

Quality of Services Publishing Record of Fisheries (BPKP) in The Marine and Fisheries Office South Sumatera Province

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ABSTRACT

This study aims to determine the quality of service issuance of Proof of Registration of Fishing Vessels (BPKP) in the Department of Maritime Affairs and Fisheries of South Sumatra Province and what factors influence it. Data collection techniques used were the distribution of questionnaires to 60 respondents who were capture fisheries business actors with a Likert Scale assessment, as well as conducting unstructured interviews, non-participant observation and secondary data collection. The dimensions used are tangible, reliability, responsiveness, assurance and empathy. The value of service quality based on tangible dimensions is 4.2 or good, based on the reliability dimension is 4.1 or good, the responsiveness dimension is 4.0 or good, the guarantee dimension is 4.1 or good, and based on the empathy dimension is 4.1 or good. Of all these parameters, it was concluded that the quality of BPKP issuance services in the Department of Maritime Affairs and Fisheries of South Sumatra Province in 2016 was good with a score of 4.1. The conclusion is based on an assessment of an average of 58 respondents or 97.4% of respondents.

Keywords: quality, services, publishing record of fisheries

Introduction

BPKP in South Sumatra Province is a form of ship recording public service issued by the South Sumatra Provincial Maritime and Fisheries Service for fishing and fishing vessels operating at sea from 5-10 Gross Tons (GT). The agencies involved in managing the BPKP in South Sumatra turned out to be not only the South Sumatra Provincial Maritime and Fisheries Service (DKP), but also the Indonesian Ministry of Transportation (Kemenhub). This caused

the BPKP Applicant to obtain a Small Pas, a Letter of Safety for a Ship and a Skill Commander from the Indonesian Ministry of Transportation's actual harbor master, in this case the Ministry of Maritime Affairs and Fisheries (KKP) of the Republic of Indonesia actually appointed the Maritime and Fisheries harbor master himself, but the authority of several letters apparently it is still under the Ministry of Transportation of the Republic of Indonesia. So, in this case the management in charge must also have a background or even have a special task in managing licensing. Functional employees will be able to work more professionally compared to structural employees. This is caused by the possibility of mutation or transfer of structural employees.

The BPKP issuance must also be transparent for the applicants. The purpose of transparency in cost is to increase public trust, especially fishermen, so that more fishermen are aware and willing to take care of BPKP. However, the remote location of the BPKP management in the city of Palembang is very burdensome for fishermen. BPKP management representative offices are not available in the district / city and also. Apart from the office of the BPKP issuing agency located in the city of Palembang, the handling is also not necessarily complete within 1 (one) day. It can be imagined if the applicants are not domiciled in the city of Palembang, then they will incur extra costs to wait for the completion of the BPKP issuance.

Thus, the reason for this research is that there are several things that become obstacles in the service of issuance of Fishery Vessel Registration (BPKP) issuance at the Office of Maritime Affairs and Fisheries (DKP) of the Province of South Sumatra in 2016. The obstacles in question are: (1) procedure / bureaucracy long, (2) low quantity of competent human resources, (3) non-transparent costs, and (4) the location of the permit issuing office

Literature Review

Quality of Public Services

Quality in terms of service is defined as meeting the desires expected by customers (Topar, 2007). Whereas Manjunatha and Shivalingaiah (2004) state that the definition of quality is subjective, always changing and depends on people's perceptions and the environment. From this definition it can be said that quality is always relative. The definition of the quality of public services according to Brady and Conin (2001) in Afrial (2009) is a comparison between the reality of the service received and the expectation of the service to be received. Whereas based on Parasuraman, Zeithaml and Berry in Rezha et al. (2015), the

quality of public services is the ratio expected by consumers to the services they receive. Barata in Rezha et al. (2015) argues that the quality of service is more determined by the party served, because they are the ones who enjoy the service. The definition of the quality of public services according to Albrecht and Zemke (1990) in Sancoko (2010) is the result of the interaction of service systems, human resources service providers, service strategies and service users

Quality of service according to Parasuraman et al. (1988) in Ramseook-Munhurrun et al. (2010) is the ability of an organization to meet the desires of its customers. Meanwhile according to Zeithaml et al. (1990) in Ramseook-Munhurrun et al. (2010) is the difference between customer desires and services received by customers. Sahuri (2009) states that service quality is something that is related to the fulfillment of expectations or expectations of customers at the time of contact between service providers and customers.

The quality of service of government agencies is a measure to determine the effectiveness of an organization (*The Independent Commission on Good Governance in Public Service*, 2004: 8). The importance of quality public services according to Sahuri (2009) is due to two things, namely the users of public sector services have spent their money to get the services or services needed and public sector employees have received salaries to provide services that serve their duties. Service quality according to Barber and Goodman (2011) has come to the attention of several practitioners because the quality of service will have a positive impact on operational performance.

Service quality theory used in this research according to Parasuraman et al. (1988), namely: tangible, reliability, responsiveness, belief and empathy. Tangible is presence of equipment and infrastructure, personnel and good communication media in the delivery of services. Reliability is the ability to provide services accurately, precisely, consistently and accordingly. Responsiveness is the ability to assist customers in providing fast service. Belief is to help customers with courtesy and knowledge, giving rise to confidence and trust. The last is empathy, which has concern and personal attention to customers.

