

# Strategies for Increasing Community Satisfaction through Excellent Service (case study on RPTRA in North Jakarta)

Agung Edi Rustanto<sup>1</sup>, Jaenudin Akhmad<sup>2</sup>

<sup>1,2</sup>Polytechnic LP3I Jakarta, Jakarta, Indonesia

E-mail <sup>1</sup>agungedirustanto75@gmail.com, <sup>2</sup>zein\_13@ymail.com

## ABSTRACT

Child-friendly integrated public space (RPTRA) in Jakarta is a concept created in the form of a green open space equipped with various infrastructure for children's play, adult social activities and other activities in accordance with the purpose of the RPTRA. Public satisfaction with the RPTRA program is one measure of the success or failure of the DKI Provincial Government in providing services through RPTRA. One city with a large number of RPTRAs is North Jakarta, where from the many RPTRAs there are several different characteristics in each RPTRA. Each RPTRA has a different land area, infrastructure and program of activities in providing services to the community. Physical and non-physical deficiencies that exist in each RPTRA cause low community satisfaction, therefore there is a need for a strategy to keep the community satisfied even though there are shortcomings in the RPTRA. This study aims to analyze strategies to increase community satisfaction through excellent service in North Jakarta Regional RPTRA. The method used in this research is descriptive qualitative with spiral model data analysis method. Based on the results of this study, it shows that through prime service strategies in the form of (1) speed, (2) accuracy, (3) friendliness and (4) comfort can increase community satisfaction which includes satisfaction with direct services and indirect services. The strategy of speed, accuracy, friendliness and comfort which is implemented in the form of direct and indirect services can increase the satisfaction of the people who visit RPTRA in the North Jakarta Region

## Keywords

Strategy, Excellent Service, Community Satisfaction, RPTRA, North Jakarta.

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

## Introduction

Community satisfaction is the goal of providing services by the government, so that excellent service must be applied. Community satisfaction is closely related to whether or not the services provided by the government are good. The community has the right to services that must be provided by the government. There are many forms of services that are the government's obligation to run. Public services are not only in the form of government services, utility services, clothing, food, shelter services, but the provision of public space is also a form of service for the community, as mandated in Law Number 24 of 1992 concerning spatial planning. One form of open space built in DKI Jakarta is the Child Friendly Integrated Public Space (RPTRA). In 2015, the DKI Jakarta Provincial Government implemented a Child Friendly Integrated Public Space (RPTRA) development program to be a solution to these problems (B. Bestari, 2018).

Public services run in RPTRA are a form of public service in accordance with the Decree of the Minister for Administrative Reform (Kepmenpan) Number 63 of 2003. In Kepmenpan Number 63 of 2003 it clearly states that public services are activities carried out by public service providers including the Government. DKI Jakarta Province (Pemprov) to meet the needs of service recipients including the general public. Public service is a basic right given to the community, so that if the service has been provided accordingly, it means that their needs and satisfaction have been met (Hayat, 2017). Public service is the fulfillment of people's wants and needs by state administrators. The state is founded by the public (society) of course with the aim of improving the welfare of the community (Sinambela, 2015).

Public services will be successful in providing satisfaction to the community by implementing excellent service. Excellent service can be interpreted as the best service, so providing excellent service means that public services have been carried out as well as possible (Zaenal and Laksana, 2018). Excellent service is a service capable of creating the following conditions: (1) making the people served feel important; (2) friendly and fast service; (3) the person served is satisfied; (4) placing customers as partners; (5) services provided optimally; (6) concern for customers; (7) services provided in an integrated manner (Barata, 2014). Excellent service has an absolute goal, namely satisfaction for the people served. On the other hand, excellent service has the objective of fulfilling the wants and needs of the community by state administrators. The state was founded by the public (society), of course, with the aim of improving the welfare of the community (Daryanto and Setyabudi, 2014).

