

Public Satisfaction And Quality Of Service Corner Driving License Forming Image Police

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Abstract: 146 sampling research taking care of people who are driving license (SIM) in the police force aims to examine the relationship between service quality and satisfaction with the public image of the police institution. Data were collected through questionnaires and analyzed using the Likert model of multiple regression techniques. Results of hypothesis testing showed $R = 0.619$; $F = 44.422$; and $p = 0.000$ ($p < 0.05$) showed that the quality of services and satisfaction of the people together influenced the image of the police. The coefficient of determination explains that the simultaneous quality of services and satisfaction of the people were able to contribute effectively to the image of the police amounted to 38.3%. The results of partial analysis shows that the relationship between service quality and image of the police has a value of $p = 0.000$ ($p < 5\%$), and $r = 0.361$, which means the quality of service to the image of the police institution is low. Partial assay analysis results between people's satisfaction with the image of the police obtained value of $p = 0.000$ ($p < 0.05$); $r = 0.322$, which means people's satisfaction with the image of the police institutions have a significant positive correlation with the level of relationships is low.

Keyword: Quality of Care, Satisfaction of the People, the Image of the Institution

Introduction

Police organization is an entity seeks to coordinate the various interests to achieve various goals and objectives. In terms of studying organizational theory and theory of organizational behavior or organizational behavior, if we apply an interdisciplinary approach where the results achieved from the sciences of behavior (the behavioral sciences) and other subject areas, combined with the study of classical management theory and theory other contemporary management. With time, the many organizations that undergo changes, these changes are also associated with the image or the image of the organization in the community. Mosahab which states that the image of the company set up under the impression that is based on the experiences of someone against something as consideration for a decision.¹ Empirically imagery influenced by satisfaction and quality of service, this is indicated by the results of research Susanto (2014),² Hutchinsona (2015),³ and Fatma and Ali (2014). Besides the factor of people's satisfaction during the process of permit and driving becomes an important part in shaping the perception of the image of the police.⁴ Wellington (2014) stated that customer satisfaction or customer satisfaction is a post-purchase evaluation in which the chosen alternative is at least equal or exceed customer expectations, while dissatisfaction arises when the result (outcome) did not meet expectations. If the performance of the police SIM services field Corner was below expectations, people are not satisfied.⁵ If performance meets expectations,

¹ R. Mosahab, M. Osman, and T. Ramayah, "Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation", in *Journal of International Business Research*, Vol. 3, No. 4, (2013), 72-80.

² Christian Susanto, "Citra Merek, Kualitas Produk, dan Promosi Pengaruhnya Terhadap Kepuasan Konsumen pada Makanan Tradisional", dalam *Jurnal EMBA*, Vol. 1, No. 3, (September 2014).

³ J. Hutchinsona, F. Laib, and Y. Wang, "Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions Among Golf Travelers", in *International Journal of Tourism Management*, 30 (2), (2015), 298-308.

⁴ D. O. Fatma and K. Ali, "Supermarket Self-Checkout Service Quality, Customer Satisfaction, and Loyalty: Empirical Evidence from an Emerging Market", in *Journal of Retailing and Consumer Services*, Volume 21, Issue 2, (March 2014), 118-129.

⁵ P. Wellington, *Effective Customer Care* (New Delhi: Printed Onebond, Kagan, 2013).

the public will be satisfied. If performance is above or beyond expectations, consumers are very satisfied or pleased.⁶

Discussion

A. Image of the Police

The company's image to show the impression of an object against a company formed by processing information at any time from a variety of sources of reliable information. Alma (2013) asserts that the image is formed based on impressions, based on the experience of someone against something as consideration for a decision.⁷ according to Kotler (2014)⁸ defined as a set of beliefs, ideas, and impressions gained someone about a particular object of the organization, person, product, and so forth. Attitudes and actions of a person to an object strongly conditioned or influenced by the image of the object in question. Consumers buy something in the form of services or products are not in a vacuum atmosphere, meaning that every consumer's decision to adopt a product must be guided by reason, although the reason is very simple. Consumers will buy a product or service from a company offering high customer values delivered. According to Kotler (2014), customer delivered value (the value received by consumers) are the difference between total customer value with a total customer cost. Total customer value is a bundle (bundle) benefits (profit) expected from a product. While the total customer cost is the bundle (bundle) costs were sacrificed by consumers to evaluate, acquire, use and dispose of (disposing) of a product. Source of total customer value is the product itself, services, personnel, as well as image (image).

