

ANALYSIS SERVICE QUALITY IN THE SUCCESS OF THE BANDUNG CITY DPMPTSP AS THE BEST PERFORMANCE DPMPTSP IN WEST JAVA

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Abstract

Citizens have the right to receive quality public services from the state (bureaucracy). DPMPTSP Bandung City itself succeeded in winning first place in the Best Performance Assessment of Capital Investment and One-Stop Integrated Services for Regencies and Cities in West Java in 2023. Based on this phenomenon, researchers were moved to conduct related research Services Quality at the Bandung City DPMPTSP with the aim of analyzing and finding out what strategies or methods are used by the Bandung City DPMPTSP so that it succeeds in becoming first place in the best performance assessment in West Java Province in 2023. The type of research used in This research is a type of descriptive research with a qualitative approach. Meanwhile, the analytical tool used is that the Bandung City DPMPTSP has provided very good service quality so far to the community, this can be proven by the achievement of all the indicators put forward by the service quality theory of Zeithaml, Parasuraman & Berry. Based on the results of the researcher's analysis, it can be seen that the Bandung City DPMPTSP has succeeded in providing good quality service to the community so far, this can be proven by achieving all service quality indicators proposed by Parasuraman, Zeithaml and Berry.

Keywords: Community, DPMPTSP, Service Quality

A. INTRODUCTION

The results of public services automatically form a picture of bureaucratic competence, because state policies relating to public services are always associated with bureaucracy. In this context, the quality of service provided by bureaucratic staff has a direct impact on the assessment of overall bureaucratic performance (Dian, 2023). Government officials or state bureaucracy have an important role and position in carrying out the development and governance of a country. Albrow, (1989) in (Rinaldi, 2012). Says that "a large part of success in economic and social development anywhere is related to the quality and efficiency of the civil service." Therefore, the productivity, effectiveness and efficiency of government organizations really depend on the state apparatus, because they are the ones who act as the main implementers in government administration and development.

The government has a very vital role when it comes to giving service public service of good quality for the entire community, in accordance with the contents of the Law, namely Law Number 25 of 2009 in article 1 concerning Public Services, containing the definition of public services, namely: "Public services are a series of activities aimed at completing service

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needs relating to legal regulations aimed at all citizens and society in the form of goods and services, as well as service administration available on public services."

There are many considerations that make public services important and are the main preference and core entry point in creating good government management in Indonesia. First, this public service becomes a forum for the state, through its government, to interact with non-governmental institutions. Thus, significant changes in the public service domain will provide direct benefits to citizens and surrounding communities. Second, diverse aspects of good governance can be more easily explained in the context of public services. Third, public services involve the interests of various parties governance Dwiyanto, (2008) in (Irawan, 2018).

Indonesian citizens have the authority to receive quality public services from the authorities, namely the state or bureaucracy. They have the freedom to ensure that their rights are protected, their voices are heard, and their values and preferences are respected. Therefore, citizens have the right to assess, protest and determine the political accountability of anyone who is responsible for providing public services. This conception is expressed as The New Public Service (NPS) which was developed by Janet V. Denhardt and Robert B. Denhardt in 2003. (Kurniawan, 2016)

The Department of Investment and One-Stop Integrated Services (DPMPTSP) itself is part of the regional government in Bandung City which has implemented the principle of one-stop integrated services. DPMPTSP as an institution specifically has the responsibility to provide licensing services that directly relate to regional residents. DPMPTSP is considered an innovative and new step in regional government management. This step is expected to provide quality services that match the expectations and hopes of Bandung area residents.

