SERVQUAL ON SIM SERVICE AT TANJUNG BALAI POLICE STATION

Sri Maharani[1*], Rizky Fauziah[1], Abdul Karim Syahputra[1]
[1]Sistem Informasi, STMIK ROYAL
email : srimaharani106@gmail.com

Abstract : The demand for a driving license is increasing every year, making the Tanjungbalai Police, especially the Satlantas, continue to try to take new steps in the field of driving license processing services. To overcome this problem the researcher uses the Servqual Method, Service Quality There is a technique that assesses service quality based on the attributes of each dimension, producing a difference value that represents the difference between the customer's impression of the service it receives. The information used in this study's processing came from distributing it to 30 respondents who are members of the public who are currently obtaining a driver's license at the Tanjungbalai Traffic Traffic Unit. It is evident from this study's findings that satisfaction at Tanjungbalai Traffic Traffic Unit seen from the 5 dimensions of Servqual has a reality value of 4.00 an and expectation worth of 4.62 resulting in a void -0.62. This void occurs since cmmunity's expectations not being met with the services provided by the Tanjungbalai Traffic Unit for.

Keywords-: service quality; service quality; tanjungbalai traffic police

Abstrak-: Permintaan pembuatan surat izin mengemudi yang terus naik setiap saat tahunnya, menjadikan-Polres Tanjungbalai khususnya Satlantas pertahankan komitmen terhadap inovasi di sektor jasa pengurusan surat izin mengemudi. untuk mengatasi masalah tersebut peneliti menggunakan Metode Servqual, *Service Quality* yaitu teknik untuk mengevaluasi kualitas layanan berdasarkan kualitas masing-masing dimensi. Hasil akhirnya yaitu nilai kesenjangan, yang merepresentasikan variasi dalam cara pelanggan memandang layanan yang mereka terima. Informasi yang digunakan dalam pengolahan penelitian ini berasal dari rilis data ke 30 responden yang sedang melakukan pengurusan Surat Izin Mengemudi pada Satlantas Tanjungbalai. Dari hasil penelitian ini terlihat bahwa kepuasan masyarakat di Satlantas Tanjungbalai dilihat dari lima dimensi servqual yaitu didapatkan jumlah nilai kenyataan sebesar **4,00** kemudian jumlah **4,62** lalu-gap **-0,62**. Gap-perbedaan hasil dari harapan yang tidak terpenuhi masyarakat terhadap pelayanan pada Satlantas Tanjungbalai.

Kata kunci: kualitas pelayanan; service quality; satlantas tanjungbalai

INTRODUCTION

In the era of globalization with conditions of fairly tight competition and full of challenges, government officials are required to be able to provide the best service to the community and be oriented to the needs of the community. The quality of this service is one of the indicators of the success of government organizers [1]. Since the dimensions and indicators used to overcome the aforementioned differences may vary between the parties

Participating in services, the quality of service is a unique phenomenon. The basic nature of service delivery is to meet the requirements and needs of service

users Should be used as a guideline [2]. The level of service perfection necessary to meet the needs and expectations of each customer is referred to as the quality of service. [3]. Services are the quality of services that can be provided to translate consumer expectations [4]. So, "Quality of service" refers to what indicates the level of service excellence in inducing a sense of happiness in each consumer. As can be seen from before, the importance and influence of high-quality services cannot be overstated; A product or service cannot exist without being in demand by consumers [5].

The Police of the Republic of Indonesia provides traffic administration publishing services as part of its duties and functions. Also, it offers details about traffic signs, collisions, and other topics. [6]. One of the National Police agencies that carries out these obligations and activities is the Traffic Unit [7]. Organizations that also offer services are Satlantas i.e. Driver's License, vehicle number service, vehicle owner's book service, One form of public service provided by the police is traffic law enforcement, which helps ensure traffic safety, order, and safety [8].