The benefits of excellent service are clearly described by Firmansyah (2016), namely providing trust and satisfaction, serving wholeheartedly so as not to disappoint, creating people's welfare so that cooperation and participation of all components of the nation are guaranteed to realize the development of the nation and state, adding to the trust and value of existing individual credibility. in the organization and become everyone's hope. It is also clearly conveyed that excellent service has benefits, namely improving the quality of government services to the community, as a reference for developing service standards, and as a reference for customer and stakeholder service in service activities regarding why, when, whom, where, and how services should be performed (Freddy, 2017).

Excellent service has a basic concept, namely creativity (Deby, 2015). In more detail, the concept of excellent service is (1) Ability; This means that knowledge and skills are absolutely necessary to support excellent service programs including the ability to work in the area of work involved, carry out effective communication, develop motivation, and use public relations as an instrument in fostering relationships within and outside the organization; (2) Attitude: means the behavior or temper that must be highlighted when dealing with customers. Attitudes as a collection of feelings, beliefs and behavioral tendencies shown to others; (3) Appearance: means the appearance of a person, both physical and non-physical which is able to reflect the confidence and credibility of other parties; (4) Attention: means full concern for the customer / user, both relating to attention to the needs and desires of the user as well as understanding his suggestions and criticisms; (5) Action: means the actual activities that must be carried out in providing services to customers; and (6) Responsibility: means an attitude of kindness to customers as a form of concern to avoid or minimize customer loss or dissatisfaction (Laurena, 2015).

Excellent service is a service that must be implemented in RPTRA to create satisfaction for the visiting community. RPTRA is a public space that has various functions, mainly for children's education by trying to present different concepts in park development. A child-friendly integrated public space is a public space that has the characteristics of a public open park, a vehicle for children's games and development, part of child-friendly city infrastructure and facilities, green open space, and facilities for social activities (Navastara & Maulidy, 2017). The DKI Jakarta Provincial Government is building green open spaces in each urban village. In general, RPTRA consists of a management building, a garden and a children's play area. Basically, some countries have open spaces as community centers such as RPTRA, including America (community center), Sweden (Centrum), and Finland (Keskus), community centers are located in almost every district with one of the functional benefits of overcoming social problems (Surayuda, 2016).

The purpose of establishing the RPTRA is for the Jakarta provincial government to provide services to the community. Public service is an obligation that must be carried out by the provincial government (Spicker, 2009). Based on the research results, it is known that 95% of children give a positive assessment of RPTRA as their favorite place. This conclusion indicates that the existence of RPTRA is a valuable asset in the daily lives of children, especially those who live in crowded environments. Therefore, the RPTRA development initiative needs to be consistently carried out (Prakoso & Dewi, 2017). The construction of the RPTRA in the Jakarta area is an effort that aims to make the city of Jakarta a suitable city for children. To realize a child-friendly city, of course, it also requires commitment and the role of the stakeholders involved in this, namely the local government and the surrounding community who synergize and coordinate as a whole (Hidayat & Utari, 2018)

Based on some of these descriptions, this study aims to analyze strategies to increase community satisfaction through excellent service at RPTRA. The prime service forms studied were (1) speed, (2) accuracy, (3) friendliness

and (4) comfort (Tjiptono, 2002). In this study, data were collected in two stages, namely (1) conducting a survey of the level of community satisfaction with the facilities and services available in RPTRA. From the results of this survey, detailed information on community satisfaction will be known. (2) conducting interviews with informants, observation and FGD regarding aspects of excellent service which are a strategy in increasing community satisfaction. Aspects of satisfaction consist of two, namely facilities as a form of satisfaction with indirect services and service quality of RPTRA managers as a form of satisfaction with direct services (Husain Umar, 2005).

## Method

The approach used is a qualitative approach, namely research conducted to produce descriptive data in the form of both written and oral forms as well as the behavior of the observed subjects. Qualitative research is a particular tradition in social science that fundamentally relies on human observation in its own area and relating to these people in their discussion and terminology (Moleong, 2011). This qualitative research has several special characteristics that distinguish it from other research. The characteristics of qualitative research in this study are: (a) Using a natural setting, (2) The key instrument is human, (3) Prioritizing direct data, (4) Using the triangulation method (Arifin, 2012).

