

## Persepsi masyarakat pengguna jasa kantor pertanahan Kotamadya Jakarta Selatan mengenai kualitas dan kepuasan pelayanan = the Perception on the users of land office services of South Jakarta Municipality on the service quality and satisfaction

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### Abstrak

Peranan tanah dalam kegiatan pembangunan makin banyak dibutuhkan, sehingga nilainya semakin meningkat. Pelaksanaan administrasi pertanahan dan manajemen pelayanan, terutama pengurusan sertifikasi bidang tanah sering membawa permasalahan yang kompleks, antara lain praktek pelayanannya pada Kantor Pertanahan BPN yang masih dianggap kurang tertib dan kurang memuaskan bagi masyarakat.

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Demikian pula halnya yang terdapat pada Kantor Pertanahan Kotamadya Jakarta Selatan, memprihatinkan mengenai pelayanan bidang pertanahan pada cakupan wilayah kerja Kotamadya Jakarta Selatan. Dengan cakupan wilayah kerja yang demikian luas dan kompleks tersebut, proses pemberian pelayanan yang dibalaskan oleh unit-unit kerjanya sangat dituntut untuk dapat memberikan pelayanan berkualitas agar dapat memberikan kepuasan bagi masyarakat.

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Atas dasar tersebut, penelitian ini dilakukan untuk mengukur persepsi masyarakat pengguna jasa mengenai kualitas dan kepuasan pelayanan yang diberikan oleh Kantor Pertanahan Kotamadya Jakarta Selatan. Tujuan penelitian ini adalah untuk mengetahui telah sejauh mana kepuasan masyarakat pengguna terhadap kualitas pelayanan bidang pertanahan di Kantor Pertanahan Kotamadya Jakarta Selatan, dimana hasil penelitian diharapkan akan dapat dijadikan bahan masukan bagi para pengambil keputusan khususnya dalam bidang pelayanan publik.

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Kerangka teori dalam penelitian ini terdiri dari teori-teori mengenai persepsi masyarakat, pemerintah sebagai penyedia pelayanan publik, kualitas pelayanan, dan teori kepuasan pelanggan. Serta pengukuran terhadap kepuasan pelanggan.

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Pengumpulan data yang dilakukan dalam penelitian ini menggunakan metode kuantitatif. Dimana data yang dikumpulkan melalui instrumen kuisioner. Penyebaran kuisioner dilakukan melalui teknik accidental sampling dengan jumlah responden sebanyak 100 orang. Responden dipilih dari sejumlah masyarakat yang telah mengurus administrasi pertanahan di Kantor Pertanahan Kota Jakarta Selatan. Teknik ini dipergunakan karena tidak adanya daftar sampel. Selanjutnya data kuantitatif disajikan dalam bentuk tabel dan persentase, yang kemudian akan dianalisa secara deskriptif analisis.

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Berdasarkan hasil penelitian terhadap kualitas pelayanan, didapatkan hasil bahwa masyarakat menilai pelayanan bidang pertanahan di Kantor Pertanahan Kota Jakarta Selatan sudah cukup baik. Hampir sebagian besar indeks kinerja pelayanan menurut responden berada pada persentase 80%. Beberapa indikator yang dinilai cukup baik yakni: pertama, indikator aspek reliability tentang petugas yang memiliki

keahlian dan pengetahuan yang dapat diandalkan dalam pelayanan (87%) Kedua, indikator tentang pelanggan selama ini tidak menemukan kasalahan dalam pelayanan (86%), Akan tetapi, diketahui masih terdapat keluhan antara harapan dan kenyataan yang dirasakan responden yang diukur melalui indikator-indikator dari kelima dimensi servqual. Dari kelima dimensi tersebut, indikator pada dimensi responsiveness yakni tentang kecepatan dan ketepatan waktu pemerosesan urusan layanan yang diminta masyarakat (78%). Kemudian indikator pada dimensi assurance yakni tentang oknum petugas yang masih mau meminta dan menerima uang suap atau tip dari pelanggan diluar dari tarif resmi (78%).

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Kesimpulan dari analisis data menunjukkan bahwa menurut pendapat para responden, ternyata secara keseluruhan pelayanan yang diberikan kepada masyarakat pengguna telah cukup baik, sebagaimana yang diharapkan. Hal ini ditunjukkan dengan pendapat responden yang memberikan tingkat penilaian atas kualitas pelayanan diatas 80% terhadap semua indikator dimensi servqual. Hanya ada beberapa penilaian yang masih perlu mendapat perhatian, salah satunya masalah pungutan diluar tarif resmi yang masih dilakukan oleh oknum petugas, walaupun hanya sebagian kecil responden yang mengalaminya. Kemudian dari segi sarana fisik pelayanan, Kantor Pertanahan Kodya Jakarta Selatan sudah cukup baik, karena bertempat dalam ruang pelayanan terpadu milik kantor Walikota Kodya Jakarta Selatan, sehingga dalam hal kordinasi antar instansi yang berkaitan juga lebih memudahkan pelayanan. Selanjutnya masalah sumber daya manusia (SDM) yang betugas baik yang berada di loket pelayanan (Front liner) maupun di ruang kantor (back office), menurut sebagian responden telah cukup memiliki kemampuan dan keahlian yang dapat menunjang dalam pemberian pelayanan yang lebih baik.