Every year the demand for SIM increases, forcing the Tanjung Balai Police, especially the Traffic Section, to innovate in the field of SIM management services. However, in reality in the field there is no system that can measure the level of satisfaction of SIM management services in Satlantas Tanjungbalai. Therefore, it is important to remember that community service is a necessity that cannot be ignored. The service performance of public organizations is often evaluated using the quality of service. The ability of the institution to carry out its responsibilities and perform its functions is reflected in the quality of such services. The community will give high value to the institution because of the public services it provides. The public will have a positive impression of government agencies if they provide quality services [9]. The public will not be satisfied with poor public service. This leads to the conclusion that, to ensure that the public is satisfied with the services offered, agencies and governments should be able to provide the best service by assessing various aspects of the current quality of services. Therefore, when evaluating the level of service provided, a method is needed to obtain information in the form of measuring the level of service satisfaction, there are many ways to interact with clients, one of which is Service Quality (Servqual). With the quality of service in measuring the level of service of a driver's license given to the Tanjungbalai Traffic Unit. Maka can assist the Tanjungbalai Traffic Unit in carrying out the decision-making process in improving the quality of its services. By utilizing the service quality method, a gap in value will be obtained, the difference between the performance of the service to be received and the community's expectations of the service to be received [10]. So that it can be known what elements must be maintained and improved by the Tanjungbalai Traffic Unit to improve the quality of its services.

METHOD

The data processing process in measuring the quality of services provided by Satlantas Tanjungbalai is processed using the service quality (servqual) method. The research variables were obtained based on the services provided by Satlantas Tanjungbalai to people who use driver's license management or renewal

services, and then grouped based on five dimensions, namely tangible, reliability, responsiveness, assurance, and emphty. The questionnaire was distributed to 30 respondents who were people who were handling or renewing their driver's licenses at Satlantas TanjungbalaI.

Proses Service Quality

The steps involved in *Service Quality* engineering are as follows: [11]: the first step using the following calculations, determine the result of consumer expectations or expectations related to the service:

$$\Sigma yi = ((\Sigma x1) + (\Sigma x2) + (\Sigma x3) + (\Sigma x4) + (\Sigma x5)) \text{ ..(1)}$$

Information:

Σyi : The overall importance of the hope-i answer

Σx1 : Very few people voted for a response, which is disappointing.

Σx2 : The number of votes required for the response was not received.

Σx3 : There are quite a lot of people voting for each response.

Σx4 : The required number of voters is obtained for each response.

Σx5 : Number of voters who approve the solution provided

1,2,3,4,5 : Score for *linkert* scale

Second step using the following equation, one can determine the median result of the respondent's response to the statement of expectations:

$$Yi = \frac{\Sigma yi}{n} \text{ ……………(2)}$$

Information:

Yi- : Response to question from typical response.

Σyi- : The overall importance of the response to the - prediction attribute

n- : Number of_respondents

Third step determine the results based on the facts or the client's impression of the service to determine the value of the expectation results by using the calculations there such as point 1.

Fourth step determine the outcome of a typical response to a statement of fact and expect an average result using the same calculations as point 2.

Five step using the following equation to determine the quality result of the service characteristics or the result of the service quality gap:

$$SQi = Xi – Yi \text{ ………….(3)}$$

-Information:

Sqi : Value gap attribute

Xi : Average-value-reality-

Yi : expectations-

The less excellent service quality the greater the gap resulting from the calculation of service quality. As a result, improving the quality of service where there are gaps is of great importance. Conversely, the higher the quality of service, the lower the value of the gap [12].

Customer Satisfaction

Consumer satisfaction is a sentiment that arises as a result of service performance after being compared with expectations. The result was a public reaction to the service actually received [13].

