

Implementation Of Market Arrangement Policy on Service Quality in the Regional Technical Service Unit (UPTD) of Cimahi City (Influence Implementation Policy Market Arrangement Against Quality Service at UPTD Cimahi City Market)

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Abstract

Problem tree in study this is quality services at UPTD Pasar Kota Cimahi low . This thing caused by implementation less policy _ good. Study this aim for know influence implementation policy to quality services at the Cimahi City Market UPTD .Method in study this with use method descriptive analysis that is with describe each variable as well as test second variable with approach further quantitative (statistics) analyzed and compared with theory as well as existing problem _ for taken conclusion. The results of the analysis carried out in study this find that there is positive and significant influence _ implementation policy to quality services at UPTD Pasar Kota Cimahi by 71.10%, which means quality services at UPTD Pasar Kota Cimahi influenced by other variables that are not analyzed in the estimation model study this by 28.90%. Based on results study recommended namely ; (1) implementation policy should run by consistent with full high responsibility and commitment _ from all employee (2) control from leader to implementation tasks and work from employee should done by continuous and with system good control . _ With thus expected quality appropriate service _ standard could materialize.

Keywords: Implementation Policy, and Quality Service.

Introduction

Cimahi City faces very crucial problems, both concerning social, economic, political, cultural and security issues. The main task of the government in improving its people is to provide services in order to meet the needs desired by the community. Such is the importance of public services by the government that it is often used as a benchmark for the success of government.

Services in the Service Unit Regional Technical (UPTD) Cimahi City government in the public sector until now in real terms it cannot be said to be encouraging. Many factors cause constraints in services in the public sector to be below the expected quality (*service expectation*). This can be seen, among others, from the mental attitude of the bureaucracy which sometimes appears to be too overpowering (*over authority*), the use of tariffs that are outside the provisions, the use of third parties to facilitate management, various abuses

of power and authority, procedures, fees that are less clear/less transparent, not on time and unresponsive service behavior.

As for what becomes objective study this are :

1. For know implementation policy market arrangement in the Regional Technical Implementation Unit (UPTD) of the Cimahi City Market
2. For know quality services at the Regional Technical Implementation Unit (UPTD) Pasar Cimahi
3. For know influence implementation policy market arrangement of quality services at the Regional Technical Implementation Unit (UPTD) Pasar Cimahi

So that need existence research agar from results study the make input to Cimahi City Government

Theoretical And Research Framework

After browse works __ related scientific _ with title not yet determine the relevant with results journal that we carry out, because that need done in - depth research related with title study this , so will obtained more information _ clear about Influence Implementation Policy Market Planning for Quality Services at the City's Regional Technical Implementation Unit (UPTD) Cimahi .

Literature Review

The theory used was put forward by Van Meter and Van Horn in Yani (2012: 167) that "policy implementation is actions taken either by individuals, officials or groups of government or private groups directed towards achieving the goals that have been outlined. in policy decisions". Referring to the opinion above, it can be seen that a public policy actually requires the involvement of various parties, not only implemented by the government, including the private sector as well. The target of public policy is the wider community, so that at the implementation stage it cannot be done alone. Policy implementation based on the opinion of Van Meter and Van Horn in Yani (2012: 16) consists of:

1. Policy Size and Purpose
2. Resource
3. Characteristics of Executing Agent
4. Attitude / Tendency (Disposition) of the implementers
5. Inter-Organizational Communication and Implementing Activities
6. Environment

The author's opinion of Van Meter and Van Horn in Yani is used as the theoretical basis for the X variable in the research to be carried out with the policy implementation variable and its dimensions are the size and objectives of the policy, resources , characteristics of implementing agents, attitudes of implementers, and inter-organizational communication. and implementing activities, as well as the environment.

Furthermore, to be able to measure the extent to which the quality of public services provided by government officials, there needs to be criteria that indicate whether a given public service can be said to be good or bad, quality or not.

In this study, the theory of service quality that is used as the basis is the theory of Parasuraman (2013:112) for the Y variable in the research conducted on the service quality variable and its dimensions are to summarize the main factors that determine service quality into five dimensions, namely:

- a. Direct evidence (*tangibles*), consisting of: from : appearance physique building as well as supporting facilities and infrastructure , appearance _ officer moment give service ;
- b. Reliability (*reliability*), consists of from : proficiency / accuracy officer give service, accuracy time in give service ;
- c. Sensitivity / power responsiveness , consisting of _ from : convenience officer for contacted , wish officer for give help to customer ;
- d. Assurance , *consisting* of : from : knowledge , courtesy and attitude for could trusted by officers _ _ so that no cause doubts and possible risks _ arise consequence from services provided ; _
- e. Ability for understand need customer (*emphaty*), consisting of from : ability officer in understand need customer , concern / attention from officer individually against _ user service .

