

MEASURING SERVICE QUALITY AT PUBLIC SERVICE MAL IN TANGERANG CITY

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ABSTRACT

To achieve better public services, the Government innovates services through Public Service Malls (MPP) so that everyone can access government services easily and quickly without exception. One of the Public Service Malls (MPP) is held in Tangerang City, the research locus. Implementing this service innovation is directed at public satisfaction with government services. In conducting this research was carried out using descriptive quantitative methods. This research also has limitations, namely in discussing how high the quality of service is at the Tangerang City Public Service Mall (MPP) and carried out on the population of people using the Tangerang City Public Service Mall (MPP) with a total of 74,422 users. Sampling was conducted using the Slovin formula with a Moe of 10%, namely 100 respondents. This research also aims to prove the Measuring Service Quality At Public Service Mal In Tangerang City. To support this, respondents were determined as one of the instruments, namely using the Accidental Sampling Technique. This research shows that the Public Service Quality score at the Tangerang City Public Service Mall reached a value of 75% or obtained a percentage result of more than 60%. Of course, it is necessary to provide supporting facilities such as digital services, facilities for pregnant women or people with disabilities, a clean MPP environment, and increased human resources for service staff. The 75% service quality score at the Tangerang City Public Service Mall (MPP) was also declared good.

Keywords: Service Quality, Public Services, Public Service Mall

BACKGROUND

One of the things that is often needed by the community is in the field of public services. In the current era of regional autonomy, the quality of public services provided by the government will increasingly be demanded to be optimal and able to meet the community's existing needs. (Suryana et al., 2014). The state must guarantee citizens' access or passage to these services. Public services do not just store instruments for the continuity of bureaucracy to abort state obligations; more than that, public services are the fundamental essence for realizing social justice. (Apriyani et al., 2022). Based on Law Number 25 of 2009

concerning public services, it is also stated that "the State is obliged to serve every citizen and resident to fulfill their fundamental rights and needs within the framework of public services which is the mandate of the 1945 Constitution of Indonesia, which is to build public trust in Public services carried out by public service providers are activities that must be carried out in line with the hopes and demands of all citizens and residents regarding improving public services." (Tawai et al., 2023).

Furthermore, this is also strengthened by the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia (PermenPANRB) Number 15 of 2014 concerning service standard guidelines, namely, "that every public service provider is obliged to prepare, determine and implement Service Standards and determine Service Declarations with pay attention to the capabilities of service providers, community needs and environmental conditions." In this case, it is clear that services to meet the basic needs of citizens are public services, and the state must guarantee access or passage for citizens to obtain these services (Fitriany et al., 2022).

Several problems with public services in Indonesia often hinder the improvement of the service itself, such as the bureaucracy, which is still convoluted, slow, and unable to provide excellent service to the community. The second is about corruption, where many state administrators still abuse the management of state finances. Third, it is related to the problem of inadequate infrastructure and the lack of a state budget for its development and maintenance. The three things above can cause the quality of services to the public to decline. The government, as a service provider for the community, is required to provide quality services (Rahayu et al., 2023). Improving public service quality is one of the priorities in implementing bureaucratic reform. Bureaucratic reform must make public services faster and more accessible for the public to access anywhere. (Ikhenoba W., & Atakpa O., 2023).

One of the innovations established by the central and regional governments in providing public services is building a Public Service Mall system. (Ashari & Sallu, 2023). This was the idea of the President of the Republic of Indonesia, Mr Joko Widodo, who wanted to present a place for public services that the public could easily access. Based on the Regulation of the Minister for Administrative Reform and Bureaucratic Reform (PermenPANRB) Number 23 of 2017 concerning implementing Public Service Malls (MPP). The enactment of this law will be a breakthrough and innovation in realizing excellent service by creating a program in the service sector, namely the Public Service Mall (MPP).