RESULTS AND DISCUSSION

In looking for the gap value in each question, it is obtained based on the difference between the expected and actual values. It is used to assess the quality of management services, as well as the renewal of a driver's license on Satlantas Tanjungbalai. Here are the results of the *Service Quality analysis.* the following in the table 1 Explains based on the respondent's filling performance assessment data

which is used based on filling in the respondent to measure the level of service satisfaction in making or handling a driver's license in the tanjungbalai traffic unit

Table 1. Based Performance Appraisal on Respondent Filling

Explanation	Score Value
Strongly Agree	5
Agree	4
Enough Agree	3
Don't Agree	2
Strongly Disagree	1

In Table 2. Explain the Expectation Assessment Data Based on the Respondent Fill which is used based on the respondent's fill.

Table 2. Based Performance Appraisal on Respondent Filling

Explanation	Score Value
Strongly Agree	5
Agree	4
Enough Agree	3
Don't Agree	2
Strongly Disagree	1

In Table 3. Explain the parameters of the final result in the processing of respondent data using the service quality method

Table 3. Result parameters

Explanation	Score Value
Priority Maintained	≥ 0.1
Repairs Are Carried Out After The Top Priority Is Fixed	≥ 0 and ≤ -0.2
Need Repair	≤ -0.3

Using the parameters in the aforementioned table, the five-dimensional Servqual shows the person's happiness Traffic Unit resulting in a gap with negative values. This negative gap occurs due to the non-fulfillment of community expectations with the quality of services provided by Satlantas Tanjungbalai

System Interface Display

At this stage, it contains the interface in a view.

Dimension Page View

The dimension page display is a page that contains dimension data or parameters to measure the quality of driver's license service in the Tanjungbalai Traffic Unit.

Image 1. Dimension Page View

Question Page View

The question page display is a page that contains data on questions that will be answered by the community, on this item page there are three buttons that aim to add, change and delete question data
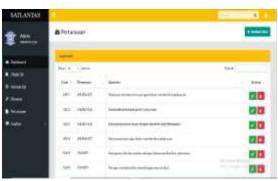

Image 2. Question Page View

Analysis Page View

Examination of people's expectations and reality regarding the services offered by Satlantas Tanjungbalai. As well as the value gap between hope and reality.

Image 3. Analysis Page View

Analysis Results View

page that shows the results of the values of each dimension as well as a graph of the analysis and final decisions that must be corrected and that must be maintained from each dimension.

Image 4. Analysis Results View

Display Page Print Results

Printed page where the results of the analysis process will be displayed. in measuring the quality of service) at the Tanjungbalai Traffic Unit.

Image 5. Print View of Results

CONCLUSION

In this study, it can be concluded that the Service Quality method is a method that can be applied in determining the level of satisfaction of the ser-vices provided by the Tanjungbalai traffic unit. From the results of processing with the Quality of Service method, it was found that community satisfaction in Satlantas Tanjungbalai seen from the 5 dimensions of Servqual has a reality value of 4.00 and an expectation value of 4.62 so that there is a gap of -0.62. This GaP occurs due to the non-fulfillment of community expectations with the quality of services provided by Satlantas Tanjungbalai.

BIBLIOGRAPHY

[1] V. Nurcahyawati, Analisis Kepuasan Pengguna Layanan dengan Metode Service Quality Berbasis Web," J. Sist. Inf. Indones., vol. 3, no. 2, pp. 1–11, 2018

[2] Sudrajad, J. S., and Nur Rahma Andayani. "Analisis Kepuasan Pelanggan Terhadap Kualitas Pelayanan Di Pt Ramajaya Copier." *Journal of Applied Business Administration* 3.1 (2019): 119-131.