Past Research

Research Framework

Research model is description connection as well as influence some of the variables proposed and will be researched, and aim make it easy in understanding connection between variables and the indicator in study this. As for the research model could depicted as following

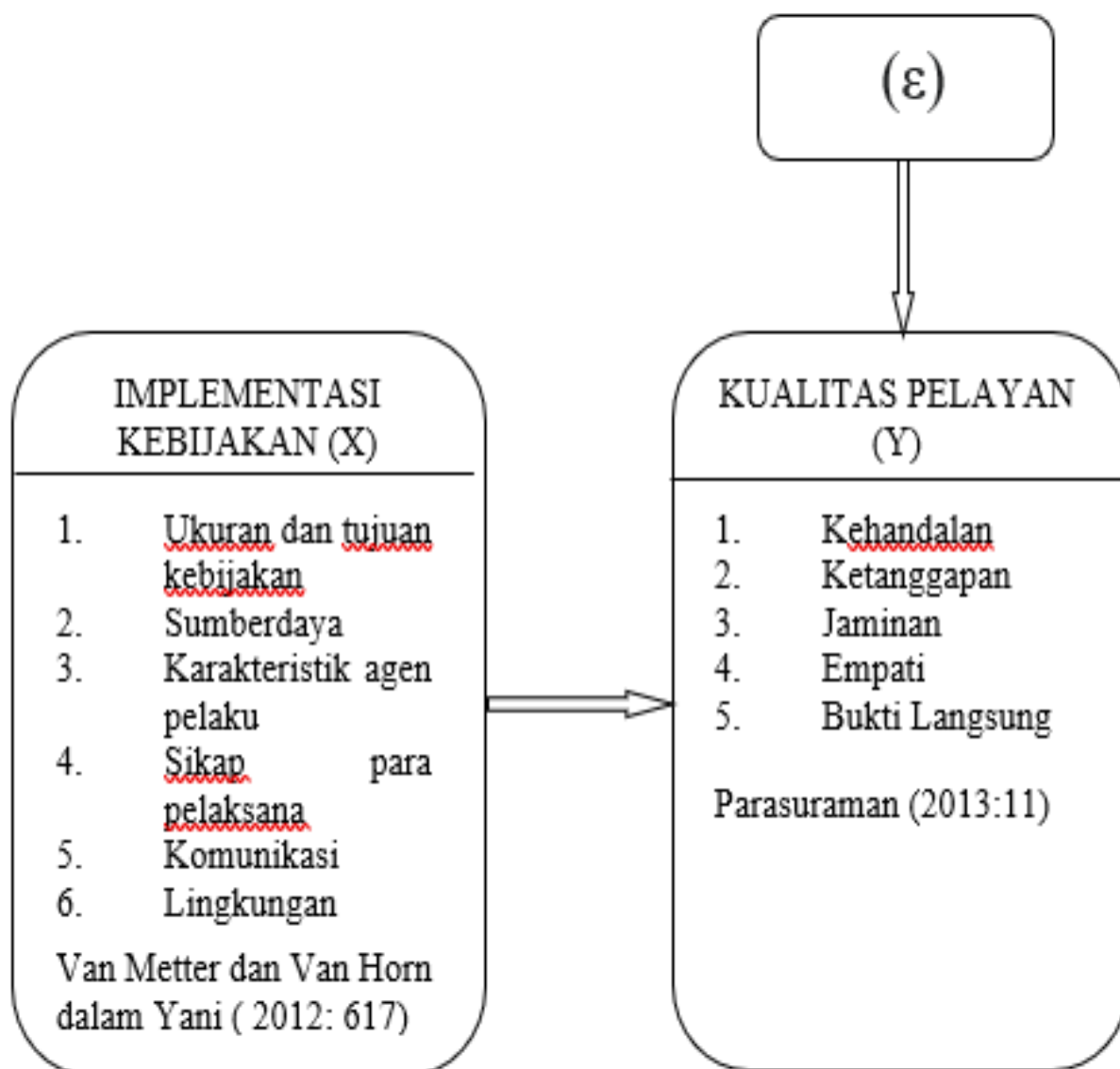


Figure 2.1 Research Model

Description

- X : Variable implementation policy (variable free)
 Y : Variable quality service (bound)
 Epsilon (other factors that do not researched)