Methods

This research was conducted with quantitative methods, and the data analysis technique was descriptive. The data source in this study is the person (the owner of the 5-10 GT ship or the person appointed by the owner of the ship) who submitted the BPKP issuance. From these data sources obtained primary data and secondary data. Other data sources are reports,

documents and other publications, which are secondary data. Data collection techniques used in this study were by distributing questionnaires, unstructured interviews and observations.

Service quality in this study was measured using the theory of Parasuraman et al. (1988), with 5 (five) parameters, namely (1) tangible or tangible, (2) reliability, (3) responsiveness or responsiveness, (4) assurance or confidence, and (5) empathy or attention.

The Likert scale used in this study is a score with a positive statement based on Risnita (2012), with 1 as the smallest value and 5 as the largest value. The values used are 1 = strongly disagree (STS), 2 = disagree (TS), 3 = doubt (R), 4 = agree (S) and 5 = strongly agree (SS). Good value services are those that are 4 and 5. The quality of service for each indicator and parameter is determined using an average score. Score description and parameters based on the following conditions:

1. Average 1.0-1.8 : very bad
2. Average 1.9-2.6 : bad
3. Average 2.7-3.4 : normal
4. Average 3.5-4.2 : good
5. Average 4.3-5.0 : very good

Results and Discussion

Tangible

Tangible parameters have 7 (seven) indicators, namely (1) cleanliness and comfort of the service room, (2) availability of equipment in the service room, (3) availability of work equipment, (4) toilet in the BPKP service room or in the North Sumatra DKP office, (5) Musholla at DKP South Sumatra, (6) parking space at DKP South Sumatra, and (7) Display of licensing officers.

From the results of research data processing it is known that 97.5% of respondents or an average of 59 people found that the quality of BPKP issuance services in DKP South Sumatra in 2016 based on tangible parameters or physical appearance that could be seen by respondents was good, with an average value of service quality of 4.2.

Reliability

The reliability parameter has 3 (three) indicators, namely (1) the service is given as promised, (2) the disciplinary service unit in providing services, and (3) the meticulous service unit in providing services.

From the results of research data processing it is known that an average of 97.2% of respondents or an average of 58 people found that the quality of BPKP issuance services in the South Sumatra DKP in 2016 was based on the parameter of service reliability and service units are good, with an average value of 4.1 service quality. The majority of respondents considered that the South Sumatra DKP was reliable in providing BPKP publishing services in 2016.

Responsiveness

The responsiveness parameter has 2 (two) indicators, namely (1) the officer provides the service quickly, and (2) the officer is always willing to help. From the results of research data processing it is known that an average of 97.2% of respondents or an average of 58 people found that the quality of BPKP issuance services in the South Sumatra DKP in 2016 based on the parameters of responsiveness or responsiveness of officers was good, with an average value of service quality of 4.0 The respondents considered that the South Sumatra DKP has a good responsiveness to service users in the 2016 BPKP issuance.

Belief

Belief parameter has 3 (three) indicators, namely (1) the officer is friendly and polite, (2) the officer has knowledge and ability, and (3) the user of the service feels safe about the service provided.

From the results of the research data processing, it was obtained information that an average of 96.7% of respondents or an average of 58 people thought that the quality of BPKP issuance services in the South Sumatra DKP in 2016 based on assurance parameters was good, with an average value of service quality of 4,1. Most respondents considered that the South Sumatra DKP was able to conduct BPKP 2016 publishing services in a friendly manner, experienced and with a sense of responsibility for data security

Empathy

Empathy parameter has 2 (two) indicators, namely (1) The officer understands the situation of service users, and (2) The officer gives special wisdom or attention. From the results of research data processing 98.3% of respondents or an average of 59 people found that the quality of BPKP issuance services in the South Sumatra DKP in 2016 based on empathy parameters was good, with an average value of service quality of 4.1. The majority of respondents rated that the BPKP service unit in DKP South Sumatra has a sense of "feel what other people feel" for service users in the publication of BPKP in 2016.

All Parameters

The results of data processing of all parameters showed information that 97.4% of respondents or an average of 58 people thought that the quality of BPKP issuance services in the South Sumatra DKP in 2016 based on all parameters was good, with an average service quality value of 4.1. The services provided are also considered to have met the needs and desires of service users. By providing good public services, the DKP of South Sumatra Province has provided good services, which are in accordance with the service definitions stated by Denhardt and Denhardt (2007: 60), where government agencies must be able to provide the highest quality service possible within legal constraints and accountability. The implementation of public services carried out by the South Sumatra DKP in the context of the issuance of BPKP in 2016 is in accordance with the statement of Puspitosari et al. (2013: 3) who argue that public services are the rights of individuals or citizens who must be protected and implemented by the government.

Conclusion

Based on the five parameters used in this study it was concluded that 97.4% of respondents or an average of 58 respondents thought that the quality of BPKP issuance services in the South Sumatra DKP in 2016 was good, with an average score of 4.1.

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