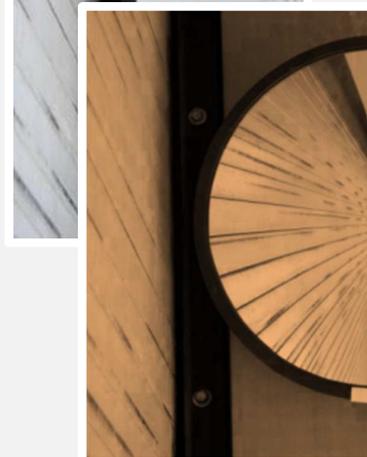
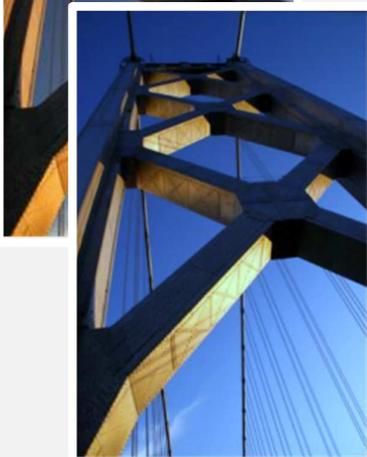


Application of Importance Performance Analysis Method to Improve the Quality of Service in South Jakarta Land Office



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INDONESIA

STRUCTURE OF
PRESENTATION

BACKGROUND

METHODOLOGY

RESULT

CONCLUSION

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Background

Welcome to BPN....



National Land Agency of the Republic Indonesia (Badan Pertanahan Nasional Republik Indonesia/BPN) as a public organization should be able to provide :

- FAST...
- PROPERLY...
- TRANSPARENT...
- RESPONSIVE SERVICES TO THE PUBLIC INTERESTS...thats we call

Qualified services in land sectors

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Background

Several cases of public service in land sector in Indonesia are considered as dissatisfying

Many complaints filed by publics to BPN concerning to the dissatisfaction of services provided..



This conditions often resulting dissatisfaction in services because the expectations doesn't meet with perceived service.

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Background



Based on ORI report (Ombudsman Commission of Indonesia) in 2009, BPN has ranked as a number fourth in the worst public services category.

This report describes the government's capability of delivering services to public



the other side....

In 2010, LAKIP report (Reports of Accountability and Performance Government) presented by (BPN) mentions that the achievement of quality performance indicators and implementation of land management with coordination and synchronization in the regulation and control on land services is declared to be succeed reaching 81% (70-84% categorized as successful).

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To learn and understand the requirements of the users are not simple. A proper tools to capture users' demands is highly required in terms of not only types of services, but also indicators of services which have prioritiasly to be improved. Thus, with regard to BPN's services, analysis tools are considered to be important as an alternative policy to improve its services.



The question that guided in this research...

- What is customer perception about the service quality of title registration in South Jakarta Land Office?
- What indicators should be prioritized to improve the quality of title registration services in South Jakarta Land Office ?

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Methodology

The focus of this research is to evaluate services quality in South Jakarta Land Office especially on title registration.

The description is based on users' perception by comparing the expectation and the perceived service. This research used a questionnaire to measure the perception of title registration service's users as a respondent.

Data come from primary and secondary data with total sample was 100 respondents. The instrument for measuring quality of service using some indicators according to Parasuraman namely SERVQUAL MODEL.



Respondents were asked to rate using a five point Likert scale, with items regarding the overall service quality in the South Jakarta Land Office services.

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Determinants of Service Quality (SERVQUAL) by Parasuraman



Tangible - physical representation

Realibility - delivering on promises

Responsiveness - willing to help

Assurance –
inspiring trust and confidence

Emphaty –
individualising customers

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Indicators of research

Tangible



- The use of modern equipment (queing system)
- Convenience facilities in waiting room
- The neatness of employee uniform
- The availability of brochures
- The clarity of information boards
- In-process document checking system

Realibility



- The speed of processing time
- The reasonableness of costs
- The opening hours
- The accuracy of officer in checking documents

Responsiveness



- The notification of completion documents processing
- Information of service time
- The existance of customer care
- The waiting time to be served

Assurance



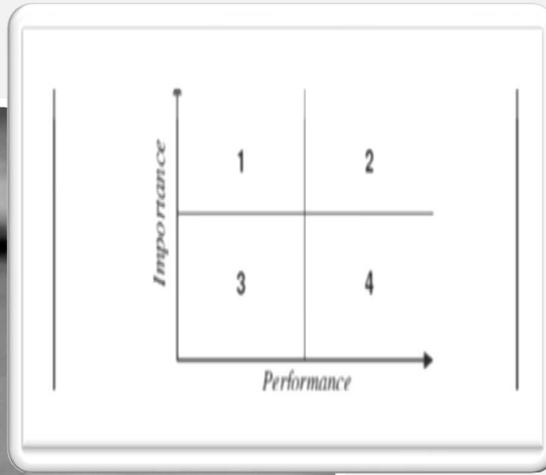
- The service guarantee on legal assurance
- The existence of a third party to handling the applications
- The politeness and friendliness of officer
- The skills and knowledge to handle complaining matters and legal regulations