⁶ P. Kotler, *Marketing Management: Analysis, Planning, Implementation, and Control*, Millenium Edition (New Jersey: Prentice Hall International Inc., 2014).

⁷ B. Alma, *Manajemen Pemasaran dan Pemasaran Jasa* (Bandung: Alfabeta, 2013).

⁸ Kotler, *Marketing Management: Analysis, Planning, Implementation, and Control*

B. Service Quality

Tjiptono (2011) stated that the quality of services centered on addressing the needs and desires of customers and accuracy of delivery to keep pace with customer expectations. Quality of service (service) is the level of excellence to meet customer desires.⁹ Quality of service is the advantages possessed by a service that can only be rated by customers. As stated several experts following. Quality can be defined as customer perception of overall quality or superiority of a product or service with the intent to expect respect. Quality should start from the needs of customers and end on customer perception (Wellington, 2013). Zeithaml and Bitner (2013) defines five categories of quality of service (service) is referred to as SERQUAL. To make it easier to remember the five key elements of services, use of acronyms RATER namely reliability, assurance, tangible, empty, and responsiveness.¹⁰

C. Public Satisfaction

According to Kotler (2014), satisfaction is feeling happy or disappointed someone who emerged after comparing the performance or the result of a product that is considered to performance or outcomes. If the performance was below expectations, the customer is not satisfied. This course will improve the company's margins and customer loyalty to the company. Consumers who are satisfied will buy other products or services sold/offered by the company as well as an effective marketer through word of mouth positive tone. This can help increase sales and credibility of the company, but the increase in market share does not always correspond to an increase in customer satisfaction. Fornell (Wellington, 2015) states that overall customer

⁹ F. Tjiptono, *Total Quality Service and Satisfaction*, Edisi Pertama (Yogyakarta: Penerbit Andi, 2011).

¹⁰ V. Zeithaml and M. J. Bitner, *Service Marketing*, 1st (USA: McGraw Hill, Co, Inc, 2013).

satisfaction has three antecedents, namely the perceived quality, perceived value, and consumer expectations.¹¹

D. Methods

1. Subject Research

This method requires any contact or relationship between researcher and research subjects (respondents) to obtain the necessary data. The population in this study are all applicants who are applying for a driver's license renewal, SIM C and SIM A and SIM C, the SIM manager Corner in Surabaya and SIM manager Corner in Sidoarjo as a pilot SIM manager Corner in Indonesia.

Sampling technique accidental sampling is sampling technique based on chance, that anyone who by chance met with investigators can be used as a sample, if it is deemed the person who found it suitable as a data source (Sugiyono, 2013), which in this study was taken 146 sampling.¹²

2. Data Collection

Data is taken directly from the respondents collected by investigators. Data obtained from the questionnaire in the form of Likert scale distributed to applicants SIM services Corner in Surabaya and the applicant SIM services Corner in Sidoarjo as respondents who incidentally are willing to fill out a questionnaire.

3. Data Analysis

Data analysis was performed using multiple regression techniques, with a model of the following equation.

$$\text{The image of the police} = 1.628 + 0.327 (X1) + 0.430 (X2) + e$$

Explaining that $\alpha = 1.628$ is if the entire independent variables in this study to be equal to zero, then the value of the

¹¹ Wellington, *Effective Customer Care*.

¹² Sugiyono, *Metode Penelitian Manajemen* (Bandung: Alfabeta, 2013).

variable image of the police will rise by 1628, assuming all independent variables that include quality of service and community satisfaction equal to zero.

Value $\beta_1 = 0.327$ means that if the variable quality service police officers increased by one percent will result in an increase in the variable image of police institutions 32.7% assuming the other independent variables constant. Conversely, if the variable training decreased by one percent will result in a decrease in the variable image of the police in the same amount with the assumption that the other independent variables are constant.

Value $\beta_2 = 0.430$ means that if a variable of people's satisfaction increased by one percent will result in an increase in the variable image of the police force by 43% assuming the other independent variables constant. Conversely, if the variable of people's satisfaction decreased by one percent will result in a decrease in the variable image of the police force at the same rate, assuming the other independent variables are constant.

E. Results

Results of analysis proving the hypothesis can be seen as follows.