In accordance with the type of research above is qualitative, the way data collection is done by four techniques, namely: interviews, observation. An interview is a conversation with a specific purpose carried out by two parties, namely the interviewer who asks the question and the interviewee who provides the answer to the question. In the interview, the types of questions can relate to experiences and behaviors as well as feelings, namely questions related to what someone has done and done, as well as questions aimed at understanding a person's emotional respondents. Observation is an effort to record all events and activities that occur during the corrective action with or without assistance. As a data collection tool, direct observation will make a very important contribution to descriptive research. Certain types of information can be obtained best through direct observation by researchers. The informants in this study were RPTRA officers and RPTRA visitors. RPTRA officers who serve as informants are the head of the coordinator and 2 members because they have more in-depth information about the RPTRA. Informants from visitors were randomly assigned to visitors who had visited RPTRA (Moleong, 2011).

The location of this research is RPTRA in North Jakarta, namely RPTRA RASELA, RPTRA Radar Pembangunan, RPTRA Sindang Raya, RPTRA Tugu Permai and RPTRA Permata. The RPTRA was chosen because it represents the entire RPTRA both in terms of land area and facilities owned. The RPTRA sampled in this study also has a unique facility, which is the initiative and creativity of the manager which can be used as a reference for other RPTRAs.

The research method used in this research is descriptive qualitative with data analysis using a spiral model (Creswell, 2016) which is in more detail as follows:

1. Data Collection, which collects data from interviews in the form of text, participant observation, and other data in the form of pictures, documents, etc. related to planning, implementing and evaluating RPTRA services in increasing visitor satisfaction.
2. Data Managing, namely processing the data that has been obtained from the RPTRA in the form of participant observation, in-depth interviews and documentation and converting the data into a text unit suitable for analysis.
3. Reading, Memorizing, namely understanding and remembering as a reflection of a number of answers to research questions which include planning, implementing, and evaluating RPTRA services in increasing visitor satisfaction.
4. Describing, Classifying, and Interpreting, namely describing, aligning according to the context of the category, namely planning the implementation and evaluation of RPTRA services in increasing visitor satisfaction.
5. Representing, Visualizing, namely presenting and making conclusions that can be made in the form of a chart, then compiling propositions from the research results.

## Research Results and Discussion

### RPTRA development in the Jakarta

Public spaces in the form of green open spaces equipped with play facilities and other social activities are the right solution to the problem of the lack of green open spaces in Jakarta. In creating public spaces it is necessary to pay attention to the value of public space and the importance of design and planning in creating it, it is important to remember that the design approach to creating these spaces must be very specific (Rupa, 2015). The safety and security of visitors are the main things that need to be considered in RPTRA. The public sphere needs to pay attention to the sense of security so it is important to have rules related to increasing a sense of security (Francis et al., 2012). The diversity of visitors from the perspective of age, cultural background, economic background, and individual characteristics is a big challenge in providing services for RPTRA managers. RPTRA services are not only direct services, but indirect services are also very important, namely by maintaining the safety and security of visitors. In general, the form of service to visitors is divided into two categories, namely direct services and indirect services. Direct service means that in the service there is direct interaction between officers and visitors at RPTRA. Indirect services, meaning that services are provided through the facilities and infrastructure in the RPTRA. Direct and indirect services performed as well as possible are called excellent service. (Rustanto, 2019). Referring to previous research on service analysis in increasing satisfaction. RPTRA which is managed properly in accordance with the policies of the manager can make the community feel satisfied. This happens, because through the RPTRA, the community can easily access the facilities needed (Netti, 2018). The implementation of the RPTRA program which is in accordance with the service activity standards by officers will make the RPTRA feasible to become a friendly public space. Thus the community will feel more satisfied (Rully

Bestari, 2018). Services through the facilities provided that are aimed at achieving community satisfaction are supported by safety, comfort, affordability, and means of playing. Thus, indirect services are very important. In this study, it has not explicitly explained the services provided directly to get community satisfaction (Nafil, 2017). Utami et.al (2016), revealed that RPTRA provides recreational and restorative benefits, this is shown from the results of research on parents and children who visit RPTRA. Through this research, clear information was obtained that the friendliness of the officers and the quality of the facilities at RPTRA were important in providing excellent service and were able to become a measure of the benefits obtained by visitors. In line with that, Samsudin and Primi (2018), explain that services at RPTRA are able to create satisfaction through the strategies implemented.

