

Service Quality of Technical Implementing Unit for Management of Low-cost Rental Flats of the Zoning and Construction Control Agency (Study of the Low-cost Rental Flat of Cingised, Bandung City, West Java, Indonesia)

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ABSTRACT

Flats are an alternative to solve the problem of the need for housing and settlement, particularly in the urban area. This research focused on the Cingised Rental Flat, which is one type of the local government's flats for citizens who want to rent and stay there. This type of flat is provided for lower income citizens. This research used the qualitative research method. The result showed that the service quality provided by the service management unit can be said to be good but it still needs improvement. Facilities and infrastructures of the Cingised Rent Flat need improvement, especially the maintenance.

Keyword: Service Management.

I. INTRODUCTION

Housing and settlement are the basic need of every human being. By the increase of population, while the availability of land is limited, houses are built in the form of multistory buildings or known as flats. Construction of flats is an alternative to solve the problem of the need for housing and settlement, particularly in the urban area with an increasing population, because it can decrease the use of land, which makes the urban open space more spacious, and it can be utilized as a method for urban renewal in slums.

The presence of flats has relieved people of the lower middle class because the availability of affordable residences in principle is allotted to them. Flats have many benefits and advantages as a chosen residence. The benefits of flats are as follows:

1. Fulfilling the need for suitable dwelling-house for people with low incomes in the center of towns considering the limited availability of land and the high price of land.
2. For resettlement or renewal of slums and clearance of illegal slum housing.
3. Improving the people's standard of living as an effort to meet the basic need for housing.
4. Flats/an area of flats have a combined type of residence and business functions. The residence function means flats can be utilized as suitable dwelling places. Meanwhile, here the business function means flats can be functioned as business places in the form of small business, such as shop-houses (for trading business), et cetera.

Bandung City is the fourth biggest city in Indonesia after Jakarta, Surabaya, and Medan. Construction and development of various activities in the city have made the need for land in Bandung increase. The City Government of Bandung solves the problem by building flat complexes to decrease density and reduce the emergence of slums due to the increasing population. It is believed to be a right decision because the need for housing for the people of Bandung will be much overcome.

Based on the objective, purpose, and strategy of acceleration of housing construction, the planned program is adjusted to the strategic plan and mission of Bandung City. They are maintaining and building facilities and infrastructures of the city in order that they accord with the dynamics of activities in Bandung City. Therefore, in order to realize healthy settlement environment which is arranged in harmony, the City Government of Bandung has carried out programs of settlement environment, in which one of them is developing vertical settlement or flats. One type of low-cost flats intended for the target group of the people with lower-middle incomes who lived in the densely populated area of the city is low-cost rental flats and or low-cost proprietary flats.

The problem emerging in relation to the service provided by the government to the occupants of the low-cost rental flat of Cingised is that the maintenance of facilities and infrastructures has not been optimally conducted. For example, fire extinguishers have not been replaced for three years, even though they should be replaced every year. Drainage ditches sometimes still overflow. The stairs are dirty and not well maintained.

II. LITERATURE

Parasuraman, et al (1988) in Zeithaml, Parasuraman, and Berry (1990): “Service quality is a global judgment, or attitude, relating to the superiority of the service. More specifically, as service quality is perceived by consumers, service quality may be defined as the difference level between consumer expectation and their perception.”

Goetsch and Davis (1994) in Tjiptono and Chandra (2011): “Service quality is a dynamic state associated with products, services, people, processes, and environments that meets or exceeds expectations.”

In order to measure to what extent the service quality has been performed by an institution or an agency, some experts have proposed dimensions of service quality. Five dimensions used by Zeithaml, Parasuraman, and Berry (1990) are as follows: 1) Tangibles, 2) Reliability, 3) Responsiveness, 4) Assurance, 5) Empathy.

III. RESEARCH METHOD

Research method according to Sugiyono (2014) in principle is a scientific method to obtain data with certain purposes and uses. The method used in this research is the analytical descriptive. According to Moh Nazir (2005) the descriptive research method is as follows:

“Descriptive method is a method in the study of the status of a group of human beings, an object, a set of condition, a set of thought, or a class of current events. The purpose of a descriptive research is to make the description, picture, or image of facts, characteristics, and relationship among the studied phenomena in a systematical, factual, and accurate way.”

The author used the descriptive research method with the qualitative approach because this study of the Cingised flat was intended to focus on the analysis of the implementation of service management. In the process, data collection techniques applied by the author include direct observation, in-depth interviews, and documentation.

In-depth interviews were conducted with key informants, namely the manager of Technical Implementing Unit for Management of Low-Cost Rental Flats and its employees. Other informants are occupants of the low-cost rental flats of Cingised, Bandung City.

IV. RESULTS AND DISCUSSION

Five dimensions of service quality proposed by Parasuraman were used to measure to what extent the management of the low-cost rental flat of Cingised, Bandung City, has provided the service quality. Those five dimensions are tangibles, reliability, responsiveness, assurance, and empathy.

The dimension of tangibles, which includes appearance of the organization's facilities, employees, equipment, and communication materials in providing service, needs improvement especially in maintenance of facilities and infrastructures has not been optimally conducted. For example, fire extinguishers have not been replaced for three years, even though they should be replaced every year. Drainage ditches sometimes still overflow. The stairs are dirty and not well maintained.

Reliability is employees' behavior in delivering dependable and accountable service. It has been known that the employees in the management unit of the low-cost rental flat are reliable in some matters related to service.

Responsiveness is the willingness of the employees to provide prompt service and help customers. The employees of the management service unit are able to immediately give their help if the owner of the flat or the tenant needs prompt help related to the needs in the flat. The occupants of the flat certainly hope that the City Government of Bandung is able to satisfy the needs of the people occupying the flat.

The next aspect is assurance which means the ability of the employees to provide service through their knowledge and courtesy. The employees in the service management unit know much about what they should do or the condition of the flat in Cingised.

The last aspect is empathy which means the attention the employees give when providing service. Empathy is very important because every person has their own expectation. In line with this, Susan & Ratnawati (2017) said: "To get health service in accordance with the patients' expectation, hospitals must provide good service quality not only in the perspective of the hospitals but also those of the patients." In this case, the employees have given their attention by responding to every complaint filed and every problem occurring in the Cingised flat. The City Government of Bandung keeps on actively making a direct field observation and listening to every complaint filed by the occupants of the Cingised flat.

V. CONCLUSION

The service quality provided by the service management unit can be said to be good but it still needs improvement. Among the five dimensions, four dimensions, namely reliability, responsiveness, empathy, and assurance can be said in good condition. There is only one dimension, tangibles, that still needs a fast and significant improvement. The maintenance of facilities and infrastructures still becomes the homework for the government, in this case the management of the low-cost rental flat of Cingised, Bandung City.

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