

The Effect of Public Sector Performance (The Customer Perspective) on the Tangible Quality of Service at the Regional Office of Directorate General of State Assets (DJKN) West Kalimantan

Aan Kurniyanta¹, Tatik Amani², Siti Maria Wardayati³, M. Saleh⁴

^{1,2,3,4} Graduate Program in the Faculty of Economics, University of Jember, Indonesia

ABSTRACT

This study is important because it wants to test and analyze the performance of the public sector from the perspective of the customer that government agencies, Directorate General of State Assets (DJKN), can determine the factors that influence performance. This research is to see and assess the extent to which government agencies can consistently maintain the performance that it provides in the customer perspective. Moreover, it also aims to examine and analyze the effect of tangible service quality: procedures, time of service, cost of service, service staff, and the condition of the office or facilities to public sector performance using multiple regression analysis to test the hypothesis. This study uses purposive sampling method, and obtained 58 respondents who are clients of DJKN Regional Office of West Kalimantan as the study sample. The results showed that the service time and the conditions of service of the office or facilities significantly affect on the customer's satisfaction of DJKN Regional Office of West Kalimantan. While the service procedures, cost of service, and the service staff did not significantly affect the customer's satisfaction of DJKN Regional Office of West Kalimantan. The implication of this study is the DJKN Regional Office of West Kalimantan in improving the performance requires improvement in some aspects related to the customer's perspectives those are: giving socialization to customers about the procedures, time and cost of services existed, improving the employee's competence through education and training, and maintaining the atmosphere of the office to be constantly comfortable and safe, and conducting complete and adequate facilities.

Keywords: Good Governance, Customer Perspective, Tangible Services Quality, Public Sector Performance, Customer Satisfaction