AKADEMIK E-ISSN 2774-888X
Jurnal Mahasiswa Ekonomi & Bisnis
Vol. 3, No. 1, January 2023

Application of Service Standards in the Management of Certificates of Good Attitude and Driver's License at the West Nusa Tenggara Police Office

Abdul Razak
Universitas Muhammadiyah Mataram, Indonesia
tahzinquran.abdulrazak@gmail.com

Submitted: 03rd Oct 2022 | **Edited**: 10th Dec 2022 | **Issued**: 01st January 2023

Cited on: Razak, A. (2023). Application of Service Standards in the Management of Certificates of Good Attitude and Driving Licenses at the West Nusa Tenggara Police Office. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis, 3*(1), 1-8.

ABSTRACT

The Republic of Indonesia Police are currently improving themselves to gain public sympathy, one of which is by providing satisfactory service. This is a concrete step by the police in creating a humane and friendly police force. In addition, providing excellent service to the community in the form of administrative services with good behavior and driving licenses is one proof of the good performance of the Indonesian police, thereby increasing public confidence in the role of the police in society. Based on this explanation, this research was conducted to see the performance of police services in the city of Mataram, Lombok, West Nusa Tenggara. To achieve this goal, the scientific method is used in the form of descriptive quantitative testing by presenting natural/as-is respondents' responses. The research informants were people who made documents of good behavior and driving licenses at the Mataram city police office during the period January - August 2022. The number of correspondents involved in this study were 400 people, who were taken at simple random. Based on the survey results, information was obtained that the community was satisfied with the services provided by the Mataram city police for the management of good behavior certificates and driving licenses. The community feels that the services provided are in accordance with procedures, on time, and the attitude of the service staff is friendly.

Keywords: Administrative Service Quality, Police Office, Community Satisfaction, Service Procedures, Community Assessment

INTRODUCTION

Polri is a public organization that has a span of control throughout the territory of the Unitary State of the Republic of Indonesia. This makes it easier for the National Police to carry out one of its duties and functions listed in Law Number 2 of 2002 concerning the Indonesian National Police Article 13 (thirteen), namely providing protection, protection and service to the community. One of the police services is making driver's license and behavior letter. Services for driver's license and behavior letter are based on Law No. 2 of 2002 by determining the rate of non-tax state revenue

(PNBP) regulated in Government Regulation Number 50 of 2010 concerning Types and Tariffs for Types of Non-Tax Revenue Applicable to the Indonesian National Police. Polri always refers to service standards that have been regulated in Law Number 25 of 2009 concerning Public Services. This is done by the Police in order to guarantee the quality of service and public satisfaction with the services provided by the Police.

Of the 1,120 (one thousand one hundred twenty) reports received by the Ombudsman in 2020, 55.45% or the equivalent of a total of 699 (six hundred ninety nine) cases were complaints related to public services provided by the National Police. The same thing was conveyed by Dompak (2018) who revealed that the problems that must be immediately addressed by the Police are related to excellent public services, namely increasing human resource capacity, improving the attitude of service officers. This is due to the fact that there are still many complaints regarding the attitude of Polri officers in providing services which are considered to be problematic, such as those who still ask for compensation from the public, especially in the process of obtaining a driver's license and behavior letter. in addition, Sarwani (2019) also stated that driver's license, behavior letter and services which are part of carrying out the main duties of the National Police rarely go through existing procedures.

Problems regarding public services that occur must be a concern for immediate improvement (Mayasari, 2020). The public services provided will be directly proportional to the level of public trust, in the sense that if the public or the applicant is satisfied (Pancarudin, 2019), then the level of trust will also increase and vice versa. According to Tjiptono in Priangkono & Adrian (2017), customer or applicant satisfaction is influenced by many factors including product quality, price, service quality, emotional factors and costs. Referring to the data presented by the Ombudsman and corroborated by research conducted by Ramdan, et al. (2022) concluded that service quality is the most important thing that must be changed in improving Polri's public services.

