

27-29
September
2015



PROCEEDING

UNIMA IAPA INTERNATIONAL SEMINAR &
ANNUAL CONFERENCE 2015

“THE ROLE OF LOCAL GOVERNMENT IN GLOBAL COMPETITION”

(Peran Pemerintah Daerah dalam Persaingan Global)

Editor:

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PUBLIC ADMINISTRATION STUDY
PROGRAM FACULTY OF SOCIAL
SCIENCE UNIVERSITY OF MANADO

2015

ISBN 978-602-73770-0-4

P R O C E E D I N G

**“THE ROLE OF LOCAL GOVERNMENT IN GLOBAL
COMPETITION
(Peran Pemerintah Daerah Dalam Persaingan Global)”**

**KERJASAMA PROGRAM STUDI ILMU
ADMINISTRASI NEGARA FIS UNIMA DAN
INDONESIAN ASSOCIATION FOR PUBLIC
ADMINISTRATION (IAPA)**



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THE ROLE OF LOCAL GOVERNMENT IN GLOBAL COMPETITION

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**Program Studi Ilmu Administrasi Negara FIS UNIMA dan
Indonesian Association For Public Administration (IAPA)**

ISBN 978-602-73770-0-4

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PREFACE

Public administration becomes one of some popular major and it is under big spotlight these days. As we, the Public Administration major in University of Manado promoted our major into International Seminar, we also including the Indonesian Association for Public Administration (IAPA) and becoming the host of this year's Annual Conference.

“The Role of Local Government In Global Competition” as the theme of this seminar., presents James Cullin (Humber Business School Canada), Maryheather White (SEDS Field Manager), Prof. Samrit Yassomsakdi, Ph.D (Vice President of Public Administration of Thailand) and Erica Larson (Boston University) also Ms. Rebeca & Ms. Naomi (Napoli University Italy) as the keynote speakers.

From the theme above, we made some following headlines: Enchanging Public Trust and Ethics, Developing Local Competitiveness, Developing Innovative Public Service, and Integration of Public Policy. We also present some special sessions: PSPA – IAPA such as: Comparative Village between Indonesia and Philippiness.

The seminar prepared by cooperation between Public Administration University of Manado and Indonesian Association for Public Administration's (IAPA) member. Credits: to all participants, the official committee and the volunteer.

Best regards,
IAPA UNIMA International Seminar
& Annual Conference 2015 Committee

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ANALYSIS OF SERVICE QUALITY ON BUILDING PERMIT IN DEPOK CITY THE PROVINCE OF WEST JAVA, 2014

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ABSTRACT:*In 2012 the city of Depok was known as the second most corrupt City in Indonesia (Corruption Eradication Commission/KPK Research, 2012).*

In 2014 Capital Investment and Integrated Licensing Services Board (BPMP2T) of Depok city managed to obtain ISO 9001: 2008 for Corporate Business License (SIUP).

ISO itself indicates that the service provided to the community is good categorized. . In 2012 the service was poor, then in 2014 some of the services were satisfactory. This reason trigger curiosity of the researchers about the quality of IMB service in Depok City. Research objectives are: 1). To assess the existing conditions of IMB Service Quality based on 14 elements in Public Satisfaction Index; 2). To describe the supporting and restraining factors; 3). To illustrate the work that have been implemented and the work which will be implemented. Results revealed that IMB service in Depok City has lack of quality, was not integrated, did not implement one-stop service time consuming.

Category : Public Administration

Keyword: Public Services

INTRODUCTION

The rationale of this research is the primary functions of government including local government for the welfare of society, which can be achieved through the provision of services to the community. Therefore, according to Moestapadidjaya (2003, p. 16). public service directed at achieving community satisfaction. Service delivery requires "serve behavior" instead of "be served "; "Encourage, not hamper"; "Easier, not complicated"; "Simple, instead of beating around the bush"; and "open to everyone, not for a handful of people".

However, in practice there are so many services which are poor delivered for example World Bank survey in 2011, they found that from 183 countries, it appears that Indonesia ranks number 129 in terms of the quality of public services, particularly the licensing service.

Meanwhile, according to research report of International Finance Corporation (2006) in Prasajo, Eko (2007: p. 24), Indonesia placed as the most inefficient and expensive country's. The new permit to invest on average through 12 procedures (= 12 agencies), which took 151 days with the high cost of US \$ 1,163; Meanwhile, in Thailand, to handle a new investment permits much more easy through 8 procedures (= 8 agencies), which takes 33 days at a cost of US \$ 160.