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Agar dapat lebih meningkatkan kualitas pelayanan dan memberikan kepuasan kepada masyarakat pengguna jasa Kantor Pertanahan Kodya Jakarta Selatan, serta berdasarkan temuan dan masukan dari responden, penulis memberikan saran yakni: pertama, program pelayanan khusus yang diadakan Kantor Pertanahan Kodya Jakarta Selatan melalui kerjasama pemerintah Kotamadya Jakarta Selatan, seperti ; adjudikasi APBD dan swadaya, karena relatif murah dan cepat serta dilaksanakan di wilayah kelurahan domisili masyarakat setempat. Kedua, untuk lebih mempercepat proses penyelesaian berkas administmsi pertanahan, yang masih dikeluhkan responden karena lewat dari jangka waktu penyelesaian, maka yang dapat dilakukan adalah menyederhanakan hirarki proses administrasi. Ketiga, untuk menekan pungutan liar dilakukan 3 upaya yakni: (a) agar diberikan insentif yang memadai kepada pctugas pelayanan untuk menghindari oknum petugas melakukan pungutan liar. (b) diberikan sanksi yang tegas kepada oknum petugas apabila masih melakukan pungutan liar, baik berupa teguran lisan maupun tertulis, bila perlu dapat dimutasikan hingga dipecat. (c) prosedur dan tarif resmi yang dikenakan terhadap jenis layanan agar dapat diketahui masyarakat melalui media-media inforrnasi seperti: brosur, Ieaflet, spanduk dll.

<hr><i>The role of land in the development activities is increasingly needed, resulting in its increasing value. The application of land administration and service management, especially the handling of certification on a piece of land often brings with the a comples matters, among other things its service applications in BPN Land Office considered as not too orderly and not too satisfactory for the people at large.

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The same thing exists in Land Office of South Jakarta Municipality, having its duties in the field of land matters in the working scope of South Jakarta Municipality. With that large and complex working scope as

such, the process in providing services being run by its working units is very much demanded to provided quality services in order to provide satisfaction to the people at large.

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On that basis, this research is carried out to measure the perception of the people at large as service users concerning the quality and satisfactory services provided by Land Office of South Jakarta Municipality. The objective of this research is to find out how much the satisfaction of the people at large as users on service quality in the field of land in Land Office of South Jakarta Municipality, whereas the results on the research are expected to be used as inputs for decision makers, particularly in the field of public services.

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The theoretical framework in this research consists of theories on the perception of the people at large, the government as provider of public services, service quality, and the theory of customer satisfaction as well as measurement on customer satisfaction.

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The data collecting carried out in this research uses quantitative method, whereas the data collected through questionnaire instrument. The questionnaire distribution is done through accidental sampling technique with the total respondents 100 respondents- The respondents are selected from a number of people who have handled their land administration in Land Office of South Jakarta Municipality. This technique is used since there is no sample list. Further the quantitative data is presented in the form of tables and percentages, and then to be analyzed by descriptive analysis.

Based on the results of research on service qualities, they results in the finding that the people consider the services in the field of land at Land Office of South Jakarta Municipality have been sufficiently good Almost the majority on the index of service performance according to the respondents exist in 80% percentage. Several indicators considered as sufficiently good are: first, the indicator on reliability aspect on the officers in charge having the reliable expertise and knowledge in the services (87%) Second, indicator of customer aspect so far there has not been any mistake in their services (86%) However, it was still found out complaints between the expectations and realities felt by the respondents measured by indicators of those five service quality dimensions. Of those five dimensions, the indicator on responsiveness dimension that is on the speed and punctuality of the processing on the services requested by the people at large (78%). Then the indicator on assurance dimension that is on the officer personality still willing and asking for bribes or tips from the customers outside the official determined price (78%)

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The conclusions from the data analysis show that in the opinions of respondents, it is found out that the services provided to the people as users have been sufficiently good, as expected. This is shown by respondents' opinion giving their rating valuation on service quality above 80% on all indicator of service quality dimension There are only some valuations that need to be considered, one of them is extra charges outside the official price still done by the officers as parties, even though only a small part of the customers experiencing them. Then from the aspect of physical facilities on the services, the Land Office of South Jakarta Municipality is sufficiently good, since it is located under one roof? service office belong to the Mayor office of South Jakarta Municipality, thus inter-coordination among the related institutions also has made it easier on the services. Next is the problem of Human Resource (HR) on duty both existing in the service locket (front liner) as well inside the office building (back office), according to part of respondents

they already have sufficient ability and expertise that can support in providing better services.

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In order to better improve the service quality and providing satisfaction among the people at large as users of the services the Land Office of South Jakarta Municipality, and based on the inputs and Endings from the respondents, the writer provides the following suggestions: first, the special service program held by the Land Ofiice of South Jakarta Municipality through cooperation with the local govemment of South Jakarta Municipality such as adjudication and self-sufficient, because it is cheaper and quicker. Second, in order to accelerate the land file resolving processes, still complained by the respondents for exceeding the expected date, then the thing to be done is to simplify the administrative processing hirarchy. Third, to supress illegal charges: (a) providing sufficient incentives to service officers to avoid illegal charges. (IJ) giving strict sanction when the officer in change still carrying out illegal charges, both orally and in writing, up to mutation and dischage. (c) the official procedures and pricing incurred to types of services should be known by the people at large through information medias such as brochures, leaflets, billboards, etc.</i>