In 2018, according to the complaints recapitulation report on driver's license and behavior letter services at the mataram police, there were 385 (three hundred and eighty five) reports received regarding complaints from driver's license and behavior letter applicants. Most of the applicants complained about air conditioning, inadequate waiting room conditions and service times that were not in accordance with applicable

standards. Apart from that, the parking area which is still separated from the service room is also a matter of concern to driver's license and behavior letter applicants. the complaint recapitulation report in the following year, namely in 2019, noted an increase in complaints from driver's license and behavior letter applicants to 421 (four hundred and twenty one) reports. The applicants complained about the number of service counters that were still considered insufficient. According to the applicant, the shortage of counters ultimately impacted the buildup of the applicant's queue. In addition, the time needed to provide services to applicants is also getting longer. The applicant also complained about the cramped waiting room and the fact that the applicant had to jostle to get service. Apart from that, the uncomfortable condition of the toilet was also something that the applicants complained about. In the 2020 complaint recapitulation report, there were 328 (three hundred twenty eight) complaints submitted by driver's license and behavior letter applicants. of the total complaints, some applicants still questioned the service time that was not up to standard. The service waiting room which is also a place for queuing is also felt to be uncomfortable by driver's license and behavior letter applicants. These various phenomena have attracted the interest of the author to examine the relationship between service quality and satisfaction of driver's license and behavior letter applicants at the Mataram Police.

THEORETICAL BASIS

Service Management

Services in the sense of human interaction or the involvement of many parties can no longer be carried out driver's licenseply, there needs to be standards and provisions that regulate, in order to guarantee good service to all parties without discrimination (differences in treatment) (Driver's licensearmata et al., 2020) . Experts explain that service is a response or response to user/consumer/customer requests in good and correct ways (Walangitan, et al., 2020). So in practice it demands standard procedures, namely ways and processes that are correct and good, in which all parties benefit/satisfaction (Hidayati, 2014).

In relation to document processing services at the police, service management is one of the mechanisms that controls service providers to provide correct and good

responses to people who want to take care of paperwork at the police, for example the management of driving licenses and letters of good conduct (Ritonga, 2021) .

Community Satisfaction

The police are public institutions whose one of their duties is to serve the interests of the community, in this case serving the management of documents issued at the police office. Therefore, in providing services to the community, the police, who are in charge of providing these document processing services, need to have provisions and orientations that give satisfaction (Mendrofa, 2019). This is seen as important, because as a public servant, it is necessary to have recognition from the public about their performance, thereby creating a good image of the police in the eyes of the public (Saputro & Yulihasri, 2022).

Satisfaction in the context of service means measurable efforts made by service officers accompanied by good attitudes and behavior (Amhas, 2018). That is, a servant must carry out tasks according to standard procedures with a pleasant personality (Finarsih & Arifin, 2022). Thus, built services that meet the expectations of customers / users.

Police

Police is a state institution whose main task is to ensure the safety and comfort of the community. Therefore, the police also have the responsibility to provide services in managing documents needed by the public for various purposes, such as driving needs, applying for jobs, social needs, and so on. Police in the digital age are required to be more friendly and ethical, and adaptive to various problems and community needs (Sari, et al., 2020).

METHOD

This research was conducted at the Mataram Police driver's license and behavior letter service unit. the sample used was 400 driver's license and behavior letter applicants from January to August 2022. Primary data was obtained from respondents who applied for driver's license and behavior letter using a service quality questionnaire which included service timeliness, service accuracy, politeness and friendliness, ease of getting service, comfort in obtaining services, and other supporting attributes as well as

an applicant satisfaction questionnaire which includes performance, rates, and expectations. Secondary data was obtained from literature studies, other literature and from research reports that have the same problems as this research.

This study uses a quantitative approach, Quasi-Experimental type with a one only control group design. The Quasi-Experiment carried out in this study only controlled several aspects, namely: 1) The research was only carried out in the working area of the Mataram Police, 2) The study was carried out only in the driver's license and behavior letter manufacturing services. To test and analyze the data, a linear regression test was used

RESULT

Validity Test

The results of the validity test of R count is greater than R table, so that all question items for analysis of service quality and satisfaction of driver's license and behavior letter applicants in the Mataram Police on these parameters are declared valid.