DPMPTSP Bandung City itself succeeded in winning first place in the Best Performance Assessment of Capital Investment and One-Stop Integrated Services for Regencies and Cities in West Java in 2023 (Portaljabar, 2023). This states the suitability and commitment of the Bandung City DPMPTSP when advancing the quality of service to the people of Bandung in the licensing sector. The performance assessment process itself starts from submitting data, verification/examination, presentation, then interviews which start in June until the advanced stage, namely the big 6th stage, then the final presentation/presentation is carried out in August 2023 which will be held at BIJB Kertajati. (Media, 2023)

Based on this phenomenon, researchers were moved to carry out related research Services Quality (Service Quality) at the Bandung City DPMPTSP with the aim of analyzing and knowing what strategies or methods are used by the Bandung City DPMPTSP so that it succeeded in becoming first winner in Assessment of the Best Performance of Capital Investment and One-Stop Integrated Services in Districts and Cities in West Java in 2023. The analytical tool that researchers used in this research was theory from Parasuraman, Zeithaml and Berry in (Mariska & Shihab, 2016), where there are five dimensions service quality. Fifth dimension service quality namely, Tangible, Empathy, Reliability, Responsiveness, and Assurance.

B. LITERATURE REVIEW

Service quality

Service Quality Concept

Zauhar, (2005) in (Septiana, 2020) provides an explanation regarding service quality referring to conformity with specifications, where this quality is considered the level of quality that will be achieved. Controls are often implemented to achieve this level of quality with the aim of fulfilling the desires and needs of service users. Service is a response to managerial desires that are fulfilled only when service users receive products according to their preferences. Meanwhile Dzikra, (2020) in (Septiana, 2020) also explains that service quality is a strategic system that involves all units or parts of the organization, from leadership level to employees, with the aim of meeting consumer expectations. then (Putri, 2020) in (Septiana, 2020). It is emphasized that service quality refers to service for customers in accordance with established service standard guidelines.

Meanwhile, Tjiptono Hardiansyah, (2011) in (Engkus, 2019) provides an understanding regarding the quality of public services related to: 1) Compliance with requirements; 2) Suitability for use; 3) Continuous improvement; 4) No damage or defects; 5) Meet customer needs from start to finish; 6) Proper implementation; 7) Able to provide satisfaction to customers.

The idea of service quality can be understood through the actions taken by society in the process of searching for, purchasing, using, and assessing products or services that are expected to meet society's own needs. According to Ibrahim Hardiansyah, (2011) in (Engkus, 2019), the quality of public services is an ever-changing condition related to products, services, personnel, procedures and the environment, where quality assessments are determined when public services are provided.

Service Quality Indicators

The quality of public services is the most important indicator in assessing the performance of the government and public service providers in achieving the desires and expectations of citizens. Public service quality is defined from various points of view, such as adjustment to specifications, dynamic conditions, competitive ability, level of gaps, overall assessment, and others. Various experts have put forward the definition of public service quality from different perspectives, but in general it is concluded that public service quality is the level of public satisfaction with the services provided by service providers.

Several theories used to measure service quality include those put forward by Sinambela, (2011) in (Septiana, 2020). According to this view, quality service must consider several aspects, including; 1) Openness, which refers to services that are transparent, accessible to everyone who needs them, completely available and easy to understand; 2) Accountability, which means that services are accounted for according to statutory provisions; 3) Conditional, meaning that the service is in accordance with the capabilities of the service provider and recipient, while maintaining effectiveness and efficiency; 4) Participatory, which emphasizes services that bring citizen participation by paying attention to the wishes and needs of the community; 5) Equality of authority, which leads to services that do not discriminate based on ethnicity, race, class or social status; 6) Balance of authority, which can reflect services that take into account fair aspects of both the provider and recipient of the service.

Meanwhile, the indicators we use in measuring service quality at DPMPTSP Bandung City are based on Zeithaml's service quality theory, Parasuraman & Berry (Hardiyansyah, 2011) in (Along, 2020), service quality can be assessed using five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy. The explanation is (1) tangible, includes elements such as physical infrastructure, equipment, personnel, and communication channels; (2) reliability, This refers to the capacity to guarantee timely service according to commitments and customer satisfaction; (3) responsiveness, Ability of team members to support customers and provide responsive service; (4) assurance, includes ability, decency, freedom from danger, risk or doubt; (5) empathy, including the ability to establish good communication and understand customer needs. (Sani, 2022).