According to the Commissioner Member of the Ombudsman, Budi Santoso (2015), the community dissatisfaction with local government services continues to grow. Even until the first quarter of this year (January-March), local government is an institution that most people complained to the Ombudsman. Total complaint from 33 provincial public complaints to the Ombudsman until the first quarter of this year amounted to 1100 reports of complaints. From 1100 reports, only 442 reports of complaints were eligible for follow-up, which 172 are complaints about local government. For three consecutive years the local government is an institution of the most widely reported to the Ombudsman. (<http://www.rmol.co.id> accessed on February 15, 2015)

Furthermore, Retnowati WD Tuti (2013) in her dissertation and IJAS Journal Volume 2 No. 5 revealed that the Public Service in Bogor particularly building permit, has lack of quality. Occurs extortion; cumbersome procedures and time consuming in IMB service which all if this are not in accordance with Standard Operating Procedures (SOP). Meanwhile, in research conducted by Retnowati WD Tuti (2013) and in Retnowati's article in the Journal of Studies of Faculty of Social and Political Sciences UMJ (2014), she asserts that service of the public transportation letters to the owner / manager of public transportation by the Department of Road Transport Traffic Bogor Regency has not been transparent and the fee of the service is not fix or depends on the officer in the field.

The Government is striving to improve the public service by issuing a variety of legislations, ranging from Kepmenpan No. 25 of 2004 on Public Satisfaction Index (IKM) Services Unit Government Agencies including the local authorities; Regulation No. 24 Year 2006 on Guidelines for the Implementation of One Stop Services (= PPTSP); and Act No. 25 of 2009 on Public Service; PERMEN PAN RB Number 15 Year 2014 concerning Public Service Standard (replacement of KepmenPAN No. 25 of 2004).

A developer in Depok city complained about the length of the completion of the IMB, while others complained about the complexity of licensing red tape that is hindering investment. To process IMB, people must start taking care of many other permissions beforehand such as IPR and Site Plan, all of which takes a very long 2-6 months.

This research is conducted due to a huge curiosity of the researchers to determine whether Depok City provides public services such as rules that have been determined in PPTSP and the Public Service Act and the Public Service Standard or not. In 2014 the city of Depok has been awarded ISO 90001: 2008, whereas previously according to the results of the KPK survey (2012), the Government of Depok City ranks second lowest of the 60 institutions surveyed area. Allegedly a lot going on

bribery and gratification in public service and even Members of Parliament Siti Nurjanah says that "licensing services in Depok is poor because from the bottom level of the local government (kelurahan) to the highest level that is the Board of Investment and Licensing Services (BPMP2T) does not work properly (Low Standard of Public Service , December 13, 2012 Jonder Sihotang Our City)

Research on IMB services in Depok is restricted to public services with a focus on administrative services which were held using "One Stop service" mechanism. In addition, research is also limited to only about the building permit because the permit in Depok is one of the two licenses that permit subject to the levy. From twenty licenses (Results Interview with Head of Licensing I & II, June 2015), only two licenses which are subjected to the levy: IMB and HO permit/Disturbance. IMB is the object being studied because this permit is the most widely processed by the residents. Furthermore, this study is limited to the period in 2014 after BPMP2T awarded ISO 9001: 2008 for the management of the Company Business License (SIUP). Meanwhile, in order to evaluate the Existing Condition of the Quality of Public Services in IMB permit, researchers look at the ongoing process in the first year by using the 14 elements of Public Satisfaction Index. Based on observation of the various problems of public services in Depok City, the problem formulation in this research are:

- 1). How the discourse of Existing Conditions of IMB Service based on the 14 elements in Public Satisfaction Index ;
- 2). How is the description of supporting and restraining factors in IMB services?
- 3). How is the description of the work that has been and will be carried by BPMP2T?

The objective of this study as follows:

- 1). To study the existing conditions of the service quality in IMB Service based on 14 elements in Public Satisfaction Index ;
- 2). To Provide description the supporting and restraining factors Inhibiting Support and Service Quality IMB.
- 3) To provide a work description that has been done and will be carried by BPMP2T.

The study has some outputs: 1). Existing Model of Public Service for IMB in Depok City; 2). International Seminar IAPA 2015/2016; 3). Proceeding IAPA 2015/2016; 4). National Journal: "Existing Conditions of IMB service in Depok City".

