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1 Sociology of Government in The Study of Service Quality Parking Permit Management in Department of Investment and One Door Integrated Services of Bandung City through The GAMPIL for Public Application

Dewi Kurniasih^{1*}, Herlangga Herdin Pratama²

¹Department of Government Science, Universitas Komputer Indonesia, Indonesia

² Department of Government Science, Universitas Komputer Indonesia, Indonesia

Abstract. The aims of this study is to find out, analyzing the Sociology Of Government In The Study Of Service Quality Parking Permit Management In Department Of Investment And One Door Integrated Services Of Bandung City Through The Gampil For Public Application. This study used a descriptive method with a qualitative approach where this data is collected by observation, interviews and recording using descriptive methods with a qualitative approach. The technique to determining the informant in this study is used purposive techniques. The results of the study show that service quality of parking permit management through the gampil for public application is not yet effective, this can be seen in the tangible dimension or physical evidence that there is a deficiency in information to the public about the licensing flow. Reliability or deficiency capabilities in applications that often experience problems when entering the queue for the application of the Gampil for Public Application. Responsiveness, there are deficiencies in the findings of more than 7 days of service and not in accordance with those determined by the standard operating procedures. Assurance in providing guarantees has been effectively seen from the apparatus providing guarantees in service to the community. Empathy in the service of the community has been effectively carried out from the ability of the apparatus in serving and respecting every community related to the Gampil for Public application service. The quality of Parking Permit Management service by the community through the Gampil for Public application is not optimal enough. With this research, we hope that the fulfillment of public services can provide optimal satisfaction to the community.

1. Introduction

The government is a one who responsible for what is its duty, namely Meibi, the people of Diaiam, meet the needs of the community. In fact the government is still unable to carry out public services and policies optimally where it still looks low in ease of access rules in various types of public services in the region[1]. Including one of them is the parking lot permit service using the Gampil for Public application.

Public services are services provided by government agencies as executors of public services to people who have an interest in these agencies according to predetermined procedures and basic rules[2]. The quality of government services will also be increasingly demanded by the community to meet customer needs and expectations[3]. The services provided must also be satisfactory services so that people can get good treatment when people need these services. The government as a state apparatus must be able to provide good public services to the community[4].

The development of communication technology and computers in the Globalization era, has influenced the administration of government in Indonesia. Through the use of the technology the government is able to create a better government (good governance)[5]. E-Government implemented by DPMPTSP Bandung City is an electronic-based application (online service system), which DPMPTSP applies online and full paperless services based on providing online licensing services with Hay.U Bandung! and smartphone application -based licensing service called "Gampil" (Mobile Application for License)[6]. This research will further discuss the quality of services carried out by the government, especially parking permits through the Gampil for Public application to realize good government. The implementation of good governance has implications for better public services to the community. For the sake of achieving these ideals, the government needs to improve the existing bureaucratic system[7].

Gampil for Public is a smartphone -based application for licensing services, especially for public workshop operational permits in an easy way and minimal requirements. At present the fire can be downloaded on Playstore with the keywords Search for Gampil for Public. The aims of this study is to find out, analyzing the Sociology Of Government In The Study Of Service Quality Parking Permit Management In Department Of Investment And One Door Integrated Services Of Bandung City Through The Gampil For Public Application. This study used a descriptive method with a qualitative approach where this data is collected by observation, interviews and recording using descriptive methods with a qualitative approach. The technique to determining the informant in this study is used purposive techniques.

2. Method

The research method used by researchers is an analytic descriptive method with a qualitative approach. Researchers use this method because the focus of this research is the community in the city of Bandung in carrying out the parking permit service process through the Gampil for Public application. The assessment of service quality to the community certainly occurs a process of how people get services from the Bandung City Government. The data source used is primary and secondary sources [8]. While data collection techniques are carried out through observation, interviews, documentation, and triangulation [9]. Data analysis techniques using interactive models from Miles and Huberman namely data collection, data reduction, data presentation, and conclusions/ withdrawals/ verification[10].

3. Results and Discussion

The Office of Investment and Integrated Services One Door Bandung City is a institution that plays a strategic role and function in the field of Integrated Licensing of Bandung City, which was formed based on the Regional Regulation of the City of Bandung Number 08 of 2016 concerning the Formation and Arrangement of the Regional Apparatus of the City of Bandung.

Since May 28, 2015, the One -Stop Investment and Integrated Services Office has been inaugurated by Electronic Based on Electronics or which is subject to an online service system, which is a website -based licensing, full online, full paperless services. A licensing service innovation that provides certainty of time, cost certainty, and process certainty. By 3 steps easy to register, pay for paid permits (building permits and route permits), as well as waiting for permission to be delivered by the post to the destination address] without any face -to -face between officers and licensing, making the service of the Investment and Integrated Services Office of One Door Integrated Services and One Door Integrated Service Bandung as a world class.

On February 25, 2016, the Bandung City Government through the Office of Investment and One Stop Integrated Services and Services is proud. Easy wherever and whenever the onine licensing system. Gampil

for Public is a smartphone -based application for licensing services, especially licensing for SMEs in an easy way and minimal requirements.