Table 1

The test results simultaneously relationship

	R	R ²	F	p
Quality Satisfaction	0,619	0,383	44,422	0,000

Results of hypothesis testing showed correlation coefficient of 0.619, which means simultaneously the quality of services and satisfaction of the people have a strong positive relationship with the image of the police. Value $F = 44.422$; and $p = 0.000$ ($p < 0.05$) showed that the quality of services and satisfaction of the people together influenced the image of the police. The coefficient of

determination explaining that together the quality of services and satisfaction of the people able to contribute effectively to the high and low image of the police amounted to 38.3%.

Table 2

The test results of partial correlation

	t	r	p
Quality	4,628	0,361	0,000
Satisfaction	4,028	0,322	0,000

The results of the analysis of the hypothesis of partial evidence shows that the relationship between service quality and image of the police has a probability value of 0.000 ($p < 5\%$), with a correlation coefficient of 0.361, which means the quality of service to the image of the police institution is low.

F. Discussion

The results also showed that the image of the Police Institution in Indonesia had a significant positive correlation with quality of service and satisfaction of the people who take care of SIM in the SIM Corner. The value of the research concluded that simultaneous/shared variables: quality of service and satisfaction as the applicant SIM in the SIM Corner significant effect on the image of the Police Institution in Indonesia. Where the better quality of service and satisfaction of the people in the SIM SIM Corner then the image of Police Institutions will also be getting better.

The results of this study support the study of theoretical and empirical studies that suggested a link of causality positive and significant correlation between quality of service and customer satisfaction. Where the quality of the physical environment is part of the quality of service. Theoretically, the results of this study are consistent with: Fornell (Wellington, 2015), Payne (2010), and Tjiptono (2011); Kotler (2014) states that the quality of service is a

series of activities covering all areas of business are integrated to deliver the products and services of the company, such that the perceived can satisfy the customer is the consumer and to realize the achievement of company objectives or organization. This means that service quality affects customer satisfaction as a driver's license applicants. Empirically, the results of this study support the results of the study: Hutchinsona, Laib, and Wang (2015),¹³ Lassar et al. (Ojo, 2013);¹⁴ Landrum, et al. (2008);¹⁵ Huang, et. al, (2014);¹⁶ Fatma and Ali (2014);¹⁷ Cheng, et. al (2014),¹⁸ and Mosahab, Osman, and Ramayah (2013).¹⁹ Their results concluded that the quality of service significantly influence customer satisfaction.

This result meant that customer satisfaction has a positive and significant impact on the image of the Police Institution. Where ever increasing customer satisfaction SIM Corner then the image of the Police Institution will also increase, and vice versa if the SIM Corner consumer satisfaction decreased, the image of the Police Institution will also decrease.

Suwandi (2011) which states that the image of the company set up under the impression that is based on the experiences of someone against something as consideration for a decision. Feeling satisfied or not consumers take place after having experience with a

¹³ Hutchinsona, "Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions Among Golf Travelers", 298-308.

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¹⁵ H. Landrum, V. R. Prybutok, L. A., Kappelman, and X. Zhang, "SERVCESS: A Parsimonious Instrument to Measure Service Quality and Information System Success", in *The Quality Management Journal*, 15 (3), (2008), 17-25.

¹⁶ Huang, C. C., Yen, S. W., Liu, C. Y., and Huang, P. C. "The Relationship Among Corporate Social Responsibility, Service Quality, Corporate Image and Purchase Intention", in *International Journal of Organizational Innovation* (Online); Hobe Sound 6.3, 2014.

¹⁷ Fatma and K. Ali, "Supermarket Self-Checkout Service Quality, Customer Satisfaction, and Loyalty: Empirical Evidence from an Emerging Market".

¹⁸ B. L. Cheng, T. H. Cham and M. Shaheen, "The Associations Between Service Quality, Corporate Image, Customer Satisfaction, and Loyalty: Evidence from the Malaysian Hotel Industry", in *Journal of Hospitality Marketing & Management*, Volume 23, Issue 3, (2004), 314-326.

¹⁹ Mosahab, "Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation".

product or service from a company that preceded their purchase decision, meaning that relate to or affect customer satisfaction with the company's image.

Conclusion

Based on the results of research and analysis and deliberation that was raised, it can be concluded that simultaneous service quality and people's satisfaction of the police service has a positive correlation with the image of the police in SIM corner unit. Additionally partially, the quality and satisfaction of public service users SIM corner stewardship has a positive correlation with the image of the police.

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