



The Impact of Excellent Service and Security Management on Public Interest in Visiting Local Government Offices in the East Bekasi Region, Bekasi City

Andrian¹⁾; Pratiwi Nila Sari²⁾

¹⁾ Study Program Of Management Faculty Of Economics And Business, Universitas Bhayangkara Jakarta Raya, Indonesia

Email: ¹⁾ andriantahar@gmail.com, ; ²⁾ pratiwi969@gmail.com,

How to Cite :

Andrian, A., Sari, N, P. (2024). The Impact of Excellent Service and Security Management on Public Interest in Visiting Local Government Offices in the East Bekasi Region, Bekasi City. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 11(2). doi: <https://doi.org/10.37676/ekombis.v11i2>

ARTICLE HISTORY

Received [14 Mei 2023]

Revised [20 Juli 2023]

Accepted [31 Juli 2023]

KEYWORDS

Excellent Service; Security Management; Visitor Interest.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This study aims to determine the effect of providing good service and security on public visits to local government offices in the East Bekasi District area of Bekasi City. The research methodology used is quantitative with a purposive sampling survey method on respondents who have minimum criteria for visiting more than once and have experienced public services at local government offices. The questionnaire was distributed to 115 respondents and returned by 100 people. Then after collecting the necessary data, the data was processed by researchers using statistical analysis using SPSS version 22 of the data obtained in the field. The results showed that providing good service and security can have a significant direct impact on public interest in visiting local government offices without worry.

INTRODUCTION

This study aims to determine the impact of providing good service and security on public visits to Local Government offices in the East Bekasi District area, Bekasi City and provide information on how good and comfortable service and security should be provided to the public who visit Local Government offices, especially in the East Bekasi District area, Bekasi City, in order to improve better service to the public. Public services cover various aspects of life. The implementation of public services is the state's effort to meet the basic needs of every citizen and civil rights for products, services, and administrative services provided by public service providers. good and excellent service if the agency or company that provides it can really serve it politely and professionally with service quality standards, good procedures, smooth, safe, and orderly, there is certainty of cost and time, and there is a law regarding the services that have been provided. The public will be satisfied if the service provider provides good and competent

service. If they are happy with the services provided, then the community as service consumers will be more likely to reuse these services.

The 1945 Constitution requires the state to fulfill the basic needs of each individual for their welfare, therefore the success of a government system is mainly measured by how well or poorly public services are implemented. The public will perceive good and excellent service if the agency or company that provides it can actually serve it politely and professionally with service quality standards, good procedures, smooth, safe, and orderly, there is certainty of cost and time, and there is a law regarding the services that have been provided. The public will be satisfied if the service provider provides good and competent service. If they are happy with the services provided, then the community as service consumers will be more likely to reuse these services.

As a public service provider, the government is expected to provide quality services. Furthermore, during the period of regional autonomy, the quality of service of government officials will be increasingly required to be more optimal, competent, and able to meet the high needs of the community, both quantity and quality. Quality public services are services that can bring public satisfaction. This can be seen from the five elements of public service excellence that are the criteria for ensuring public satisfaction: dependability, responsiveness, certainty, empathy, and tangibility.

(President of the Republic of Indonesia, 2009) on public services and the responsibilities of public service providers, including providing excellent service in accordance with the principles of public service delivery and organizing services according to service standards. If the organizer or implementer of public services violates the provisions referred to in article 15, sanctions will be imposed in accordance with article 54, namely a written warning, and if he does not carry out the provisions as intended within a period of three months, he will be subject to sanctions. dismissal from his position.

According to the Decree of the Minister of Administrative Reform Number 25 of 2009, public service is defined as "all service activities carried out by public service providers in an effort to meet the needs of service recipients and implement the provisions of laws and regulations." Public service providers are work units within government entities that provide services directly to recipients of public services. Communities, communities, government agencies, and legal organizations are all recipients of public services. (Government of the Republic of Indonesia, 2019) categorizes three categories of government agencies and SOE/BUMD services.

Administrative services, commodity services, and services are three kinds of services that are classified based on the characteristics and nature of the activities and service products created. The most difficult difficulty in assessing service performance is the selection of criteria. The most important aspect of individual performance in the workplace is job requirements. Job requirements describe what the company has paid its personnel to perform.