### Service Excellent Strategy in increasing RPTRA Visitor Satisfaction

Based on the results of interviews and observations, it was found that the community was satisfied with the services provided by officers at RPTRA. Excellent service that can make people feel satisfied, namely fulfilling the elements (1) speed, (2) accuracy, (3) friendliness, and (4) comfort (Tjiptono, 2002). From each element of excellent service, in more detail, the following is the excellent service strategy that is implemented by the RPTRA in the North Jakarta area in creating community satisfaction who visit the RPTRA.

First, regarding the speed of service at RPTRA. Service speed is divided into two categories, namely speed in direct service and indirect service. Direct service is provided by interacting directly between RPTRA managers and visitors. Indirect service is a form of service by providing good facilities according to the needs of visitors and by quickly repairing damaged facilities so that they always make visitors feel comfortable. In direct service, the RPTRA manager is always quick to greet visitors who enter the RPTRA and is quick to help visitors who need assistance from the RPTRA manager. In indirect services, the RPTRA manager always maintains cleanliness and every facility in the RPTRA so that visitors can always enjoy services through various facilities that are in good condition in the RPTRA.

In providing excellent service, officers are required to have professional competence to be able to provide satisfaction. Officers must be able to provide fast and professional service to make visitors satisfied. Excellent service as the demand for service that satisfies the community requires a requirement that every service provider has professional quality competence, thus the quality of professional competence is an important and reasonable aspect in every transaction (Nurlina, 2018). Speed of service is part of the obligations of service officers when providing excellent service. RPTRA officers are part of the government apparatus who are obliged to provide excellent service to the community. Service speed is included in the quality of service. Meanwhile, service quality can be interpreted as an effort to fulfill the needs and desires of consumers as well as the accuracy of their delivery in balancing consumer expectations (Tjiptono, 2011).

Second, regarding the accuracy of services at RPTRA. RPTRA officers always analyze the needs of visitors so that they always understand what needs to be done in providing services to visitors. RPTRA officers know that what is expected in RPTRA is cleanliness, complete facilities, friendly staff, and security. RPTRA officers always care for and clean the environment in the RPTRA every day so that visitors feel satisfied with the cleanliness of the RPTRA environment. RPTRA officers clean the park, play area, and all rooms in RPTRA every morning and evening. RPTRA officers always try to complete the facilities at RPTRA to make visitors feel satisfied with the complete facilities they have. The complete RPTRA facilities include the main building, library, lactation room, garden and playground for children. RPTRA officers also always interact with visitors in a friendly manner as a form of providing excellent service so that visitors are satisfied with the direct service provided by RPTRA officers. In providing facilities, RPTRA officers always pay attention to the security aspect in order to minimize accidents for visitors to the RPTRA. Of all the forms of accuracy of services provided by the RPTRA, visitors have high satisfaction with the services provided by RPTRA.

In providing services, accuracy is important because the services provided must be in accordance with the services needed by the community. Service quality is able to have a determinant effect on the condition that it is able to provide appropriate services (Kotler, 2003). Accuracy in service must be carried out to get community satisfaction. Accuracy of method, accuracy of content and timeliness are very important in service. One aspect of service really needs accuracy because with accuracy, the services provided can be accurate and get the trust of the community. The right service will reduce the risk of errors in providing services (Lopiyoadi, 2001).