The Tangible Dimension of Service Quality of the Investment Service and One-Stop Integrated Services in Parking Management Permits Through the Gampil For Public Application in Bandung City

Physical evidence in Indonesian, is one of the important factors of several factors that have an influence in realizing services, especially in parking management services through the general public application, namely the facilities owned by the application such as facilities / infrastructure, communication media needed in managing applications, facilities and infrastructure are convenience in the management of application parking lots for the public and convenience in the service process. Communication media is the process of conveying messages by the Bandung City Investment and One-Stop Service Office to inform about information through Gampil applications for the public. Application Gampil for Public can see in picture bellow:



Figure 1. Appearance of Gampil for Public

The appearance and capability of the company's physical facilities and infrastructure that can be relied upon by the surrounding environment is clear evidence of the services provided by service providers. These facilities and infrastructure are in the form of a collection of tools that are used for an activity, these tools can be used to assist the process, so that the objectives of these activities can be achieved, especially in the licensing process for parking space management through the Gampil For Public application. Actually facilities and infrastructure are not just a set of tools or goods, but also a place or room for the activity process.

The Reliability Dimension of Service Quality of the Investment Service and One-Stop Integrated Services in Parking Management Permits Through the Gampil For Public Application in Bandung City.

The company's ability to provide services in an accurate and reliable manner. Performance that is in accordance with the expectations and desires of consumers, including in timeliness, providing the same service to every customer, sympathetic attitude and high parking accuracy, especially in the management of Gampil application places for the public. The ability in service to overcome problems that occur in the community clear service standards, and the ability to provide services to the community according to ability, clear application of service standards is an application of clear service standards, so that people know service

standards in parking lot management. The ability of the apparatus is the ability of the apparatus to provide licensing services for the management of parking lots through a general application for the public. This Service Standard is a benchmark used as a guideline for service and assessment of service quality as an obligation and administrator in the context of quality, fast, easy and affordable services.

3. The Responsiveness Dimension of the Service Quality of the Investment Service and One Pindu Integrated Services in Parking Management Permits through the Gampil for Public Application in the City of Bandung

Responsive explains the application's ability to respond to complaints owned by the public in the service process and the speed of parking management licensing services through the Gampil for Public application. Responsiveness is the willingness of the admin of the general application for the public to respond to people who have complaints about parking permit services through the general application for the public. Speed of service is fast service from the admin of the Gampil for Public application to people who perform licensing services through the Gampil for Public application.

One of the problems in this community is about smartphones because not all people use smartphones, and not all people who use smartphones understand what is in the smartphone, especially in using this application for the public where people can make permits online.

The Assurance Dimension of the Service Quality of the Investment Service and One-Stop Integrated Services in Parking Management Permits through the Gampil For Public Application in Bandung City.

Problem solving uses lateralization techniques in a service. A quality service is a service that can satisfy every service user according to the average level of satisfaction of the public and that its implementation is in accordance with established professional standards and ethical codes. Assurance explains the knowledge of the apparatus in the ability to provide services through Gampil for the public, and the ability to guarantee the legality that will be obtained. Knowledge is the ability to know about services through the application of skills for the public. Guarantee of legality is how the apparatus maintains trust in the legality of services in the Gampil application for the public.

The management of parking lots basically has several objectives, namely 1) Arrange parking vehicles by considering the impacts caused, 2) Ensuring environmental regularity, environmental order, and environmental comfort when a place is used as a parking lot, 3) Anticipating and minimizing Criminal acts of vehicles that are parking and 4) provide guarantees of protection to people who park their vehicles[11]. Guarantees for the services provided by the apparatus to the community are influenced by the performance or performance of these apparatus, so that the community believes that the employee is able to provide guarantees for what is the community's needs, and of course has an impact on community satisfaction. In addition to guarantees to the public, there are other forms of guarantees for officials who have good behavior in providing services, of course it will be different from officials who have bad character or character and are not good at providing services.

Empathy Dimension Service Quality of the Investment Service and One-Stop Integrated Services in Parking Management Permits Through the Gampil For Public Application in Bandung City.

Empathy explains in giving attention to the community towards the service process through the application of GAMPIL for the public and prioritizing the interests of the community in the service process. Paying attention is the ability of the apparatus to serve and appreciate every community related to the Gampil application service for the public. Prioritizing the applicant is the ability of the apparatus to prioritize the applicant in a non-discriminatory manner.

This empathy is a form of individual or personal attention to customers by understanding consumer desires. Where companies are expected to be able to understand consumer desires, understand the problems of their

customers and act in the interests of customers, as well as provide personal services to customers and have comfortable operating hours. Every activity or activity requires an understanding and understanding in shared assumptions or interests in a matter related to service. Services will run smoothly and with quality if each party with an interest in the service has a sense of empathy in completing or managing or has the same commitment to service.

4. Conclusion

Based on the results of the research that has been conducted on the sociology of government in the Service Quality of the Investment Service and One-Stop Integrated Services in Parking Management Permits through the Gampil for Public Application in the City of Bandung, it is going well. This can be seen from optimal physical evidence, good reliability. In terms of responsiveness through the Gampil application, it is quite good, it's just that it doesn't comply with the SOP for quite a long time. Assurance itself has guaranteed the legality of the services provided. Empathy is prioritizing without discrimination.

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