.

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