Third, regarding friendliness in service at RPTRA. RPTRA officers make hospitality a priority in interacting with visitors even though RPTRA officers need to be strict with visitors who do not comply with regulations. Every problem that occurs has always been resolved with a persuasive approach. RPTRA officers can memorize visitors who come to RPTRA because of the form of closeness between officers and RPTRA visitors. RPTRA officers consider children who play as their own in looking after them in the RPTRA environment. Child visitors also often ask for assistance from RPTRA officers to carry out assignments from school. The relationship between RPTRA officers and parents of children who visit RPTRA is also very good. The key to success in providing friendly service is with a sincere heart in providing services. Hospitality in excellent service is a very important part. Quality of service will not be realized without hospitality in providing services. Service quality is closely related to politeness and friendliness (Gespersz, 2003). Excellent service has many elements, one of which is hospitality. Hospitality will make the people served feel happy and satisfied (Barata, 2014)

Fourth, regarding comfort in services at RPTRA. A sense of comfort is closely related to satisfaction, meaning that visitors who feel comfortable in RPTRA are satisfied with being in RPTRA. RPTRA officers maintain the comfort of visitors in two ways, namely maintaining the comfort of visitors to the attitude of the RPTRA officers and

maintaining the comfort of visitors to the cleanliness and safety of RPTRA facilities. RPTRA officers make visitors feel comfortable when interacting with all officers. Every officer always makes good relations with visitors so that visitors can convey all their opinions to make RPTRA even better. RPTRA officers also always keep the RPTRA facilities clean so that visitors feel at home and want to always return to visit the RPTRA. RPTRA officers also always maintain the safety of all visitors, especially children who play in the RPTRA environment so that all visitors feel safe when carrying out various activities at RPTRA. Apart from speed, accuracy and friendliness, the most important element in excellent service is comfort. The factor that can make the people served become satisfied is comfort. Kolcaba (2003) explains that reality as a condition has fulfilled the basic human needs that are individual and holistic. In the research results it can be explained that the convenience in service can affect satisfaction so that it means that comfort in service is very important.

## Conclusion

Excellent service strategy is able to increase community satisfaction or visitors who visit RPTRA. Elements of prime service strategy that can increase satisfaction are (1) speed, (2) accuracy, (3) friendliness and (4) comfort which can increase community satisfaction which includes satisfaction with direct and indirect services. The strategy of speed, accuracy, friendliness and comfort which is implemented in the form of direct and indirect services can increase the satisfaction of the people who visit RPTRA in the North Jakarta Region. Direct service is provided by interacting directly between RPTRA officers and visitors. Indirect service is a form of service by providing good facilities according to the needs of visitors and also quickly repairing damaged facilities so that visitors always feel comfortable.

## Acknowledgments

Thanks to Kemenristek / Brin for supporting and funding this research so that this research can be completed well and hopefully it will benefit the readers. Thanks are also given to the LP3I Jakarta Polytechnic who has always provided support and opportunities for us to continue working in the form of conducting research. Thank you to fellow lecturers who always provide input for improvement so that this research can be completed well.

## Reference

- [1] B. Bestari, Rully. (2018). *Child-Friendly Integrated Public Spaces (RPTRA): is it appropriate as child-friendly public spaces. Semnas Expert to 1*. 293-298.
- [2] Bancin et.al. 2018. Pengaruh Faktor Waktu Pelayanan Kenyamanan Dan Keistimewaan Dan Hubungan Antar Manusia Terhadap Kepuasan Pasien Pengguna BPJS di Instalasi Rawat Inap

