

THE EFFORTS TO IMPROVE QUALITY OF PUBLIC SERVICES IN IMPLEMENTING MOTOR VEHICLE TESTING : A CASE STUDY AT TRANSPORTATION OFFICE OF SUKABUMI CITY

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ABSTRACT

The Technical Implementation Unit of Motor Vehicle Testing (UPT PKB) of the Sukabumi City Transportation Service, as a vehicle testing service, has experienced many interactions between the quality of services provided and the level of community satisfaction, namely the process of how the government can provide the best services that are proportional to the value and costs that have been incurred. public vehicle owners are required to test. Excellent service is an agency's concern for customers by trying to provide the best possible service in meeting customer expectations and needs, based on service standards and procedures to realize customer trust. This study uses a case study approach to examine the 'how' and 'why' of services at the UPT PKB of the Sukabumi City Transportation Service. Attitudes, attention, actions, abilities, appearance, and responsibilities have been shown and displayed by the test officer. Efforts to improve services and overcome obstacles in service have also been carried out, but are hampered by the refocusing of the spending budget to overcome COVID-19.

Keywords: excellent service for motor vehicle testing, service standards, service procedures.

INTRODUCTION

Fulfilling the need for transportation equipment is sometimes not accompanied by the awareness of vehicle owners, especially commercial vehicles, to carry out vehicle tests. Data on the number of Motorized Vehicles for Mandatory Testing in 2020 in Sukabumi City there are 6920 Motorized Vehicles for Mandatory Testing (KBWU) that must be retested periodically. However, only 5213 motorized vehicles carried out vehicle retest. Whereas vehicle testing is the responsibility of the vehicle owner. The main objectives of Motor Vehicle Testing are, among others: First, to provide technical safety guarantees for the use of motorized vehicles, taxis, trucks, pickups, and public transportation. Second, to support environmental sustainability from air pollution caused by the use of motorized vehicles. Third, provide public services to the community.

In essence, public service is the provision of excellent service to the community which is the embodiment of the obligations of government officials as public servants. In service there is customer satisfaction. Customer satisfaction is the difference between customer expectations and customer perceptions of what the company provides them. During the kir test, the vehicle must be brought, it cannot only bring the STNK and the KIR book, to find out whether the vehicle is eligible for testing or not, by detecting it thoroughly.

In its service practice, the Technical Implementation Unit of Motor Vehicle Testing (UPT PKB) of the Sukabumi City Transportation Service, as a vehicle testing service, has experienced many interactions between the quality of services provided and the level of community satisfaction, namely the process of how the government can provide the best services that are proportional to the value and value of the service provided. the costs that have been incurred by the community in this case the vehicle owner must be tested.

The Sukabumi City Transportation Service as a Regional Apparatus Organization in charge of providing services in the field of transportation, especially in ensuring the feasibility and safety of transportation plays a very important role in increasing the standardization of the feasibility of transportation vehicles on the highway. Human resources in this case the State Civil Apparatus (ASN) are required to be able to provide services that meet the principles of transparency, accountability and trustworthiness along with the times. In the context of a public organization.

From the problems that have been described, the authors are interested in researching "Efforts to Improve the Quality of Public Services in the Implementation of Motor Vehicle Testing (At the Sukabumi City Transportation Service)". The paradigm of public service policy in the era of regional autonomy based on Law Number 32 of 2004 concerning Regional Government, is within the framework of realizing good governance. Public services include the implementation of public good and public regulation.

THEORETICAL FRAMEWORK

Service is devotion and protection. From an administrator, it is hoped that the characteristics of providing public services, serving the public interest and providing protection to the weak and small communities will be reflected. Administrators put more emphasis on prioritizing the interests of the community/general and providing services to the community rather than their own interests (Thoha, 1991: 176-177). The following is an overview of the relationship between the government and its people,



Figure 1. The relationship between government and society. (source: Hardiyansyah, 2015: 7)

The criteria for good public services can be seen from the indicators, including: procedures, clarity and certainty, security, openness, efficiency, economy, equitable justice, timeliness, and quantitative criteria. (Hardiansyah 2011: 48). While service excellence (service excellence) is a concern by the company or agency towards customers by trying to provide the best possible service in meeting customer expectations and needs, based on service standards and procedures to realize customer trust so that they are always satisfied, thus creating loyal customers. tall. (Barata, 2003: 27-30).

Service quality includes the following dimensions (Vincent Gespersz in Maddy, 2009: 10): 1) Timeliness of service is related to waiting times and processes, 2) Relating to accuracy or service accuracy, 3) Relating to politeness and friendliness of business people, 4) Relating to the responsibility for handling customer complaints, 5) Relating to the number of officers serving and other supporting facilities, 6) Relating to the location, service area, parking area, availability of information, and other instructions/guidelines, and 7) Service quality relates to environmental conditions, cleanliness, waiting room facilities, and others.

Success in developing and implementing excellent service cannot be separated from the ability to choose the approach concept. The concept of excellent service is based on A6 (Barata, 2003: 31), namely developing excellent service by aligning the concepts of Attitude, Attention, Action, Ability, Appearance, and Responsibility (Accountability).

METHODS

The author uses a case study approach in this study, to understand the object under study. A case study is a type of approach in research that examines a case intensively, in-depth, in detail, and comprehensively. Case study research is not just answering research questions about 'what' (what) the object under study, but more comprehensively and comprehensively about 'how' (how) and 'why' (why) the object occurs and is formed as and can be seen as a case. Because the research of a case, may give birth to statements that are explanatory. However, this explanation cannot be adopted as a generalization (Ardianto, 2011: 64).