PUBLIC SERVICES CONCEPT and INDICATOR

2.1. Former Research

Assessing the results of empirical research is intended to obtain the contribution of the research results and to determine the element of newness of this research. Assessing the results of research

carried out coherently random basis and not on the basis of quality considerations or factors related to academic

The first study, conducted by Arpan Gulla, Abdul Razak and Mas Bakar (no year available), entitled Implementation of the Building Permit for the Integrated Licensing Service Agency (= abbreviated BPPT) In Banggai regency which outlining the results of his research that the licensing service of BPPT has not yet maximize. The problem of under perform service happens due to few things: (1). incomplete legislation underlying the permit; (2). The authority pf processing IMB permit has not delegated yet to the head of BPPT; (3). Lack of human resources and inadequate infrastructure (4). Inter-agency coordination has not been harmonized.

The second study, entitled Reform of Licensing Services and Regional Development: Success Story of Three Cities: Purbalingga, Makassar, and Banjarbaru by Tirta Nugraha Mursitama, Desy Hariyati, and Sigit Indra Prianto (2010), expressed some of their research findings. The findings of the study are: 1). time service of the permit is not ideal; 2). unofficial costs tend to increase in the investment process; 3). Persistent moral hazard behavior that helped castrated the long road reform in the local level, such as corruption, the permissive culture and elitist culture that still emphasizes the patron-client culture with the policy makers.

The third study conducted by Munhurrun, Bhiwajee & Naidoo (2010), entitled *Service Quality in the Public Service*. The study aims to gain a better understanding of the level of quality of public services provided by the Government, by describing the Front Line Employee (FLE) and customer perception regarding quality of service. The study used a survey method with SERVQUAL technique used to measure the quality of service between the FLE and customers. The conclusions in the study includes four things. **First**, when there are significant deficiencies in meeting customer expectations, FLE does not seem to have a good understanding of what the customer expectations. Quality gap of the service shows that the department of public services failed to meet customers expectations. Therefore, gap of service providers must be reduced. The solution is to measure customer expectations and communicate with FLE. **Second**, the research adds knowledge related to quality management of public services quality. Department of public services needs to provide more training to FLE. **Third**, the study is also important for public service managers strategic and operational as well as academics who are researching the reliability and value of service quality assessment tools. **Fourth**, with SERVQUAL, this study may help public organizations to identify important issues to the improvement in service delivery. (published in the International Journal of Management and Marketing Research, Volume 3, Number 1, 2010.)

The fourth study conducted by Omurgonulsen & Oktem (2009), entitled *Is There Any Change in the Public Service Values of Different Generations of Public Administrators? The Case of Turkish Governors and District Governors*. The study aims to investigate the value of public services, especially on the ethics of public service between two different generations between the governor and local leader/Regent in Turkey. Research methods using empirical survey. The research findings

demonstrate traditional patterns and value pattern which more or less consistent to the Governor and the Regent. New values is not strong enough to engage the value of public service which is considered essential. Results of the study do not support the hypothesis that it is often assumed that the public service be degraded by the emergence of traditional values such as business. In other words, the values can not enter public culture though pursued by rhetoric and recipes of New Public Management (here called NPM) for many years. The previous studies in general among others discuss the reform of public services; quality of public services; ethics of public service; public participation in public services; e-governance, and the type of licensing. Aspects of the above mentioned research needs to be done further research, especially research held by the Local Government and Higher Education in the administration of public services. Based on the description of the results of previous studies above, it can be concluded that the differences in values and understanding of the perpetrators of human resources of public services remains a barrier to be overcome in achieving the objectives of the reform of public services. This is as stated by Munhurrun, Bhiwajee & Naidoo, (2010), Omurgonulsen & Oktem (2009) in some of their research.

Based on the results of previous studies indicated that the understanding of human resources and society becomes an important key in the public service. In that study, sought to examine more in depth about the relevance of human behavior itself with the role of the community, which both have a vested interest in the public service.

The provision of public services is the task of the Government, it is confirmed by Rashid (1997: 11) that "the principal task of modern government is essentially public services (the public). The government does not held to serve themselves, but to serve the community ". Thus the public service is a mission and main task of governing a country.

2.2. Definition of Public Service

Terminology of service and public services provides basic understanding about public service. Public services are defined by Roth (1987) as "*any services available to the public Whether-provided publicly (as is a museum) or privately (as is a restaurant meal)*", Any services disclosed by Roth related to goods and services in service, Public service means any form of service activities undertaken by an organization or individual in the form of goods or services to the community, both individuals and groups or organizations (Retnowati WD Tuti, 2014).