Hypothesis

Hypothesis is answer temporary to formula problem necessary research _ tested the truth. Hypothesis used _ in study this is hypothesis zero (Ho) and alternative hypothesis (Hi). Based on the research model above, then hypothesis the research are:

1. Ho: $PYX1 = 0$ No existence influence implementation policy to quality _ service at UPTD Pasar Cimahi City
2. Ho: $PYX1 \neq 0$ Available influence implementation policy to quality services at UPTD Pasar Kota Cimahi

Research Method

Method The research used is descriptive analysis method and statistical methods. With descriptive data analysis techniques in the form of respondents' responses to indicators. Sub research variables are arranged into tabulations consisting of column numbers, requirements and related to indicators, alternative answers provided, answer values and total answer scores.

Research objects, population and sample

The population in this study were employees at UPTD Pasar Kota Cimahi as many as 68 people. Characteristics Respondent in study this is employees at UPTD Pasar Kota Cimahi as seen in the table below this:

Table1. Characteristics Of Respondents Uptd Market Cimahi City

NO	DESCRIPTION	TOTAL
1	Head of UPTD	1 person
2	Head of Sub Division of Administration	1 person
3	Market Coordinator	4 people
4	Administration General	9 people
5	Collector Retribution	7 people
6	Cleanliness	24 people
7	Security	22 people
	Amount	68 people

Source: Researchers 2021

Determination of samples in this research, using sampling technique g saturated (census). Sugi y ono (2011:96) which states that "Sensus _ is a sampling technique when all member population used as a sample". With Thus the sample is 68 respondents .

Variable operation

Operational variable in study this meant for make it easy or direct in compile tool measure the required data based on framework think that has restricted limitation operational in each variable research . In study this writer use two variable study namely :

Implementation Policy (Variable free)

Variable free is the variable that affects or Becomes because other variable changes that are not independent (*dependent variable*). Variable free meant _ in study this is implementation policy as seen in the table following:

Table 2. Operationalization Of Policy Implementation Variables

Variable	Dimension	Indicator	Items
Implementation Policy (X1)	1 Size and purpose policy	1 standard policy	1
		2 Target	2
	2 Resource	1 resource quality human	3
		2 resource financial	4
		3 availability time	5
	3 Characteristics agent perpetrator	1 Executor discipline policy	6
		2 cooperation in carry out Duty	7
	4 The attitude of the implementers	1 Understanding to policy	8
		2 Response to substance policy	9
	5 Communication	1 Cohesiveness information	10
		2 Accuracy information	11
	6 Environment	1 Internal environment	12
		2 Environment external	13

Source: Van Metter and Van Horn in Yani (2012: 617)

Quality Service (Variable bound)

Variable bound is affected variable _ or Becomes consequence because the existence of other independent variables (*independent variable*). Variable bound in question in study this is quality service as seen below _ this:

Table 3. Operation Of Service Quality Variables (Y)

Variable	Dimension	Indicator	Items
Quality Service (Y)	1 Reliability	1 Appropriate in service	14
		2 Trusted service _	15
	2 response	1 Respond in service	16
		2 Respond to problem / complaint	17
	3 Guarantee	1 Knowledge in service	18
		2 Application done appropriate time	19
	4 Empathy	1 Concern serve	20
		2 Give attention	21
	5 Live proof	1 Appearance facility physique	22
		2 Completeness equipment	23
		3 Appearance personnel	24

Source: Parasuraman (2013:112)

Data collection technique

Library Studies

This research data collection done with studies library (*Library Research*), which is done for obtain secondary data theoretical basis used as a supporter in discussion study literature with method read related literature _ with problem that will researched by the author

Studies Field

In This research method used _ for get information from respondents is berbe n tuk questionnaire. Type the author 's questionnaire Use is questionnaire closed, that is the questionnaire that has been provided the answer . As for reason writer use questionnaire closed are:

- Questionnaire closed give convenience to respondent in give answer .
- Questionnaire closed more practical .

c. Limitations cost and time research .

The data collection used in this research is a questionnaire closed that is consist from the truth to the truth _ _ _ from every the variable and the respondent answer in the column scale attitude that has prepared by the researcher . Then in data processing used scale measurement obtained _ through results answer respondent that is with use ordinal scale and scale likert . According to Sugiyono , (2011:117) , "The Likert scale is a scale designed to test whether respondents strongly disagree (*strongly disagree*) or strongly agree (*strongly*) agree) to an object that is assessed".

