DOI <https://doi.org/10.18551/rjoas.2018-07.24>

THE INFLUENCE OF DRIVING LICENSE REGISTRATION QUALITY SERVICE TOWARDS APPLICANT SATISFACTION IN SATPAS RESORT POLICE OF NGANJUK

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ABSTRACT

In this democracy era, people are start be brave to deliver their opinion and aspiration, they also start to criticise the government. They demand for their right and ask for improvement for the need that the government failed to provide. The aspiration from society is very important for Indonesian police; the aspiration will improve and change any policy that does not meet the requirement from society. One of department which always become major interest is the driving license service. In order to improve the service to society, Quick Win is one of Polri program to gain trust and interest among people.

KEY WORDS

Quality, service, driving, license applicant, satisfaction.

In this democracy era, people are start be brave to deliver their opinion and aspiration, they also start to criticise the government. They demand for their right and ask for improvement for the need that the government failed to provide. The aspiration from society is very important for Indonesian police, the aspiration will improve and change any policy that does not meet the requirement from society. One of department which always become major interest is the driving license service. This department often badly reviewed by society as it is one of the most important department among people. Driving license is one of state license, published by Polri, its function is to inform that the owner is able to drive their motor vehicle.

Such condition will, of course, influence the quality service parameters by society. It will break the name of institution of Polri as failed to provide satisfaction for applicants of driving license. The public trust parameters of society towards Polri will be declined by this phenomenon, the accountability performance of Polri will be also influenced. Moreover, there will be many people who lack of driving ability but possessed a driving license which will result in increasing number of accidents in high way. There are many accidents caused by the driver who lack of ability to control their driving skill. This is very dangerous as it could threaten the life of the driver an other people in the road.

In order to regain the public trust, Polri has developed a program called Quick Wins. It is one of Polri program to gain trust and interest among people. "the trust issues from society for working performance of Polri is common problem for decades, Polri has been worked to improve and fix this uncomfortable environment.

Quick wins is the implementation and realisation of Ministry of State Appartus Empowerment regulation number Kep: 26/Menpan/2004 which has vision to improve the quality service of Polri. The improvement of driving license registration service, as stated in Quick Wins, it must follow the concept of quick, appropriate, simple, and inexpensive. The quick concept means that the quality must be well planned and well controlled, appropriate means effectiveness of the service, simple means that the bureaucracy must not contain unnecessary steps, and inexpensive means the cost for registration must not become big burden of society economy condition.

METHODS OF RESEARCH

Quantitative approach is used for this study. Yin (2011: 235) stated that quantitative approach is a strategy to collect data and provided them in numbers and statistic. The method used in this study is survey. Jackson (2009: 16) states that survey method is an act

of giving questions or topics to individuals and explain their responses. Survey could be determined by phone, letter, and internet. Or face to face interview. One of advantage by using survey than descriptive is that the researcher is allowed to make an experiment easier in larger scale.

RESULTS AND DISCUSSION

After meeting the requirement of classic assumption test, the regression model used in this study is already appropriate. It will be used to test the influence of quality service towards customer satisfaction. The table below uses the result of analysed regression data in SPSS 2.0 version. The result could be seen in the table below.

Table 1 – Simplified Linier Regression Test

Summary^b Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,502 ^a	,252	,246	6,071

a. Predictors: (Constant), X

b. Dependent Variable: Y

According to the table result above, it could be concluded that coefficient correlation result between quality service and customer satisfaction is 0,502. Meanwhile, the value of coefficient determination (R square) is 0,252. We could synthesis the quality service influence towards customer satisfaction is about 25,2%. The next step is to measure the amount of significance level of the influence. In order to obtain that, the t-test is applied which is measured by SPSS 2.0 version. The result will be as follow:

Table 2 – Significance Test Result

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	62,481	7,319		8,537	,000
X1	,344	,055	,502	6,307	,000

a. Dependent Variable: Y

Based on the significance test results, it can be explained that the t test results, the $t_{count} = 6.307$ with Sig = 0,000. While t_{table} value (0,05, 118) = 1,9802. It can be synthesized that service quality variables positively affect customer satisfaction, with alpha significance value smaller than 0.05 (viewed from two directions). While the hypothesis used in testing one direction (positive or negative side) can be used column 5 (five) with the test sequence as follows:

1. The formula of Hypothesis will be as follow:
H01: The quality service (X1) does not influence customer satisfaction (Y)
H11: There is influence of quality service (X1) towards customer satisfaction (Y)
2. The significance level used in this study is using alpha level which is $(\alpha) = 5\%$.
3. As known t_{count} (is obtained by dividing regression coefficient in 2nd column within error standard in 3rd column) table 5.20, according to the order of X variable, the variable of t_{count} value is 6,307.
4. As known t_{table} is within alpha $(\alpha) = 5\%$. Because, the object of study is only one way whether it is positive only or negative only. That is why, the alpha value is divided by two, it becomes 0,025 within $n - k = 120 - 2 = 118$ degree of freedom/df (n represent the amount of samples while k is the amount of variable in X and Y). Thus, the t_{table} value is 1,9802 (Tabel t, Deny Kurniawan, 2008:7).