LITERATURE REVIEW

Based on its definition, excellent service is the optimal ability of a person in dealing with others. (Suwithi, 1999) defines excellent service as "the best service provided to customers, both internal and external customers, based on service standards and procedures." Excellent service is the best service in terms of meeting customer expectations and demands. In other words, exceptional service is service that meets or exceeds quality criteria. Services that meet quality standards are services that meet the expectations and satisfaction of customers and society (Maddy, 2009). Another point of view is that providing exceptional service requires caring for the client. So excellent service is essentially a sense of concern for customers shown by profit-oriented organizations or social-oriented organizations (non-profit) through attitudes, attention, and real actions, so that customers feel comfortable with the excellent service provided (Pratomo & Shaff, 2000).

According to (Judiardi, 2010), excellent service consists of: a. repairing broken or outdated equipment; and b. providing pleasant service. Excellent service is defined as exceeding expectations with regard to time, accuracy, safety, comfort, quality, cost, procedure, and satisfaction. Another view argues that exceptional service is defined as service with high quality standards that consistently and accurately follow the development of customer demand at all times (Nina Rahmayanty, 2013).

Safety is defined as the absence of physical and psychological harm, as well as conditions of security and tranquility (A Potter, & Perry, 2006). Changes in comfort are situations in which people feel unpleasant sensations and react to potentially harmful stimuli (Carpenito & Linda Juall, 2000). The need for safety or security is the desire to keep oneself safe from physical harm. Mechanical, chemical, physical and bacteriological hazards are four types of risks to one's safety. Physiological background and interpersonal interactions influence the desire to protect. Physiological safety refers to any harm to one's body or life.

Whereas management is defined as "the art of getting things done through people" by (Mary Parker Follet, 2005). Management is defined as the art of achieving organizational goals by influencing others through the art of leading. Security Management when combined is a series of security activity processes starting from planning, organizing, implementing, monitoring, and controlling in a professional and integrated manner to prevent and reduce losses due to threats (Chief of the Indonesian National Police, 2007).

Intention to return is a type of behavioral intention, or customer desire to return, positive word of mouth from customers, stay longer than planned, and shop more than expected (Zeithaml, et. al, 2009). According to (Baker & Crompton, 2000), revisit intention or interest in revisiting is defined as the prospect of tourists to repeat an activity or revisit a location. (Sofjan Assauri, 2013) defines revisit interest as a visitor's strong desire to return to a location in the future as a direct response to a previous visit.

METHODS

This type of research is a quantitative approach that uses the Purposive Sampling method. Observation was carried out at the beginning of the research, then the research was complemented by questionnaires and interviews. This research will be conducted in the public sector such as urban villages, health centers, and urban villages in the East Bekasi Regency area of Bekasi City. This research was conducted from May 2023 to August 2023. Primary data is obtained and collected in this research to obtain relevant information.

The data was collected through direct observation and interviews using a questionnaire in the form of a Google Form that can be directly scanned using a barcode by visitors to public offices in the East Bekasi District, Bekasi City, where the questionnaire contained question items regarding services and security for people visiting the community service center, with the aim of knowing its effect on their interest in visiting these public offices. The data was then processed by the researcher using the latest version of SPSS method, namely data validity and reliability test, normality test, multicollinearity test, heteroscedasticity test, linear regression test, hypothesis test (t and F test), validity test and coefficient of determination test (r^2) from the data obtained in the field, to determine whether or not the implementation of good service and security-based management is successful.

RESULTS AND DISCUSSION

Research Results

This study uses validity test, reliability test, multiple linear regression analysis, classical assumption test, F test, t test and coefficient of determination test to test the hypothesis and proposed by the researcher. This answer is calculated based on the results of an online

google form questionnaire that has been distributed to 115 respondents, which consists of 15 statement items related to the X variables and the Y variable.

Validity Test

The validity test can be used to test the extent to which the accuracy of the measuring instrument can reveal something that you want to measure. If r count is greater than r table then the statement item or indicator can be declared valid. Meanwhile, if r count is smaller than r table, it can be concluded that the statement is invalid and also cannot be used. In this study, researchers used a significance level of 5%. The following is table 1 which is the result of the validity test:

Table 1. Validity Test

No.	Variables	Nilai R Count	Table	Description
1	Service Excellent (X₁)			
	X _{1.1}	0,516	0,1625	Valid
	X _{1.2}	0,484	0,1625	Valid
	X _{1.3}	0,469	0,1625	Valid
	X _{1.4}	0,699	0,1625	Valid
	X _{1.5}	0,651	0,1625	Valid
2	Security-based Management (X₂)			
	X _{2.1}	0,756	0,1625	Valid
	X _{2.2}	0,632	0,1625	Valid
	X _{2.3}	0,668	0,1625	Valid
	X _{2.4}	0,763	0,1625	Valid
	X _{2.5}	0,799	0,1625	Valid
3	Community Revisit Interest (Y)			
	Y _{1.1}	0,533	0,1625	Valid
	Y _{1.2}	0,666	0,1625	Valid
	Y _{1.3}	0,693	0,1625	Valid
	Y _{1.4}	0,590	0,1625	Valid
	Y _{1.5}	0,550	0,1625	Valid
	Y _{1.6}	0,588	0,1625	Valid

Source: Primary data processed by researchers (2023)

In table 1 above, it can be seen that all items of the research variable have r count $>$ r table, namely at the 5% significance level ($\alpha = 0.05$) and $n = 146$ ($n = 146 - 2$), the r table is 0.1625, so it can be seen that the r results of each item $>$ 0.1625 so it can be said that all items in this study are valid for use as instruments in research and the statements submitted can be used to measure what should be measured.

Reliability Test

The reliability test can be used to test the extent of the accuracy of a measuring instrument to be used in the same study. A construct / variable is said to be reliable if it provides a Cronbach Alpha value $>$ 0.70. The results of the reliability test for each variable can be seen in table 2 below:

Table 2. Reliability Test

No.	Variabel	Cronbach Alpha	Keterangan
1	Excellent Service (X ₁)	0,763	Reliabel
2	Security Management (X ₂)	0,802	Reliabel
3.	Interest in Visiting (Y)	0,767	Reliabel

Source: Primary data processed by researchers (2023)

The reliability test results above show that all variables have an Alpha coefficient which is quite large, which is above 0.70 so that it can be said that all concepts measuring each variable from the questionnaire are reliable so that henceforth the items on each variable concept are suitable for use as measuring instruments.

Multicollinearity Test

Multicollinearity test, there are no symptoms of multicollinearity if the tolerance value is > 0.100 and the VIF value is < 10.00. Multicollinearity testing is to determine the perfect relationship between independent variables in the regression model. Symptoms of multicollinearity can be seen from the tolerance value and the Variance Inflation Factor (VIF) value. If the tolerance value shows that no variable has a tolerance value of less than 0.10 and the VIF calculation shows that no independent variable has a VIF value of more than 10. Then it can be concluded that the regression model does not occur multicollinearity. The multicollinearity test results can be shown in the following table:

Table 3. Multicollinearity Test

	Tolerance	VIF
(Constant)		
X ₁	0,731	1,367
X ₂	0,608	1,645

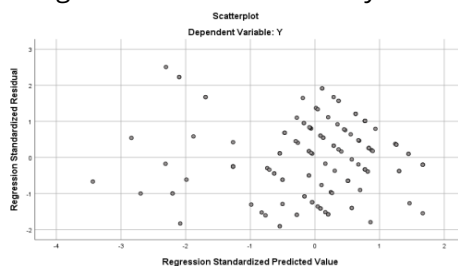
Source: Primary data processed by researchers (2023)

From table 3 above, it shows that the VIF value of all independent variables in this study is smaller than 10, while the tolerance value of all independent variables is more than 0.10, thus it can be concluded that there are no symptoms of multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

Heteroscedasticity test, there are no symptoms of heteroscedasticity if there is no clear pattern (wavy, widening, then narrowing) in the scatterplots image, and the dots spread above and below the Y axis. To detect the presence or absence of heteroscedasticity, the Scatterplot graph method produced from the output of the SPSS version 25 program can be used, if the image shows no clear pattern and the dots spread above and below the number 0 on the Y axis. Then this can be concluded that there is no heteroscedasticity in the regression model. The following are the results of heteroscedasticity testing through the scatterplot graph image.

Figure 1. Heteroscedasticity Test



Source: Primary data processed by researchers (2023)

From the picture, it can be seen that the points spread randomly, do not form a certain clear pattern, and are spread both above and below the number 0 on the Y axis, this means that there is no deviation from the classical assumption of heteroscedasticity in the regression model made.