The provision of public services needs to pay attention to the principles that must be executed in the public service itself. Islamy (2000) in Wibisono (2002) suggested some basic principles in the provision of public services to the public, that are: 1). The principle of accessibility; 2). The principle of continuity, 3). Principle technicalities; 4). Profitability principles; 5). Principles of Accountability.

2.3. The Quality of Public Services

Public services are organized by the government can determine achievement of fulfilling the needs of public goods and services. The management goal is the satisfaction of service. Only satisfactory service delivery can realizing the community satisfaction. Parasuraman, Zethithamal and Berry

(2003) found a model called the Service Quality SERVQUAL (Service Quality). The model has five dimensions, namely: 1) Tangible (physical evidence), 2) Reliability (reliability); 3) Responsiveness (responsiveness); 4) Assurance (guarantee); and 5) Emphathy.

In order to provide quality services, according to the paradigm of the New Public Service, according to Denhardt & Denhardt (2003), the government needs to pay attention to the eight principles of quality services, namely: 1). Convenience, 2). Reliability; 3). Personal attention; 4). Citizen influence; 5). Fairness; 6). Problem-solving approach; 7). Fiscal Responsibility dan 8). Security.

Furthermore, this study is intended to measure the quality of service IMB in Depok used 14 elements of Public Satisfaction Index (HPI), including: 1). service procedures; 2). terms of service; 3). clarity of mission; 4). disciplinary of the workers; 5). responsibility of workers; 6). the ability of service personnel; 7). speed of service personnel; 8). obtain justice services; 9) Politeness and hospitality of the workers; 10). the reasonableness of the service charge; 11). assurance service charge; 12). assurance service schedules; 13). environmental comfort; and 14). security services.

RESULTS AND DISCUSSION

3.1 Data

The data , obtained from the interviewers, observation and review of documentation . Interviews using an interview guide that contains 14 elements IKM , Supporting and Inhibiting Factors ; as well as the efforts that have been done and will be done . This study using the method Qualitative approaches . Informants were determined by purposive technique and accidental sampling . Data analysis technique using 6 steps Mac Nabb and Test Data validity using Moleong .

3.2. Existing conditions of IMB (Building Permits) Service

By using 14 elements of HPI, quality of IMB service can be determined.

3.2.1. Procedure (see figure 1)

3.2.2. Requirements of IMB Service

a. Technical Requirements

Technical requirements are the review of the field that should be done on the buildings which have permits that have requested by the Technical Committee of the relevant agencies. b. Administrative Requirements

Photo copy of valid ID card; photo copy of certificate of land; f.c IPR / Ilok; Site plane;

3.2.3. Clarity IMB Service Officers

Every day, there are always officers in accordance with pre-defined working hours ie 08.0-15.0 hours. Before fasting, after break fasting and the counter open continuously (the results of observations and interviews on the Head of TU, June 7 and August 31, 2015).

3.2.4. Work Officer Training

The result of research observation, seen at 7.30 the officers came on the morning following the morning assembly. Exactly 8.0 hours the officers started working. Then when we asked to informants from the community who are taking care of licensing the average stated that officers are well disciplined. They were ready behind their workplaces respectively at 08.0 hours. (The results of observations on June 7, 2015 in BPMP2T)

3.2.5. Responsibility Officer IMB at work

The employees are responsible for their workplaces. Even, the Head of Licensing 2 on Saturday entered the work itself (results of interviews at Head of Licensing 2 and Kaban, June 8, 2015 in BPMP2T)

3.2.6. The officer's ability to provide services

Inadequate. Evidence happened by stacking a file that hasn't finished files every day 20-30 (results of the interviews on the licensing Head 2 and Head of TU, June 8, 2015 in BPMP2T). It can also be caused due to insufficient numbers of workers, while the application for a permit more and more.

3.2.7. IMB service speed

Peak public complaints at Fator time. Licensing in Depok BPMP2T was very long, especially for Space Utilization Permit, IMB, and Site Plan. Several people who were interviewed gave the information that 3 months until they organize an annual permit recently completed (the results of interviews with the people who are taking care of IMB, June 10, 2015, in the Office of Depok BPMP2T)

3.2.8 Justice IMB Services

There are people who complain because the queue was not to the point, because it was preceded by another that is not through the queue even often "wandering" entered the room attendant (interviews with people who were taking care of IMB, June 10, 2015, in BPMP2T office Depok)

3.2.9. Courtesy and hospitality Officer

Average employees are polite but they need to improve their friendliness. (interviews with the people who were taking care of IMB, June 10, 2015, in the Office of Depok BPMP2T)

3.2.10. Cost reasonableness Services

The IMB Levy Cheap, Medium or expensive, it does not sound public complaints. (interviews with the Head of Licensing 1 and 2, June 12, 2015, in the Office of Depok BPMP2T).