Reliability Test

From the results of the Cronbach Alpha Test, an Alpha value of 0.900 was greater than the reliability standard of 0.60. It can be concluded that all question items at the level of service quality and satisfaction of driver's license and behavior letter applicants in the Mataram Police on the research instrument have a very high level of reliability (trust).

Descriptive Analysis

1. Timely service. The results of the calculation show that driver's license and behavior letter applicants at the Mataram Police feel that the officer providing the service has arrived on time as scheduled. This is evidenced by the percentage in the very satisfied category of 50%.
2. Service Accuracy. The results of the calculation show that the respondents' answers related to service products that are appropriate and there are no errors in printing are in the very satisfied category by 45% and the satisfied category by 51%.
3. Politeness and Friendliness. The results of the calculation show that the applicant is satisfied with the attitude of the service provider who is always polite and friendly

by prioritizing smiles, greetings and greetings in providing services. This is indicated by the answers of respondents in the very satisfied category of 49%.

4. Easy service. The calculation results show that driver's license and behavior letter applicants at the Mataram Police are satisfied because they are not made difficult by officers in obtaining the services they want. This can be seen from the answers of respondents in the very satisfied category of 51%.
5. Comfort. The results of calculations regarding location problems, driver's license and behavior letter applicants at the mataram police are satisfied because the driver's license and behavior letter service locations are easy for them to access. This is reflected in the answers of respondents who are in the very satisfied category of 52%.
6. Performance. Respondents gave answers in the category of satisfaction with the services provided because they were in accordance with the service standards listed
7. Other things needed in the service. The applicant showed a satisfied response to the cleanliness of the service room and the availability of trash boxes in the room. This can be seen from the answers of respondents in the Satisfied category of 55%.
8. Cost clarity. Respondents considered that the detailed explanation regarding driver's license and behavior letter product rates listed in the service room satisfied them.

Discussion

Based on the data processing that has been done, the test results for the coefficient of determination (R Square) show a figure of 0.687 (68.7%). This value can be interpreted that the contribution of driver's license and behavior letter service quality to the driver's license and behavior letter Applicant Satisfaction Level at the Mataram Police is 68.7% while the remaining 31.3% is generated by other factors that affect the satisfaction level of driver's license and behavior letter Applicants at the Mataram Police which not discussed in this study. Meanwhile, the value of the correlation coefficient (R) between the quality of service and the satisfaction level of driver's license and behavior letter applicants at the Mataram Police is 0.832 (83.2%). From the coefficient value it can be concluded that there is a significant relationship between the independent variable and the dependent variable as indicated by the R value which is close to number 1. This suggests that the perceived quality of service has a strong

influence on the satisfaction of driver's license and behavior letter applicants at the Mataram Police .

In line with research conducted by Pratama (2018) in his research entitled "Analysis of Service Quality on Customer Satisfaction of Bank Rakyat Indonesia Ponorogo Branch", indicating that there is an influence between service quality on customer satisfaction of Bank Rakyat Indonesia. Consumers often make judgments about service satisfaction directly from employees or service officers as people who serve or are also known as service producers, because of that efforts are needed to improve the quality of the service system provided in order to fulfill desires and increase consumer satisfaction. Quality provides an impetus to consumers to establish strong relationships with companies or agencies. Quality service is service that can provide satisfaction to customers and remains within the limits of meeting service standards that can be accounted for and must be carried out continuously. The indicators in the service quality variable can increase customer satisfaction or driver's license and behavior letter applicants at the Mataram Police.

CONCLUSION

Based on the data presented from the research results, the authors conclude that the public's perception of the quality of driver's license and behavior letter services at the Mataram police is very satisfied. Service officers have been on time in providing services to applicants and the level of service accuracy is classified as very good. Besides that, the applicant also feels that the attitude of the service staff is friendly and polite and always provides assistance to the applicant regarding various matters that are not yet understood. as well as disabled-friendly bathrooms.

REFERENCESS

Amhas, M. (2018). Pengaruh kualitas sumber daya manusia, kualitas pelayanan dan kinerja pegawai terhadap kepuasan pelanggan pada kantor sistem administrasi manunggal satu atap (samsat) Makassar 01 Selatan. *Jurnal Mirai Management*, *3*(1), 136-149.