Banten Province has inaugurated 4 Public Service Malls (MPP). Public Service Malls (MPP) in Banten province are Pandeglang Regency Public Service Mall, Tangerang City Public Service Mall, South Tangerang City Public Service Mall, and Tangerang Regency Public Service Mall. This research focuses on the Tangerang City Public Service Mall, where the Tangerang City Public Service Mall has 47 services from 18 Regional Apparatus Organizations. Tangerang City Public Service Mall is the third Public Service Mall in Banten Province, which the Ministry of State Apparatus Empowerment and Bureaucratic Reform has inaugurated. The Tangerang City Public Service Mall (MPP) is already running. Still, based on initial observations, it shows that Firstly, there is a lack of preparation in the creation of the Public Service Mall, especially regarding the standardization of the Public Service Mall such as

service standards, Competency of State Civil Apparatus, Facilities and Infrastructure, and also integration between Regional Apparatus Organizations within the Public Service Mall itself.

Second, the number of services at the Tangerang City Public Service Mall still needs to be increased. At its initial inauguration and to date, the Public Service Mall in Tangerang City has several services that are operational and enjoyed directly by the public. Third is the public's lack of interest in using the Tangerang City Public Service Mall services. Fourth, no digital service is available at the Public Service Mall in Tangerang City. Based on the four problems since the start of the Public Service Mall in Tangerang City, researchers want to know the quality of service at the Tangerang City Public Service Mall (MPP).

LITERATURE REVIEW

E-Service Quality

To assess the extent of the quality of public services provided by government officials, there need to be criteria that indicate whether a public service provided can be said to be good or bad quality. Of course, there must be specific criteria to measure it. (Tjiptono, 2012). In this regard, Zeithaml et. Al. (1990) in Hardiansyah (2011) said that Service Quality is an empirically derived method that service organizations can use to improve service quality (Erlianti, 2019). This method includes developing an understanding of the service needs felt by customers. In its simplification to formulate Service Quality indicators, Zeithamal et al. (1990) explained that there are five indicators for measuring service quality, including:

1. Tangibles, Includes physical facilities, equipment, employees, and communication facilities.
2. Realibility, Namely, can provide the promised services on time and satisfactorily.
3. Responsiveness, the ability of staff or employees to help customers and provide responsive service.
4. Assurance, includes ability, politeness, and freedom from danger, risk or doubt.
5. Emphaty. includes the ease of having good communication relationships and understanding customer needs.

(Along, 2020)

In this study, researchers chose theories and measures from the SERVQUAL service quality dimensions proposed by Zeithaml. According to the researcher, these five dimensions are very relevant to be used as indicators in this research because, in his concept, he states that the SERVQUAL (Service Quality) method can be used and can be applied to all types of services from various organizations, both government and non-government organizations. including public services at the Tangerang City Public Service Mall (MPP).

METHOD

The research method in this research is a quantitative approach with a descriptive method, where the researcher will discuss problems directly in the field. The primary data source for this research is direct observation, which allows for factual discussion of the issues

that arise at that time. (Sugiyono, 2013). The population in this study is the Tangerang City Public Service Mall (MPP) users, the people of Serang City, totaling 74,422 users, so the sample taken will be calculated using the Slovin formula referring to a 10% error rate of 100 respondents. (Riduwan, 2007). These results were obtained from:

$$\begin{aligned}
 n &= \frac{74.422}{74.422(0,1)^2 + 1} \\
 &= \frac{74.422}{745,22} \\
 &= 99,86 \text{ rounded to } 100 \text{ responden.}
 \end{aligned}$$

The technique for determining the sample taken will be accidental sampling; in other words, the researcher will evaluate respondents based on specific criteria: Public Service Mall (MPP) users. Then, the formulation used to determine this questionnaire statement refers to service quality. The instrument in this research is a questionnaire created by the researcher himself. The following research instruments were used:

Table. 1 Instrument Grille

Variable	Indicator
ESERVQUAL (Zeithamal et. Al., 1990)	Tangible
	Realibility
	Responsiveness
	Assurance
	Emphaty

(Source: Primary data, 2024)

The data analysis techniques used include (1) validity test, (2) reliability test, (3) normality test, and (4) hypothesis test. The analysis carried out in this research will later determine the quality of service at the Tangerang City Public Service Mall (MPP).