5. The criteria of this experiment test will be as follow:

H_{0i} is positive and H_1 is negative if $-t_{table} \leq t_{count} \leq t_{table}$ within the decision is that there is no influence of quality service toward customer satisfaction.

H_{0i} is negative and H_1 is positive if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$, within decision that quality service influence customer satisfaction.

6. As the value of tcount is 6,307 > ttable=1,9802 and the value of Sigcount = (0,000) < Sig table (0,05), it means that H_0 is rejected while H_1 is accepted. It could be synthesised that there is significant influence of quality service towards customer satisfaction.

7. In conclusion, because value of tcount > ttable, it sums up that there is influence of quality service (X) towards customer satisfaction (Y). Whereas, the variable of quality service gives positive impact to customer satisfaction.

After t test, the next step is to testify linier regression model for influence of customer service as follow:

Table 3 – Linier Regression Table

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	62,481	7,319		8,537	,000
X1	,344	,055	,502	6,307	,000

a. Dependent Variable: Y

The table above explains the linier regression table model of quality service toward customer satisfaction, as follow:

$$\hat{Y} = a + b_1X_1$$

$$\hat{Y} = 66,481 + 0,344X_1$$

Where:

- a: 66,481, if quality service value is zero, it means that the average customer satisfaction value (the value of quality service is constant, as the result of major perception of society to police) possessed 66,481 points.
- $b_1 = 0,344$, it means that the regression coefficient value of quality service (X) is 0,344. It states for every 1 point increasing quality service, it will increase the average point of customer satisfaction point for 0,344.
- In general, from the test above, it could be concluded that the quality of service influence the customer satisfaction positively. In order to measure the accuracy of the variables' linier, there will be a screenshot of SPSS 2.0 version output about the accuracy of each variable.

Figure 1 – Linearity Level Figure

From the figure above, it could be seen that the regression linearity level is 60% which includes in good category. In general, we could assume that the quality of driving license registration service, generally, has positive value towards society satisfaction as license applicant in Satpas Nganjuk Police.

DISCUSSION OF RESULTS

The hypothesis which states that there is an influence of quality service towards customer satisfaction. It is supported by coefficient correlation (R) between quality service and customer satisfaction is 0,502. Meanwhile, the value of determination coefficient (R square) is 0,502. It could be synthesised that the influence of quality service towards customer satisfaction is 25,2%.

After the value of quality service influence towards customer satisfaction, the next step is to measure the amount of significance level of the influence. In order to obtain that, the t-test is applied which is measured by SPSS 2.0 version. it can be explained that the t test results, the $t_{count} = 6.307$ with Sig = 0,000. While t_{table} value (0,05, 118) = 1,9802. The criteria of the test are as follow:

- H_{0i} is positive and H_1 is negative if $-t_{table} \leq t_{count} \leq t_{table}$ within the decision is that there is no influence of quality service toward customer satisfaction.
- H_{0i} is negative and H_1 is positive if $t_{count} > t_{table}$ or $-t_{count} < -t_{table}$, within decision that quality service influence customer satisfaction.

As the value of tcount is $6,307 > t_{table}=1,9802$ and the value of Sigcount = (0,000) < Sig table (0,05), it means that H_0 is rejected while H_1 is accepted. It could be synthesised that significant influence of quality service towards customer satisfaction is around $\alpha = 0,05$. The influence is also showed by the simplified regression linier model which stated below:

a. if quality service value is zero, it means that the average customer satisfaction value possessed 66,481 points.

b. It means that the regression coefficient value of quality service (X) is 0,344. It states for every 1 point increasing quality service, it will increase the average point of customer satisfaction point for 0,344.

Generally, from the linearity model above, it could be predicted that quality service give positive influence towards customer satisfaction. The finding of this study shows that the society as applicants of driving license registration assume that the quality service of the license is high within average score 86,55%. Thus, it could be concluded that the quality service provided by Police of Nganjuk is already in excellent service.