More clearly Sani, (2022) explains the indicators of the five dimensions above as follows: 1) Tangible includes indicators: a. Appearance of agents/service personnel in serving customers b. Comfort of the environment around the service provider c. Dealer/apparatus discipline in providing services d. Easy access to processes and services e. Using supporting devices when serving; 2) Reliability, including indicators: a. attentive officers serving customers b. have realistic service standards c. skills of officers/apparatus in using tools in the service process d. officers' expertise in using tools when performing services; 3) Responsiveness, including indicators: a. Responding to all customers/candidates who will receive services b. Services are carried out quickly and accurately by officers/apparatus c. Officers/apparatus carry out their services carefully d. All customer complaints are resolved by officers; 4) Assurance, including indicators: a. The officers provide a guarantee of timely service. b. Officers ensure the legality of services c. The officer provides a strong guarantee for service costs; 5) Empathy, includes indicators: a. Prioritize the interests of the applicant/client b. Service staff have a friendly attitude c. Officers serve with a polite attitude d. Officers serve in a non-discriminatory manner. e. Officers serve and respect every customer.

DPMPTSP (Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu)

DPMPTSP is an abbreviation for the One Stop Integrated Services and Investment Service, which is a regional organization responsible for providing licensing and non-licensing services to the community, especially in the fields of investment, development, economics, social culture and employment. DPMPTSP also functions to develop investment potential, manage data and information, and handle public complaints regarding the services provided. DPMPTSP has a vision and mission in accordance with its objectives, namely regional development, namely to create quality, fast, easy, cheap and real public services, then to improve the investment environment which is profitable and competitive.

Reporting from website (dpmpstsp.bandung, 2023) It was explained that the Department of Investment and One Stop Integrated Services (DPMPTSP) in the City of Bandung has a strategic role in managing integrated licensing services in the City of Bandung, which was formed by the Bandung City Regional Regulation Number 08 of 2016 concerning the Establishment and Bandung City Government Organizational Structure. In accordance with this Regional Regulation, the main role of DPMPTSP is to manage government matters in the field of investment and one-stop integrated services.

To carry out its main role, DPMPTSP has the following functions:

- a. Develop policies within the framework of integrated services and one-stop investment
- b. Implementing policies in the field of investment and one-stop integrated services
- c. Carrying out assessments and reporting in the context of capital investment and one-stop integrated services
- d. Management of Department administration in the context of capital investment and one-stop integrated services
- e. Carry out other functions that may be determined by the Mayor and are related to his duties and functions.

The One Stop Integrated Services and Investment Service (DPMPTSP) is the agency responsible for implementing integrated licensing services in the city of Bandung. The mission of the Bandung City DPMPTSP is to provide fast, accurate, low cost, regulatory and transparent licensing services to the citizens of Bandung City. DPMPTSP Bandung City has the following objectives:

- a. Increasing community satisfaction through one-stop integrated licensing services.
- b. Increasing a favorable environment for business and investment.

The targets of the Bandung City DPMPTSP are as follows:

- a. Quality improvement service one-stop integrated licensing.
- b. Increased investment realization.

As of May 28 2015, DPMPTSP has launched an electronic application or Online Services System called HAYU Bandung. The license application is website based, the service is completely online and completely paperless services. On February 25 2016, the Bandung City Government through the One Stop Integrated Services and Investment Service (DPMPTSP) proudly introduced a smartphone licensing service called "GAMPIL" (Gadget Mobile Application for License), which is a licensing management system that can be easily accessed anywhere . and an online licensing system at all times. "GAMPIL" is also a smartphone-based application for licensing services, especially licensing for SMEs, in a simple way and with minimal requirements. Currently it is very easy to download the application on the Play Store with the search keyword "GAMPIL".

C. RESEARCH METHODS

The type of research used in this research is descriptive research with a qualitative approach (Septiandini, 2020). Then, the aim of this research is to describe the situation service at DPMPTSP Bandung city, what behavior, thoughts, facts were revealed, and processes that took place at the research location. Researchers will discuss in detail everything related to data in the field using this research method. The location of this research was carried out at DPMPTSP Bandung City.