3.2.11. Cost Certainty IMB Service

Cost levy in accordance with local regulations but there was also money participation / her extortion large very varied, interviews with people who were taking care of IMB, June 12, 2015, in the Office of Depok BPMP2T)

3.2.12. Certainty Schedule IMB Services

Service Schedule has written clearly and pasted on the walls are easy to read every visitor who comes. There have been changes for the better that the counter open during breaks. Employees take a rest in

turns. That is counter remains open (observations and interviews with people who were taking care of IMB, June 12 and August 31, 2015, in the Office of Depok BPMP2T)

3.2.13. Environmental Comfort in IMB Service Delivery

Less comfortable because of the small room. So there is no room for a meeting of the Technical Team Head of the Agency as a result of various agencies can't conduct surveillance on the work of the Technical Team (observations and interviews with people who were taking care of IMB, and interviews Kaban June 12th 2015, in the Office of Depok BPMP2T)

3.2.14. Security in the Provision of Services IMB,

Have occurred also mistype the name, address, house number etc; so that people have to wait a few days for its revision (the interview with the Head of Licensing and people who are taking care of IMB, June 12, 2015, in the Office of Depok BPMP2T).

No	Supportive Factor	Resistor Factor	Description
01	The Head Commitment has proved and more licenses would be delegated.	The process of service isn't integrated and one door.	The chief, the head field, the society.
02	The rapid development .	Technical team : 1) Slow work process; 2) No separate room; 3) The control of technical work team is weak. 4) Has two head	Kaban, Kabid Perizinan I dan II
03	SOP have been made.	Uneffective time	Society
04	The permits have been made	Many brokers	Society
05	The passion of Technical Team to be the officers of BPMP2T	Less employee	The chief, the head field, the society.
06	Policy : the based of law, local regulations and mayor regulations.	Less extensive and representative work place	The chief, the head field, the society.
07	The institution was given a lot of authority	Technical team hasn't been the subordinate of the Head	The chief, the head field, the society.

08		Online service hasn't been made.	The chief, the head field, the society.
		Complain Management less optimal	
		Not all the licenses have the ISO: 90001:2008	
		The participation of society is less	

The Process of Building Permits Handling Complaints

The process of building permits handling complaints is managed by the staff of CPNS who have finished their bachelor degree. The society that have complaints, they will be asked to fill the form. The forms is prepared to get complaints with writing our name, addresses, sign up number, and the problem. Afterwards, the officers will do tracking the file of complaints with using computer. After that, the officers will tell the people the causes of slow service. And the last, that file will be followed by the officers. It will be finished by 4-6 days.

3.4. The Efforts have been made by BP2TPM of Depok to improve the quality of IMB service

3.4.1. The efforts have been made :

- 1) File unification (IPR and IMB).
- 2) Promotion by using printed media, audio visual, and become the participants of the exhibitions in various places outside the city.
- 3) Improving the investment and giving the information to the investor as preparation of incentive study and disincentive investor, enhancement of spatial-based investment data, and coordination across entrepreneurship in Depok.
- 4) ISO 9001:2008 Quality Management System to fix SIUP and HO,
- 5) Providing facilities and infrastructure for society :
 - a). Consultation by sending SMS & Complaint by calling : 0822 1112 – 1244; b). SMS (for getting the information of the status of the complaint), by

typing : *cek#nomor pendaftaran* and send to 0811-9593-477;

c). E-mail : bpmp2t@depok.go.id;

d). Suggestion Box : “*Tuliskan saran di kotak saran BPMP2T*”

3.4.2. The Efforts have been made by BP2TPM:

- 1) Providing a room to technical team ;
- 2) Service Excellent Training;
- 3) 3).Uniform
- 4). Permits online sign up;
- 5).ISO for tourism permission;
- 6). Fix up the procedure; 7). Buy a new server

CONCLUSION

Conclusion: Public Service Building Permit is not qualified in Depok, because the procedure is not one door or still convoluted; completion time longer than SOP and there are still moral hazard of the employees.

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