According to questionnaire score, the total quality service variable value is 18600. Meanwhile, the amount of total questionnaire (X) is 16069. The continuum category measure the high score as 13640,50, medium is 8680,50, and the low score is 3720,50. Thus, the variable standing position of quality service continuum is as follow:

- The low continuum range, 3720,50 – 8680;
- The medium continuum range, 8680,50 – 13640;
- The high continuum range, 13640,50 – 18600.

It means that the total continuum range which is 16069 is placed on high continuum category which range between 13640,50 – 18600. Meanwhile, the total customer satisfaction variable value 15000, from the questionnaire table, the value of (Y) is 13021. The continuum category divides the high score category ranges 11000,50, the medium is 7000,50, while the low point is 3000,50. Thus, the descending position for customer satisfaction towards driving license registration will be as follow:

- The low continuum range, 3000,50 – 7000;
- The medium continuum range, 7000,50 – 11000;
- The high continuum range, 11000,50 – 15000.

The value of customer satisfaction in this study, which is 13021, is included in high category within 11000,50 – 15000 scores. Based on the finding, it could be concluded that the better quality service the better customer satisfaction. This could be shown by the value

of each variable which possessed percentage of 86,55% from the responds of every sample while the percentage of customer satisfaction is around 86,70%.

Goesth and Davis cited Tjiptono (2004: 51), argued that quality is defined "as a dynamic condition in which it deals with products, services, people, processes and environments that meet or exceed expectations. While Christopher Lovelock and Lauren Wright (2008: 14) state that "quality: the degree to which a customer satisfies service by meeting their needs, wants and expectations.". In accordance with the statements above, theory of Heskett cited by Proctor (2000: 279) states that; the relationship between the quality of internal services and the quality of external services which furthermore relate to customer satisfaction, customer loyalty and organizational profitability. They propose that high quality internal services lead to increased employee satisfaction which in turn leads to increased service value and increased external customer satisfaction.

The existence of Nganjuk SATPAS, in serving the duty to society, must meet the expectation of society in diversity. The society which comes from elements of varieties, they must obtain service which is equal, predictable, expected, and tolerant zone between quality service and applicant satisfaction. If the conditions above are fulfilled, there will be feelings of secured, security, ordinance, peaceful, to support the productivity of society.

Yogi S & M. Ikhsan (2006: 279) states that public service is close to bureaucracy government representation, because it is a direct function of government to serve its people. That is why, the quality service of an institution is the reflection its bureaucracy. In conclusion, this must be the fundamental procedure for the state to serve the people, this must also be followed by Nganjuk Police Officers.

According to the regulation of Ministry of State Apparatus Empowerment (Meneg PAN) number 63/KEP/M.PAN/7/2003 educates people that public service is an act of effort to service the society done by the state apparatus as the realisation of people needs or the implementation of constitution law.

Moreover, in Law article 13 number 12 of 2002 about the Police of Indonesian Republic, it states that: the fundamental duty of police is to: maintain the security and the orderliness of society; law empowerment, and; give protection, aegis, and service to society.

According to the decision of Menag PAN and the Law formulation above, the general duty of police is to serve the society. Thus, for SATPAS Nganjuk Police department, to serve and give best quality service to people is mandatory. It is important to give the best service as it will increase the image of Police among society. Starting from this understanding, the police officers of Nganjuk try to give their best service to the smallest element of society universally whereas they are the judger of law and protector of its people.

There are many strategic, innovative, and creative ways provided by Nganjuk Police as the reformation movement in every department, driving license registration becomes one of focus. Unfortunately, there is no such an easy way to reform all of it in instant time, by planning a good, fixed, and consistent bureaucracy will produce more actual, aspirative, and accommodative policies. That is why, bureaucracy reformation will demand Police of Nganjuk to keep correcting their policies internally as the people satisfaction will always be maintained and improved.

CONCLUSION AND SUGGESTIONS

According to the finding and discussion of the study, it concludes that there is a direct positive influence of quality service toward customer satisfaction as the applicants of driving license registration. In other words, *Tangibles, Reliability, Responsiveness, Competence, Courtesy, Credibility, Security, Access, Communication, and Understanding the customer* contributes 25,2% simultaneously towards customer satisfaction variable which are the applicants of driving license.

There are several suggestions by the researchers as follow:

- There must be consolidation of communication indicator from the officers to improve the customer satisfaction as it possesses the lowest point.

- The responds to people needs must a little bit faster. A fast and accurate service of an institution become major focus in serving people to obtain driving license, the process must be in time to wipe out a bad or negative perceptions of the applicants to the procedure and the officers.
- There should total quality service to maintain prime performance.
- The leader of institution should be a good model to represent a positive cultures among the officers.
- Another study to examine another variable is a good option such as organization environment, working ethos, discipline work and other variables which has connection with customer satisfaction.

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