Research data sources consist of primary and secondary data obtained from interviews and literature studies (Siregar et al., 2022). Open interviews to explore and understand behavior, thoughts and feelings related to services at DPMPTSP Bandung City. According to (Sugiyono, 2014), interviews are used as a data collection technique when the researcher is going to conduct a preliminary study to identify problems that need to be addressed, then when the researcher wants to know more about many of the respondents. The interviews themselves were conducted with two informants who work in the service sector at DPMPSTP Bandung.

D. RESULTS AND DISCUSSION

Based on the theory of Parasuraman, Zeithaml and Berry in (Mariska & Shihab, 2016), there are five dimensions service quality. Five dimensions service quality that is, Tangible, Empathy, Reliability, Responsiveness and Assurance. So referring to this theory and based on the data that has been collected, the following are the results of the researcher's analysis:

Dimensions Tangible

Dimensions Tangible relates to the appearance of physical aspects, facilities, equipment, facilities and the environment. According to Pena et al, (2013) in (Mariska & Shihab, 2016), Tangible describes physical installations, equipment, products and materials that can be perceived by the five human senses. Dimensions Tangible creates a consumer impression and has an impact on creating satisfaction. Tangibles are also presented in spatial planning, decoration, artifacts and lighting (lighting) which is unique and interesting to create an effect (impressions) good.

To measure dimensions tangible, researchers consider it from two points of view, namely actors as service providers and society as service objects. Based on the results of interviews and observations made by researchers, dimensions tangible It is said that it has been widely implemented in the Bandung City DPMPTSP. This means that 6 (six) real aspect indicators have been achieved, namely having sufficient service personnel, who look good, are neat and are equipped with special uniforms and identification marks. There is a complete service area equipped with a service counter/desk, service waiting room, lactation room, and disability or priority accommodation.

The results of the interview were that the number of service providers was approximately 100 people, both ASN staff or non-ASN staff. It could be said that the front officers office and back office are assessed as competent and responsible in carrying out their duties. The employees, especially service officers, also responsively respond to the various needs of the people who come to DPMPTSP. The service staff friendly asked about various problems and complaints faced by the people who came there.

Dimensions Reliability

Reliability is the expertise of institutional officers in providing services to candidates (Rahman et al., 2019). From the results of the interview, it can be seen that the implementing apparatus has researched its main duties and functions and then carried out its duties very responsibly. Candidates can be trusted by direct service agents, starting from ease of submitting claims, document verification, to independent referral services for candidates who need additional support. To increase reliability, Bandung City DPMPTSP employees are periodically involved in training (education and training) and technical guidance both organized by related agencies and organized by related ministries. Apart from technical guidance and training, Bandung City DPMPTSP also collaborates with related agencies to develop Human Resources. The technical guidance, training and collaboration that have been carried out so far include socialization and training related to PBG, LKPM cleaning, and service collaboration with the cooperative department.

Apart from that, DPMPTSP also always carries out evaluation and monitoring on a scheduled basis. There are also punishment and reward for officers when carrying out their duties. The employee gets its reward several times a year, you will get the title of best employee and will be submitted to BKPSDM as personnel supervisor for the Bandung City government to be recommended in the assessment of the best employees in Bandung City. Employees who commit violations, for example disciplinary violations, will be summoned and processed to have their work contracts terminated.

Dimensions Responsiveness

The results of interviews with implementing officers show that they continuously strive to improve service quality. When people experience dissatisfaction with the services they receive, there are complaint mechanisms available, both through online and offline platforms. Currently, the majority of people are satisfied with the quality of services provided, the obstacles or challenges they face are usually related to the system, because currently DPMPTSP has used the OSS-RBA system (Online Single Submission Risk Based Approach) or Risk-Based Business Licensing where business permits are given to business actors to start and carry out their business activities which are assessed based on the level of risk of business activities.

For complaints regarding problems themselves, they can be made face to face at the Bandung City DPMPTSP Office, the public can go directly to the information and complaints counter, or can directly contact the Bandung City DPMPTSP Instagram social media, namely @bdg.izin, there is also a reporting service that is integrated with the inspectorate, so when there is a report that has not been followed up, the inspectorate will notify the DPMPTSP that the report must be followed up immediately.