Emphaty



- The existence of the service hours during break time
- Interactive security officer
- No services discrimination

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This research using *Importance Performance Analysis (IPA) Method* to evaluate the quality of service. IPA is a evaluation tool to find out attributes that are doing well and attributes that need to be improved, which require actions immediately.

The IPA model is divided into four quadrants with performance on the X-axis and importance on the Y-axis

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Results

- Generally, the quality of title registration services provided by the South Jakarta Land Office has been good. However it still need valuation. When using the importance performance analysis it would seen an overall the description of quality service which one is already good and should be maintained.
- The research shows that the mean level of importance at 4,20 and the mean level of performance 3,31. With maximum satisfaction scale in level 5, it can be seen the gap between perceived performance and the importance is $-0,89$. According to Zeithaml, Parasuraman and Berry (1990) when the measurement result is negative it means the service is not good and does not match with the expectations from users, in other words the performance assessment service (importance and performance) is still less amounted to 21.19%. This condition indicates that the service quality is low and does not meet customer expectations.

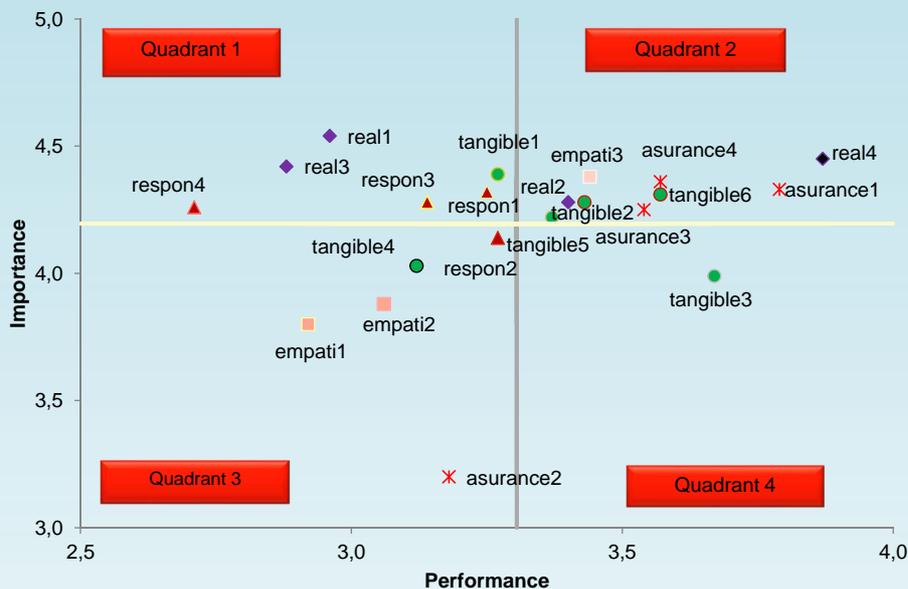
Results

The Quality dimension	Indicators of quality	Score of Importance	Score of Performance
Tangible	1 The use of modern equipment (queuing system)	4,39	3,27
	2 Convenience facilities in waiting room	4,28	3,43
	3 The neatness of employee uniform	3,99	3,67
	4 The availability of brochures	4,03	3,12
	5 The clarity of information boards	4,22	3,37
	6 In-process document checking system	4,31	3,57
Reliability	1 The speed of processing time	4,54	2,96
	2 The reasonableness of costs	4,28	3,40
	3 The opening hours	4,42	2,88
	4 The accuracy of officer in checking documents	4,45	3,87
Responsiveness	1 The notification of completion documents processing	4,32	3,23
	2 Information of service time	4,14	3,27
	3 The existence of customer care	4,28	3,14
	4 The waiting time to be served	4,26	2,71
Assurance	1 The service guarantee on legal assurance	4,33	3,79
	2 The existence of a third party to handling the applications	3,20	3,18
	3 The politeness and friendliness of officer	4,25	3,54
	4 The skills and knowledge to handle complaining matters and legal regulations	4,36	3,57
Empathy	1 The existence of the service hours during break time	3,80	2,92
	2 Interactive security officer	3,88	3,06
	3 No services discrimination	4,38	3,44
AVERAGE		4,20	3,31

Source: Data processed, 2013

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If described with importance performance analysis quadrant obtained an average total of X and Y is calculated by dividing the total average from 21 indicators quality of services. Calculation of average total X = $88.11 / 21 = 4.20$ and the average total value of Y = $69.81 / 21 = 3.31$. This value is used as the line X and Y to make quadrant Importance Performance Analysis.