RESULT AND DISCUSSION

In improving the quality of public services to achieve excellent service, the Tangerang City Government is presenting the Public Service Mall to help meet the service needs of the people of Tangerang City. Providing good public services to the community can create positive value in developing support for government performance. This service innovation aims to enable people to access public services easily and quickly because the system is integrated through the Public Service Mall (MPP) (Wibisono, 2016).

Service is defined as the activity of a person, group, or organization, either directly or indirectly, to meet the needs (Riani, 2021). This service activity is organized by the Tangerang City Public Service Mall (MPP), which has 47 services from 18 Regional Apparatus Organizations. Based on this, this research is directed at measuring the quality of service in the Tangerang City Public Service Mall (MPP), with the target being the MPP users.

The results of data analysis to determine the extent of service quality at the Tangerang City Public Service Mall can be presented through the first step of validity testing. The determination of statement items can be considered valid if $\text{count} > \text{table}$ (0.1966). This testing method was carried out by SPSS version 25.

Table. 2 Validity Test

No Soal	N	R Hitung	R Tabel	Keterangan
Q1	100	0,616	0.1966	VALID
Q2	100	0,572	0.1966	VALID
Q3	100	0,594	0.1966	VALID
Q4	100	0,775	0.1966	VALID
Q5	100	0,789	0.1966	VALID
Q6	100	0,574	0.1966	VALID
Q7	100	0,677	0.1966	VALID
Q8	100	0,705	0.1966	VALID
Q9	100	0,676	0.1966	VALID
Q10				
Q11	100	0,523	0.1966	VALID
Q12	100	0,684	0.1966	VALID
Q13	100	0,641	0.1966	VALID
Q14	100	0,630	0.1966	VALID
Q15	100	0,628	0.1966	VALID
Q16	100	0,624	0.1966	VALID
Q17	100	0,649	0.1966	VALID
Q18	100	0,664	0.1966	VALID
Q19	100	0,660	0.1966	VALID
Q20	100	0,683	0.1966	VALID
Q21	100	0,611	0.1966	VALID
Q22	100	0,669	0.1966	VALID
Q23	100	0,628	0.1966	VALID
Q24	100	0,598	0.1966	VALID
Q25	100	0,595	0.1966	VALID
Q26	100	0,524	0.1966	VALID
Q27	100	0,582	0.1966	VALID
Q28	100	0,621	0.1966	VALID
Q29	100	0,691	0.1966	VALID
Q30	100	0,583	0.1966	VALID

(Source: Primary data, 2024)

Based on Table 2 regarding the Quality Validity Test of Tangerang City Public Service Malls, it can be concluded from the 30 statement items in the questionnaire/questionnaire on the Service Quality variable at Tangerang City Public Service Malls that a value is obtained if $r_{hitung} > r_{tabel}$ (0.1966) which is marked with an asterisk double, which can be interpreted as meaning that the statement items in the questionnaire/questionnaire are said to be "valid." After the validity test is carried out, the next stage is to test the data in a

reliability test. The results of research instrument reliability testing can be presented in the following table:

Tabel. 3 Reliability test

Cronbach's Alpha	N of Items
.950	30

(Source: Primary data, 2024)

Based on Table 3, the Cronbach's Alpha value for the Service Quality variable at Public Service Malls obtained a value of 0.950. If the Cronbach's Alpha value is > 0.600 , it can be concluded that the questionnaire is declared very reliable.

Considering that good data is normally distributed, it is necessary to carry out this test in research. Data normality test using the One-Sample Kolmogorov Smirnov test. If the asymptotic value (2-tailed) is $> \alpha (0.1)$, then the data is declared to come from a normally distributed population. The results of the data normality test are presented in table 4:

Tabel. 4 Normality test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	91.34
	Std. Deviation	8.144
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.038
Test Statistic		.087
Asymp. Sig. (2-tailed)		.062 ^c

(Source: Primary data, 2024)