Normality Test

The guidelines for making decisions on the range of normal distribution data based on the Kolmogorov-Smirnov test are if the significant value > 0.05 then the data distribution is normal and vice versa, if the significant value <0.05 then the data distribution is said to be abnormal.

Table 4. Normality Test

		Unstandardized Residual
N		146
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	1,47067242
Most Extreme Differences	Absolute	0,059
	Positive	0,059
	Negative	-0,053
Test Statistic		0,059
Asymp. Sig (2-tailed)		0,200 ^c

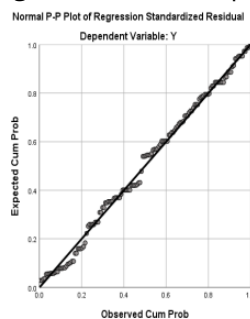
Source: Primary data processed by researchers (2023)

From the results of the classical assumption test to test the normality of the residuals, namely using the One Sample Kolmogorov-Smirnov (K-S) test, it is found that the significance value is 0.200 which is more than alpha (0.05) these results indicate that the residuals are normally distributed.

P-Plot Graph

The P-Plot graph is seen through the points spread along the diagonal line on the p-plot, if the data spreads around the diagonal line and follows the direction of the diagonal line, it can be concluded that the data is normally distributed.

Figure 3. P-Plot Graph



Source: Primary data processed by researchers (2023)

Based on Figure 3 above, it can be seen that the data spreads around the diagonal line following the direction of the diagonal line, which indicates that the data is declared normally distributed.

Multiple Linear Regression Analysis Test

Multiple linear regression analysis was used in this study with the aim of determining whether there is an influence of the independent variables Service Excellent (X1) and Security-Based Management (X2), on the dependent variable of Community Revisit Interest (Y). A summary of the results of data processing using SPSS software is as follows:

Table 5. Multiple Linear Regression Analysis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,666	1,697		0,393	0,695
Pelayanan Prima	0,413	0,062	0,385	6,659	0,000
Manajemen Keamanan	0,446	0,076	0,374	5,905	0,000

Sumber : Data primer diolah peneliti (2023)

Based on the results of multiple regression processing shown in table 5 above, the multiple regression equation is obtained as follows:

$$Y = 0.666 + 0.413 X1 + 0.446 X2 + e$$

From the above equation it can be concluded:

1. The positive constant value (α) of 0.666 indicates that there is a positive influence on the variables of Excellent Service (X1) and Security Management (X2). If, the variables of Excellent Service (X1) and Security-Based Management (X2) increase or have an effect in one unit, the value of Visiting Interest (Y) will increase or be fulfilled.
2. The coefficient value of the Excellent Service variable (X1) of 0.413 indicates that the Excellent Service variable (X1) has a positive effect on the Visiting Interest variable (Y), or if the value of Excellent Service (X1) is increased by 1%, it will increase Visiting Interest (Y) by 0.413.
3. The coefficient value of the Security Management variable (X2) of 0.446 indicates that the Security Management variable (X2) has a positive effect on the Visiting Interest variable (Y), or if the product quality value is increased by 1%, it will increase the Visiting Interest (Y) by 0.446.

Hypothesis Test

a. Partial t test

Table 6. Partial t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0,666	1,697		0,393	0,695
Service Excellence	0,413	0,062	0,385	6,659	0,000
Management Security	0,446	0,076	0,374	5,905	0,000

Source: Primary data processed by researchers (2023)

Based on the table above, it can be seen that Excellent Service has a t-count value = 6.659 > t-table = 1.97658 with a significance level of 0.000 < 0.05, then H0 is rejected and H1 is accepted. So that Excellent Service has an effect on Community Interest. Security Management has a t-count value = 5.905 > t-table = 1.97658 with a significance level of 0.000 < 0.05, then H0 is rejected and H2 is accepted. So that Security Management has an effect on Community Interest.

b. Simultaneous F-test**Table 7. Simultaneous F Test**

ANOVA					
Model	Sum Squares	ofdf	Mean Square	F	Sig.
1 Regression	591,698	3	197,233	89,303	0,000 ^b
Residual	313,617	142	2,209		
Total	905,315	145			

Sumber : Data primer diolah peneliti (2023)

Based on the results above, the F-count value is $89.303 > 2.67$ F-table and significant for Excellent Service and Security Management is 0.000 or less than 0.05. So the regression model of Excellent Service and Security Management simultaneously affects Community Interest in Visiting.