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Indicators in quadrant 1



The speed of processing time in accordance with standard procedures (SPPP)

The waiting time to be served

The opening hours

The existence of customer care

The use of modern equipment systems such as queuing systems

Notification system for completed application

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Indicators in quadrant 2



Convenience facilities in waiting room

The clarity of information boards

Notification of completion documents processing

The reasonableness of costs according to regulations

The accuracy of officers in cheking documents

The service guarantee on legal assurance

The politeness and friendliness of officer

The skills and knowledge to handle complaining matters and legal regulations

No services discrimination

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Indicators in quadrant 3



the availability of brochures

the information of service time

the existence of third party to handling the applications

the existence of service hours during break time

interactive security officer

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Indicators in quadrant 4



Low Importance/High Performance is labelled as *Possible Overkill*. It denotes attributes that are overly emphasized by the organisations; therefore, organisations should reflect on these attributes, instead of continuing to focus in this quadrant, they should allocate more resources to deal with attributes that reside in quadrant I

Indicator that fall in to this quadrant is :

The neatness of officers uniform at the service counter

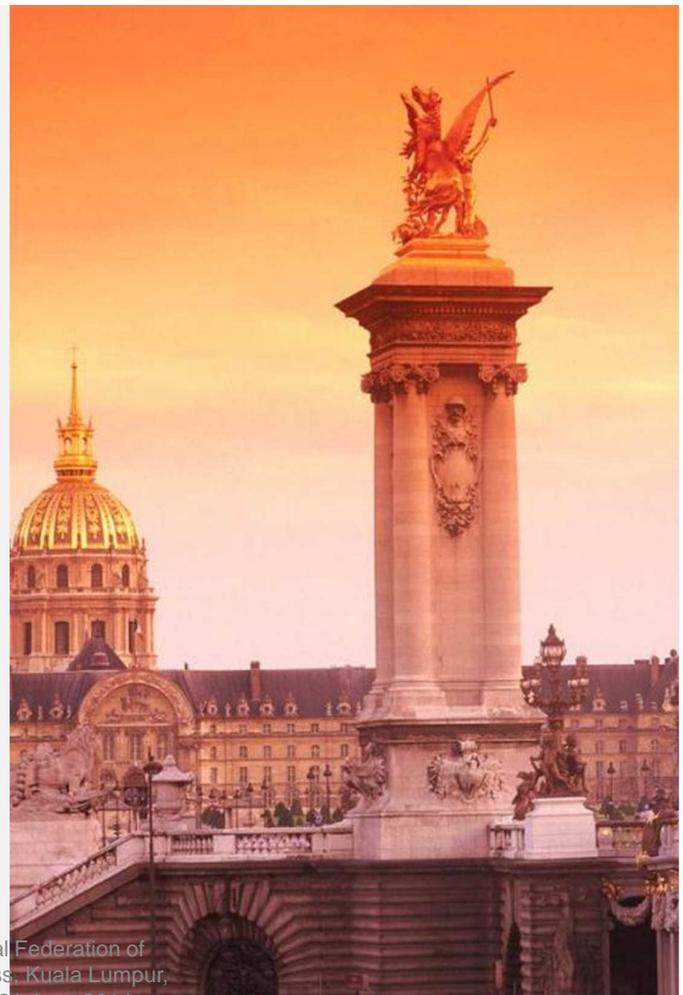
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Conclusions

Importance-Performance Analysis (IPA) is simple and useful techniques that can help leaders identify which attributes should be improved to increase overall customer satisfaction.

From the research prospective, this study supports the adoption of the IPA as an alternative framework for evaluating users' satisfaction.

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Conclusions

Through the Importance-Performance Analysis that can be concluded as follows :

The quality of Title Registration Services in South Jakarta Land Office does not meet with user's expectations. The research shows that the mean level of importance at 4,20 and the mean level of performance 3,31. Because performance level is lower than the importance level, it can be said the quality of title registration services in South Jakarta Land Office is dissatisfying the users

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The attributes considered most important by users in South Jakarta Land Office are: the speed of the processing time, the waiting time to be served, the opening hours, the existence of customer care, the use of modern equipment such as queuing systems, the notification of completion documents processing.

To maintain services quality, South Jakarta Land Office should be measured the quality of service frequently

Considering requirement from the consumer ...

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