Based on Table 4 above, it can be seen that the data is normally distributed, which can be seen from the Asymp, sig (2-tailed) values. In this data, the Asymp, sig (2-tailed) value is 0.62 or greater $>$ significance value (0.05). So, the distribution of data in this study is normal. Then, to find out the presentation of Public Service Quality at the Tangerang City Public Service Mall, it is known that based on the data obtained, the ideal score from this research is 12,000, while the score for this research is 9,036. The results of comparing the amount of data collected with the perfect score from the instrument found that the quality of public services at the Tangerang City Public Service Mall is as follows:

$$\text{Persentase} = \frac{\text{skor aktual} \times 100\%}{\text{skor ideal}}$$

$$n = \frac{9036 \times 100\%}{12000}$$

$$0,753 \times 100 \% = 75\%$$

Based on calculations, it is known that the percentage results of the sample data obtained a value of Public Service Quality at the Tangerang City Public Service Mall reaching 75%, which can be concluded by the hypothesis which states that the quality of public service at the Tangerang City Public Service Mall is more than 60%, proven to obtain a value 75% noted that the quality of public services at the Tangerang City Public Service Mall was in a good category. However, researchers can also present presentations based on research results, namely as follows:

1. Tangible (Physical Evidence) this case includes physical facilities, equipment, employees and good communication facilities. However, several things are considered to still need improvement, including (1) Cleanliness of Supporting Facilities (Toilets, Parking, Smoking Areas, etc.) because the cleanliness of supporting facilities can increase people's comfort in getting services and also the cleanliness of supporting facilities can improve the public's positive impression of government agencies. (2) Availability of supporting facilities (toilets, parking, smoking area, disabled area, etc.) because the supporting facilities at the Tangerang City Public Service Mall are incomplete and inadequate. The availability of supporting facilities can also help certain groups obtain services, such as disabled groups, pregnant or breastfeeding women, and vulnerable age groups.
2. Realibility In this case, it includes providing promised services on time and satisfactorily. In this case, the ability to deliver promised services on time and satisfactorily is good; however, several things are considered to need still improvement, including (1) regarding employee responses to public complaints in service because a good response to complaints can foster comfort and security for the public in obtaining services, and can also provide a good impression from the public regarding the services offered.
3. Responsiveness In this case, it includes the ability of employees to help the community and provide responsive, good service. However, several things are considered to need improvement still, including (1) regarding the speed in processing community complaints, because if employees can resolve complaints, This can quickly speed up the community in getting solutions to their complaints and also create a sense of satisfaction with the services provided by employees..
4. Assurance In this case, it includes ability, politeness, freedom from danger/risk, and doubt that it is good; however, several things are considered to need still improvement, including (1) regarding the availability of services according to service operational times, because if employees can provide ensuring the availability of services by service operational times, this can also speed up the public's access to services available at the Tangerang City Public Service Mall, and also matters related

to service availability times have been regulated in the service operational hours at the Tangerang City Public Service Mall.

5. Empathy In this case, it includes the ease of having good communication relations and understanding the community's needs well. However, several things are considered to still need improvement, including regarding employees being able to communicate well online with the community. If employees cannot communicate online with the public, this can result in people experiencing miscommunication between the public and employees; the Tangerang City Public Service Mall should improve online communication because this technological progress must be prepared and implemented well.

CONCLUSION

The research results show that the Service Quality at the Tangerang City Public Service Mall received a good score because it obtained a calculation result of more than 60%. These results are based on hypothesis testing criteria; the calculation results obtained by t-count are more excellent than t-table ($35.122 > 1.660$) because the t-count value is greater than the t-table value, then the hypothesis in the null hypothesis research (H_0) is rejected and the hypothesis alternative (H_a) with the percentage results of the sample data, the Public Service Quality value at the Tangerang City Public Service Mall reached a value of 75%. Researchers can provide the following suggestions:

1. It is hoped that the availability of digital or online services will make it easier for people to access services and also digitize services at the Tangerang City Public Service Mall
2. It is hoped that there will be a commitment to creating a clean environment to provide comfort to the public in obtaining services at the Tangerang City Public Service Mall
3. It is hoped that supporting facilities will be available to support groups such as pregnant women, disability groups and vulnerable age groups.
4. It is hoped that there will be an increase in the quality of human resources to improve the quality of services provided to the community.

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