- RSUD Aceh Singkil. *Jurnal Rekam Media*, 1(1).
- [3] Barata, Adya. (2014). *Dasar- Dasar Pelayanan Prima*. Jakarta: PT. ElexMedia Komputindo
- [4] Creswell, John. W. (2016). *Research Design. Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran. Edisi keempat.*. Yogyakarta: Pustaka Pelajar.
- [5] Daryanto, & Setyobudi, I. (2014). *Konsumen dan pelayanan prima*. Yogyakarta: Gava Media
- [6] Francis, Jacinta, etc. (2012). *Creating Sense of Community: The Role of Public Space*. *Journal of Environmental Psychology*. 32, 401-409.
- [7] Freddy Rangkuti. (2017). *Customer Care Excellent Meningkatkan Kinerja Perusahaan melalui Pelayanan Prima Plus Analisis Kasus Jasa Raharja*. Jakarta: Gramedia Pustaka Utama.
- [8] Gaspersz, V. (2003). *Total Quality Managment*. Jakarta: Pt. Gramedia Pustaka
- [9] Hayat. (2017). *Manajemen Pelayanan Publik*. Jakarta: PT. Raja Grafindo Persada
- [10] Herlina, Netti. (2018). *Implementation of the Child-Friendly Integrated Public Space Policy (RPTRA) at RPTRA Utama Cengkareng West Jakarta. XIX PLPB Journal* (1) 42-58.
- [11] Hidayat, Rakhmat & Utari, Ayuningtyas Suciani. (2018). Dari Krisis Ruang Publik ke Kemitraan Intersektoral: Studi Kasus di RPTRA Kalijodo, Jakarta. *Jurnal Sosial Humaniora*. 11(2): 82-94
- [12] Hilman, Firmansyah. (2016). *Organisasi dan Manajemen Bisnis*. Yogyakarta: Ombak.
- [13] Husein Umar. (2005). *Research Methods*. Jakarta: Salemba Empat.
- [14] Kolcaba, Katherine. (2003). *Comfort Theory And Practice: A Vision For Holistic. Health Care And Research*: New York: Spinger Publishing Company.
- [15] Kotler, Philip. (2003). *Marketing Management*. New Jersey: Prentice Hall.
- [16] Lauren, Deby Julia. (2015). Analisis Pelayanan Prima Dengan Konsep A6 Pada Perpustakaan Perguruan Tinggi Negeri Di Surabaya": Studi deskriptif tentang analisis pelayanan prima dengan konsep A6 Ability, Attitude, Appearance, Attention, Action, dan Accountability pada Perpustakaan. Surabaya: Universitas Airlangga.
- [17] Moleong, L.J. (2011). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- [18] Nurlina. (2018). Strategi Pelayanan Dengan Konsep Service Excellent. *Mereja Journal*, 1(2), 17-30.
- [19] Prakoso, Susinety & Dewi, Julia. (2017). Rasa Kelekatan Anak Pada Ruang Publik Terpadu Ramah Anak (RPTRA). *Jurnal Arsitektur*, 17(1), 1-10.
- [20] Rambat Lupiyoadi, (2001). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- [21] Rupa, Charita Kishore. (2015). *Importance of Public Spaces in Cities*. London: Architectural Association Scholl of Architecture Graduate Scholl Programs.
- [22] Rustanto AE. (2019). Kunci Sukses Pelayanan Bisnis. Yogyakarta: Bening Pustaka.
- [23] Samsudin and Primi. (2018). *Evaluation of Physical and Non-Physical Quality in Child-Friendly Integrated Public Spaces (RPTRA)*. *Journal of Architecture, Building & Environment* 7 (1) 31-40.
- [24] Sinambela, Lijan Poltak. (2015). *Manajemen Sumber Daya Manusia*. Jakarta: PT. Bumi Aksara.
- [25] Spicker, Paul. (2009). The Nature of a Public Service. *International Journal of Public Administration* 32(11):190-692.
- [26] Surayuda, Riena J. (2016). Pusat Komunitas dan Kontestasi Memori Kolektif: Studi Kasus Ruang Publik Terpadu Ramah Anak (RPTRA) Kenanga di Cideng, Jakarta Pusat. *Jurnal Sosiologi*, 21(2):233-261.

- [27] Tjiptono, Fandy. (2011). *Marketing Strategy*. The Third Edition. Yogyakarta: ANDI.
- [28] Utami et al. (2016). *Benefit-based City Community Participation in Forming Child-Friendly Public Parks*. *Journal of Indonesian Landscape* 8 (2) 28-38.
- [29] Zaenal, Mukarom dan Laksana, Muhibudin Wijaya. (2018). *Manajemen Pelayanan Publik*. Bandung: CV Pustaka