Test Coefficient of Determination (R²)**Tabel 8. Uji Koefisien Determinasi (R²)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,808 ^a	0,654	0,646	1,486

Sumber : Data primer diolah peneliti (2023)

Based on the results of the coefficient of determination above, the amount of adjusted R Square is 0.646. The results of this statistical calculation mean that the ability of the independent variables (Excellent Service and Security Management) to explain changes in the dependent variable (Community Interest) is 64.6%, the remaining 35.4% is explained by other variables outside the regression model analyzed.

DISCUSSION**Research Discussion**

Based on the results of tests that have been carried out on the measurement of Excellent Service and Security Management on Public Interest in Public Sectors in the East Bekasi District, Bekasi City, it can be explained as follows:

1. The Effect of Excellent Service on Community Interest in Visiting

Based on the test results and data analysis obtained from the partial test calculation results which show the value of the t-count value = $6.659 > t\text{-table} = 1.97658$ with a significance level of $0.000 < 0.05$, then H₀ is rejected and H₁ is accepted. So that Excellent Service affects Public Interest in Public Sectors in the East Bekasi District, Bekasi City.

2. The Effect of Security Management on Community Interest in Visiting

Based on the test results and data analysis, the results of the partial test calculation show that the t-count value = $5.905 > t\text{-table} = 1.97658$ with a significance level of $0.000 < 0.05$, then H₀ is rejected and H₂ is accepted. So that Security Management affects Public Interest in Public Offices in the East Bekasi District, Bekasi City.

3. The Effect of Excellent Service and Security Management on Community Interest in Visiting
Based on the test results and data analysis obtained, it shows the F-count value of 89.303 > 2.67 F-table and significant for Excellent Service and Security Management is 0.000 or less than 0.05. So the regression model of Excellent Service and Security Management simultaneously affects Community Interest in Visiting. Based on the results of the coefficient of determination test, the amount of Adjusted R Square is 0.646. The results of this statistical calculation mean that the ability of the independent variables (Excellent Service and Security Management) to explain changes in the dependent variable (Community Interest) is 64.6%, the remaining 35.4% is explained by other variables that are outside of this study.

CONCLUSION

Based on the results of research and discussion regarding the measurement of Excellent Service, and Security Management on Public Interest in Visiting Public offices in the East Bekasi District, Bekasi City, it can be concluded that :

1. Excellent Service has a significant effect on Public Interest in Public offices in the East Bekasi District, Bekasi City.
2. Security Management has a significant effect on Public Interest in Public Offices in the East Bekasi District, Bekasi City.
3. Excellent Service and Security Management simultaneously have a significant effect on Public Interest in Visiting Public offices in the East Bekasi District, Bekasi City.

REFERENCES

- A Potter, & Perry, A. G. (2006). Handbook of Fundamentals of Nursing: Concepts, Processes, and Practice (Fourth edition (ed.)). EGC.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction, and behavior intentions. *Annals of Tourism Research*, 27(3), 785-804.
- Carpenito & Linda Juall. (2000). *Nursing Diagnosis Applications in Clinical Practice* (Sixth Edition (ed.)). EGC.
- Judiardi, J. (2010). *Consumer Psychology*.
- Chief of the National Police of the Republic of Indonesia. (2007). *Security Management System for Organizations, Companies and / or Government Agencies / Institutions*. Regulation of the Chief of the National Police of the Republic of Indonesia Number 24 of 2007 concerning Security Management Systems for Organizations, Companies and / or Government Agencies / Institutions.
- Maddy, K. (2009). *The Nature and Definition of Excellent Service*. Chama Digit.
- Mary Parker Follet. (2005). *Management*. Index.
- Nina Rahmayanty. (2013). *Excellent Service Management: Preventing Defection and Building Customer Loyalty*. graha ilmu.
- Government of the Republic of Indonesia. (2019). *Government Regulation (PP) Number 12 of 2019 concerning Regional Financial Management*. Government Regulation (PP).
- Pratomo & Shaff, A. (2000). *Excellent Service*. Angkasa Bandung.
- President of the Republic of Indonesia. (2009). *Public Service Law*. Law of the Republic of Indonesia Number 25 of 2009.
- Sofjan Assauri. (2013). *Marketing Management*. Raja Grafindo Persada.

Suwithi, N. W. (1999). Excellent Service (Customer Care) Hospitality Accommodation Teacher Training Paper at the Vocational Teacher Training Development Center.