Dimensions Assurance

This aspect is related to the confidence that the applicant or the public feels in the officers, namely the belief that they will get the optimal assistance possible. This belief is formed as a result of the behavior shown by employees in carrying out their duties. Based on the results of the research that has been carried out, researchers see that the Bandung City DPMPTSP has been able to meet the dimensional indicators assurance. The results of the researcher's observations while at DPMPTSP Bandung City could see that officers helped applicants respond quickly. The service process can also be done online or virtually, making it easier for applicants who have limited time when they need permission from the Bandung City DPMPTSP.

In addition, based on the results of interviews, it can be seen that the Bandung City DPMPTSP is currently the only national unit at the district/city level that has received the Corruption Free Zone (WBK) and Clean Service and Bureaucracy Zone (WBBM) awards from KemanPANRB. Not all agencies can get the Corruption Free Zone (WBK) and Clean Service Sector and Bureaucracy (WBBM) awards if they do not meet the assessment standards from the Ministry of Administrative and Bureaucratic Reform. This award shows that the Bandung City DPMPTSP has guaranteed clean and corruption-free services in serving the community and applicants.

Dimensions Empathy

Empathy is a strategy or approach used by service providers towards customers, requiring customers to be treated politely and fairly, without discrimination, so that all agencies can receive this appreciation. customers feel respected. Assessment of this aspect is carried out by observing the behavior of officers towards the community, namely the extent to which officers can deal with the community with a positive approach to eliminate negative perceptions and views towards licensing services. In providing services in terms of empathy, DPMPTSP is considered to have met this indicator. Applicants who require permits from DPMPTSP are well served by front office officers or back office. DPMPTSP Bandung City Customer Services (CS) is also considered responsive or responsive in handling applicant needs.

E. CONCLUSION

Based on the results of research and interviews conducted by researchers with reference to The theory from Parasuraman, Zeithaml and Berry in (Mariska & Shihab, 2016), there are five dimensions of service quality. The five dimensions of service quality are, Tangible, Empathy, Reliability, Responsiveness, and Assurance. So the researcher can conclude that the Bandung City DPMPTSP has provided good quality service to the community so far, this can be proven by achieving all service quality indicators proposed by Parasuraman, Zeithaml and Berry. However, in further practice, of course there are still shortcomings felt by the public, such as the online service process which is sometimes still hampered by system errors or slow internet. This can of course be an evaluation for the Bandung City DPMPTSP, to improve the online service system so that can increase the speed of service to the community.

Apart from that, the City of Bandung has achieved success First place in the Best Performance Assessment of Capital Investment and One-Stop Integrated Services for Regencies and Cities in West Java in 2023 can be recognized, one of the reasons is that all service quality indicators have been met. proposed by Parasuraman, Zeithaml and Berry. Based on the results of the analysis of these indicators, the researcher provides suggestions for other Regency/City DPMPTSPs in Indonesia to pay attention to the following matters:

Meet all aspects tangible (tangible), all facilities and infrastructure must be considered, including for people with priority or disabilities. Employees must be included in training (education and training) and technical guidance (technical guidance) both organized by the relevant agencies and those organized by the relevant ministries. Also collaborate or collaborate with related agencies to develop Human Resources and provide services to the community. Carry out evaluations or monitoring on a scheduled basis, especially by the leadership in order to understand several things regarding obstacles during performance implementation

Manage social media well and actively, because technological developments and times are increasingly advanced, complaints made by the public today definitely want to be done more quickly and easily. DPMPTSP Bandung City itself has managed its Instagram social media well so that all information is conveyed well to the public, complaints and various questions can also be submitted by the public via this Instagram social media. Ensure that the services provided are free and clean from corruption in order to get a good perspective and assessment

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from the community, so that the community feels fair and respected. Prioritize empathy and friendliness towards the community in providing services, so that the community feels happy because they are served well.

The advice that can be given to future researchers if they want to carry out the same research is to carry out in-depth observations and conduct interviews not only with key informants but also conduct interviews with key informants in order to obtain more complete data and information. Due to limited research time, the researcher only conducted interviews with the main informants, and also conducted interviews with supporting informants to complete the information needed in the research.

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