Dompak, T. (2018). Pengaruh Inovasi dan Kualitas Pelayanan Terhadap Kepuasan Masyarakat Pengguna Layanan Samsat Drive Thru: Indonesia. *Dialektika Publik*, *3*(1), 9-15.

Finarsih, F., & Arifin, J. (2022). Survey Kepuasan Masyarakat Pada Pelayananperpanjangan Driver's license C Selama Pandemi Covid-19 Dikantor Satuan Lalu Lintas Polres Barito Timur. *JAPB*, *5*(1), 426-438.

Hidayati, T. (2014). Kualitas Pelayanan Publik terhadap Kepuasan Serta Kepercayaan Masyarakat pada Kepolisian Sektor (Polsek) Bengalon. *Journal of Innovation in Business and Economics*, *5*(1), 45-62.

Mayasari, A. (2020). Analisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Di Desa Paulan, Colomadu, Karanganyar. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, *3*(2), 36-44.

Mendrofa, C. P. (2019). Pengaruh Kualitas Pelayanan terhadap Kepuasan Pemohon Surat Izin Mengemudi (DRIVER'S LICENSE) pada Satuan Lalulintas Polresta Gunung Sitoli. *Warta Dharmawangsa*, *13*(2).

Pancarudin, A. (2019). Pengaruh Citra Kepolisian dan Pelayanan Terhadap Kepuasan Masyarakat Pada Polres Metro. *Jurnal Driver's licenseplex*, *2*(2).

Prianggono, J., & Adrian, H. (2010). Pengaruh Kualitas Pelayanan Samsat Drive Thru terhadap Kepuasan Masyarakat di Polda Metro Jaya. *Makna: Jurnal Kajian Komunikasi, Bahasa, dan Budaya*, *1*(1), 20-30.

Ramdan, I., Maulida, S. N., & Sudrartono, T. (2022). Analisis Tingkat Kepuasan Masyarakat Terhadap Pelayanan Penerimaan Pengaduan Pada Satker Itwasda Polda Jabar. *Management Studies and Entrepreneurship Journal (MSEJ)*, *3*(6), 3857-3873.

Ritonga, Z. M. U. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Pada Pelayanan Pembuatan Behavior letter Di Polrestabes Medan. *Jurnal Ilmu Manajemen Dan Kewirausahaan (JIMK)*, *2*(1), 213-221.

Saputro, A. N., & Yulihasri, Y. (2022). Pengaruh Keterjangkauan Informasi, Ketersediaan Fasilitas, Dan Responsivitas Terhadap Kepuasan Masyarakat Pada Pelayanan DRIVER'S LICENSE Di Polres Dharmasraya. *Jurnal Ekonomi dan Manajemen*, *2*(3), 41-55.

Sari, N., Sulistyan, R. B., & Irwanto, J. (2020). Menilai Strategi dalam Trust Builing dan Partnership Building Kepolisian terhadap Kepuasan Masyarakat di Polres Lumajang. *Jobman: Journal of Organization and Bussines Management*, *3*(1), 74-82.

Sarwani, S. (2019). Pengaruh Kinerja Polri Dan Pelayanan Terhadap Kepuasan Masyarakat Pada Driver's license Satlantas Polres Tanggamus. *Jurnal Driver's licenseplex*, *2*(2).

Driver's licensearmata, P. P., Driver's licensearmata, H. M. P., & Saragih, D. Y. (2020). Kualitas Pelayanan Kantor Kecamatan Terhadap Kepuasan Masyarakat Dolok Batu Nanggar Di Kabupaten Driver's licensealungun. *Jurnal Ekonomi dan Bisnis (EK dan BI)*, *3*(1), 241-247.

Walangitan, C. S., Pangemanan, S., & Singkoh, F. (2020). Kualitas Pelayanan Surat Keterangan Catatan Kepolisian Dan Dampak Terhadap Masyarakat Di Kepolisian Resort Minahasa Utara. *JURNAL EKSEKUTIF*, *2*(5).