

Application of Importance Performance Analysis Methode to Improve the Quality of Services in Land Office

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Key words: Land management; the quality of service; importance performance analysis; land registration; the land national agency; land office

SUMMARY

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SUMMARY There's still a lot of public complaints in the provision of services in the land sector. In the Annual Report of the Ombudsman of the Republic of Indonesia (ORI) in 2009, the National Land Agency listed as the fourth worst in public service. In some cases in land sector, public services in Indonesia is not proper because the service was only designed by the provider without considering user requirements from consumers. This conditions often resulting in services which is not meet with the expectations of service users. Therefore we need a tool to analysis user requirements and determine the aspects that should be a priority concern in an effort to improving the quality of service. This study aims to improve the quality of land registration services in South Jakarta Land Office. The quality of service is measured by the SERVQUAL model and used Importance Performance Analysis methods to determine which service indicator needs to be improved . Based on the research results, it can be concluded that the quality of service has not met the expectations of consumers. Therefore need to improve service on some indicators , especially the use of modern equipment systems such as queuing systems, speed of processing time according to the standard procedure , the accuracy of the service opening hours , request a notification when a file has been completed, the existence of customer care, the waiting time to be served. With this research, the Land Office of South Jakarta have an alternative policy to improve the quality of services in the land sector.