Sources of data in this study, among others: primary data, obtained through informants related to the research subject, namely: Head of the Sukabumi City Transportation Service, and Head of UPT PKB Sukabumi City Transportation Service, Vehicle Owners Compulsory Test. And, secondary data includes documents, archives, notes, pictures, which are contained in the Sukabumi City Transportation Service and collaboration partners, and official reports related to this research.

DISCUSSION

1. Testing Services by UPT PKB Sukabumi City Transportation Service

Excellent service has become the policy of the Sukabumi City Transportation Service. This is evidenced by the existence of the Excellent Service Guide for the Sukabumi City Transportation Service whose purpose is to improve the quality of motor vehicle testing services. The circular letter is intended as a general guide in providing excellent service to motorized vehicle test obligors including procedures for behaving, behaving, and speech patterns in communicating for UPT PKB officers of the Sukabumi City Transportation Service in providing

the best service to vehicle test obligors. motorized. The UPT PKB Excellent Service Guide aims to build a culture of serving all officers in the UPT PKB environment.

Good service will have an effect on increasing the compliance of the mandatory vehicle testing, especially if the officers can give full attention to the mandatory vehicle test. In terms of attitude (attention), action (action), ability (ability), appearance (appearance), and responsibility (accountability), which is shown and displayed by motorized vehicle test officers, namely concern for customers by providing services The best has been done and mandatory motor vehicle testing recognizes it as a form of customer satisfaction. This satisfaction is a way of facilitating the ease of meeting the needs and realizing the satisfaction of the mandatory motorized vehicle testing which is a way so that they (compulsory vehicle testing) always comply with their obligations to test their motorized vehicles on a regular basis.

2. Obstacles encountered in the service of motor vehicle testing by the Transportation Service of Sukabumi City

Basically, the standard of excellent service has been carried out at the UPT PKB of the Sukabumi City Transportation Service. However, the quality of service shown and carried out has not been fully accepted by the mandatory motorized vehicle testing. There are many factors that cause the satisfaction of the mandatory vehicle test not to be maximized for the services of the UPT PKB officers of the Sukabumi City Transportation Service. Among them are infrastructure and test equipment that have entered the obsolete category, as well as the number of test officers who are only five people so that the maximum vehicle test capability is only 50 vehicles per day.

The result felt by the test takers is that they often find it difficult to get a vehicle test queue number, so that not a few vehicles eventually pass the vehicle test validity period. In dealing with the situation of many obstacles, the UPT PKB, the Sukabumi City Transportation Service, can be said to have not been able to anticipate various problems and obstacles that arise later by reflecting on the results of past problem solving as a basis for making solutions. Thus the satisfaction of the mandatory motor vehicle test for the services of officers at the UPT PKB of the Sukabumi City Transportation Service has not been maximized.

3. Efforts that can be made by the Sukabumi City Transportation Service in dealing with obstacles in motor vehicle testing services

The UPT PKB of the Sukabumi City Transportation Service has sought various ways so that motor vehicle testing services can take place properly, namely the creation of satisfaction for mandatory vehicle testing. However, the plan to use a new building with better infrastructure and equipped with the latest testing equipment did not go according to plan. In fact, the operation of the new building with adequate infrastructure and more sophisticated test equipment is expected to overcome the obstacles of testing services for motorized vehicles. The delay in carrying out efforts to improve motor vehicle testing services is due to the policy of refocusing the budget into a budget for the prevention of the COVID-19 outbreak.

The delays and delays in repairing motorized vehicle testing services are not entirely the fault of the UPT PKB of the Sukabumi City Transportation Service. And, the attitude of taking sides with customers, in this case the mandatory vehicle tests, as a form of concern to avoid or minimize losses or customer dissatisfaction still needs to be shown. However, in reality the

quality of public services is from the dimension of exceed expectation (meeting expectations), namely with indicators: adjustment of service standards, understanding of customer desires, and service according to officers' expectations - in fact the services provided by field officers testing motor vehicles are not in accordance with standards service. In addition, it can be said that the test officers in the field do not understand the wishes of the mandatory vehicle testing, one example is knowing with certainty the schedule for the vehicle test.

CONCLUSION

Attitude, attention, action, ability, appearance, and accountability, which are shown and displayed by motorized vehicle test officers at UPT PKB Sukabumi City Transportation Service, namely concern for customers by providing the best service has been carried out and mandatory motorized vehicle testing recognizes this as a form of customer satisfaction. Even so, the quality of service shown and carried out has not been fully accepted by the mandatory motorized vehicle testing. The causative factor is the infrastructure and test equipment category obsolete, the number of test officers is limited, the ability to test vehicles is only 50 vehicles per day.

On the other hand, the UPT PKB of the Sukabumi City Transportation Service has sought various ways so that motor vehicle testing services can take place properly. Efforts to improve motor vehicle testing services have stalled due to the policy of refocusing the spending budget into a budget for dealing with the COVID-19 outbreak. The delays and delays in repairing motorized vehicle testing services are not entirely the fault of the UPT PKB of the Sukabumi City Transportation Service. However, the attitude of taking sides with the mandatory vehicle testing, as a form of concern to avoid or minimize the loss or dissatisfaction of the mandatory vehicle test drivers still needs to be shown.

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