Next results questionnaire calculated , for data categorization is used Sugiyono data tabulation , (2011:45). The respondents in this study will be given 5 (five) different answer choices to answer the statement. Each statement in the questionnaire is divided _ _ _ to in alternative compiled answers _ by graded with gift weight value (score) as following :

- a. For answer Very Agree (SS) is given a score of 5
- b. For answer Agree (S) is given a score of 4
- c. For answer Enough Agree (CS) is given a score of 3
- d. For answer No Agree (TS) is given a score of 2
- e. For answer Very No Agree (STS) is given a score of 1

Data analysis technique

1. Data Processing Techniques

Ordinal data from the questionnaire results to be used in statistical analysis in order to test the hypothesis, it must be changed more formerly with use *Method Of Successive Interval (MSI)* so that obtained data with scale interval measurement .

2. Technical Data Analysis

analysis to be used in study this is qualitative data analysis and quantitative data analysis.

3. Qualitative Data Analysis

Qualitative data analysis used for analyze data that is no could be measured with use numbers so that no could arranged in structure classification.

4. Quantitative Data Analysis

Quantitative data analysis used for test hypothesis with statistical tests, through the SPSS program.

Result and Discussion

Company and / or Respondent Profile

Cimahi City Regional Government establish a Regional Technical Implementation Unit (UPTD) for Markets with issued Regulation Mayor Cimahi Number 37 of 2018 concerning Market Area Technical Implementation Units . UPTD Pasar is one of the organizational units within the Department of Trade Cooperatives , SMEs and Cimahi City Industry which have tasks and functions as following :

Duties of the Cimahi City Market Regional Technical Implementation Unit (UPTD) is carry out part Duty Technical Department of Commerce Cooperatives , SMEs and Cimahi City Industry in the field of market management which includes administration , levies , market cleanliness and security as well as policies set by the head service .

Research Result & Analysis

Analysis Descriptive

The results of the analysis carried out in study this find that there is positive and significant influence on implementation _ policy to quality services at UPTD Pasar Kota Cimahi by 71.10%, which means quality services at UPTD Pasar Kota Cimahi influenced by other variables that are not analyzed in the estimation model study this by 28.90%.

As for the results from processing the data listed in table under this:

Table 4. Respondent Response To Policy Implementation Variables And Service Quality

Variable	Code	Alternative Answer					Amount	Average
		SS	S	CS	TS	STS		
Implementation Policy (X)	F	87	668	111	18	0	884	3.93
	N	5	4	3	2	1		
	fn	435	2672	333	36	0	3476	
	%	12.51%	76.87%	9.58%	1.04%	0.00%	100%	
Quality Service (Y)	F	68	567	100	12	1	748	3.92
	N	5	4	3	2	1		
	fn	340	2268	300	24	1	2933	
	%	11.59%	77.33%	10.23%	0.82%	0.03%	100%	

Source: Research Results year 2021

Based on results study obtained number of 3.93 and is included in the high category which means implementation policy setting market already good.

T the respondent's assumption on the variable quality service obtained number of 3.92 and includes category high which means quality service already good.

Conclusion

Based on results research and discussion , then could drawn a number of conclusion as following : (1) Feedback Respondent to statement items variable implementation policy from results calculate average _ for variable implementation policy of 3.93 and categorized high which means implementation policy already good , (2) Response Respondent to statement items variable quality service from results calculate average _ for quality variables service of 3.92 and categorized high which means quality service already good , (3) Influence variable implementation policy (X), against quality service (Y) belongs to strong which means implementation policy influential by significant to quality service . Pay attention results study the recommended namely; (1) implementation policy should run by consistent with full high responsibility and commitment _ from all employee (2) control from leader to implementation tasks and work from employee should done by continuous and with system good control . _ With thus expected quality appropriate service _ standard could materialized .

Acknowledgment

Praise and thanks to Allah SWT who has give His mercy and guidance to all of us who have complete Journal Scientific this although far from the word perfect , and we also say accept love to : Head of STIA-Bandung Mr. Dr.H. Blessings Rosadi , M.Kes , Head of Study Program Public Administration Mr. M. Dana Prihadi , SE., M.Si and Secretary of the Study Program Public Administration Mrs. Sindrawati , SE., M.Si as well as other parties who do not can we mention one one by one .

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