[3] S. Yakub, P. S. Ramadhan, S. Zahara, and J. Halim, "Analisis Sistem Pendukung Keputusan Menentukan Kualitas Pelayanan Pada Hotel Grandhika Menggunakan Metode Customer Satisfaction Index dan Service Quality," J. SAINTIKOM (Jurnal Sains Manaj . I form. dan Komputer) , vol. 19, no. 2, p. 85, 2021

[4] Ismail, T., & Yusuf, R. (2021). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Kantor Indihome Gegerkalong Di Kota Bandung. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(3), 413-423

[5] Yayang Eluis Bali Mawartika, "Pe gukuran Kepuasan Pelayanan

Menggunakan Metode Servqual," J. Ilm. Bin. STMIK Bina Nusant. Jaya L buklinggau , vol. 1, no. 2, pp. 73 – 79, 2019, doi: 10.52303/jb.v1i2.20.

[6] Ishlahah, F., & Oktariyanda, T. A. (2023). Strategi Peningkatan Layanan Surat Izin Mengemudi Melalui Layanan Sinar (Sim Presisi Nasional) Di Kantor Satuan Lalu Lintas Polres Kabupaten Gresik. *Publika*, 1361-1372.

[6] Anshar, R. U., & Setiyono, J. (2020). Tugas dan Fungsi Polisi sebagai penegak hukum dalam Perspektif Pancasila. *Jurnal Pembangunan Hukum Indonesia*, 2(3), 359-372.

[7] Barthos, M. (2018). Peranan Polisi Lalu Lintas dalam Meningkatkan Kesadaran Hukum Pengendara Sepeda Motor Di Wilayah Polres Jakarta Pusat berdasarkan Undang-Undang Nomor 22 Tahun 2009 Tentang Lalu Lintas dan Angkutan Jalan. *Lex Librum: Jurnal Ilmu Hukum*, 4(2).

[8] Sinergitas, TPK. (2019). Sinergitas Kewenangan Lembaga Penegak Hukum Terhadap Tindak Pidana Gratifikasi Dalam Struktur Hukum Pidana Di Indonesia. *Jurnal Lex Librum*, 6(1).

[9] Soebakir, B. D., Lumanauw, B., & Roring, F. (2018). Pengaruh brand, harga dan kualitas pelayanan terhadap keputusan pelanggan membeli di kedai kopi gudang imaji manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 6(4).

[10] Saputra, A. A. (2018). Pengaruh Fasilitas dan Kualitas Pelayanan ter-hadap Kepuasan Pasien. *JMK (Jurnal Manajemen dan Kewirausahaan)*, 3(2), 72-89.

[11] Setyawati, W. A., Rifa'i, M., & Sasmito, C. (2018). Pengaruh Kualitas Pelayanan, Fasilitas, Harga dan Citra Institusi Terhadap Kepuasan Pasien. *Madani jurnal politik dan sosial kemasyarakatan*, 10(2), 50-63.

[12] Irawan, B. (2020). Analisis Tingkat Kepuasan Pasien Terhadap Mutu Pelayanan Rumah Sakit Berdasarkan Metode Service Quality (ServQual). *Jurnal Keperawatan dan Fisioterapi (JKF)*, 3(1), 58-64.

[13] Astuti, D., & Salisah, F. N. (2016). Analisis kualitas layanan e-commerce terhadap kepuasan pelanggan menggunakan metode e-servqual (studi kasus: Lejel home shopping pekanbaru). *Jurnal Ilmiah Rekayasa dan Manajemen Sistem Informasi*, 2(1), 44-49.

[14] Iskandar, A., & Februadi, A. (2021). Pengaruh Dimensi Service Quality Terhadap Kepuasan Pasien di Bagian Rawat Inap Rumah Sakit Immanuel Bandung. *Majalah Ilmiah UNIKOM*, 19(2), 87-95.

[15] Rahmiati, Z., Wijaya, I. G. P. S., & Irmawati, B. (2019). Sistem Analisa Tingkat Kepuasan Mahasiswa Terhadap Kegiatan Belajar Mengajar pada PSTI Unram dengan Menggunakan Metode Service Quality. *Jurnal Teknologi Informasi, Komputer, dan Aplikasinya (JTIKA)*, 1(1), 31-40.