

**THE AVAILABILITY OF TRADITIONAL
MARKET'S FACILITY AND ITS EFFECT ON
QUALITY OF PUBLIC SERVICE
(A STUDY AT PERAK TRADITIONAL MARKET IN JOMBANG)**

UNDERGRADUATE THESIS

**This Undergraduate Thesis is Proposed to be Eligible to Achieve a Bachelor
Degree Test at Faculty of Administrative Science in Brawijaya University**

**ANIKA SUNARYO PUTRI
NIM. 105030101121002**



**BRAWIJAYA UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCE
PUBLIC ADMINISTRATION DEPARTMENT
MALANG**

2014

MOTTO



**WANT TO BE HAPPY FOR ONE HOUR?
JUST NAPPING**

**WANT TO BE HAPPY ALL DAY LONG?
GO FISHING**

**WANT TO HAVE LIFETIME HAPPINESS ?
DO HELP SOMEONE OUT THERE. . . .**

(ANIKA SUNARYO PUTRI)

UNDERGRADUATE THESIS APPROVAL

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Written by : Anika Sunaryo Putri

Student's ID : 105030101121002

Faculty : Administrative Science

Department : Public Administration

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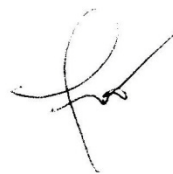
Academic Advisor Committee

Supervisor

Co. Supervisor



Prof. Dr. Abdul Hakim, M.Si.
NIP. 19610202 198503 1 006



Farida Nurani, S.Sos., M.Si.
NIP. 19700721 200501 2 001

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It has been maintained in front of the board of examiners undergraduate thesis, Administrative Science Faculty Brawijaya University, on :

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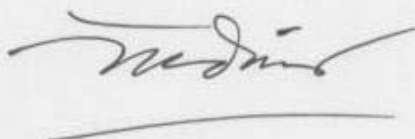
Prof. Dr. Abdul Hakim, M.Si.
NIP. 19610202 198503 1 006

Co. Supervisor



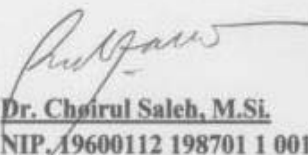
Farida Nurani, S.Sos., M.Si.
NIP. 19700721 200501 2 001

Examiner



Dr. Mardivono, MPA.
NIP. 19520523 197903 1 001

Examiner



Dr. Choirul Saleh, M.Si.
NIP. 19600112 198701 1 001

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Malang, March , 2014

Student



Name : Anika Sunaryo Putri

Student's ID : 105030101121002

RINGKASAN

Putri, Anika Sunaryo, 2014, Ketersediaan Fasilitas Pasar Tradisional dan Pengaruhnya Terhadap Kualitas Pelayanan Publik (Studi Pada Pasar Perak Kabupaten Jombang), Prof. Dr. Abdul Hakim, M.Si., dan Farida Nurani, S.Sos., M.Si., 123 Hal + xvii

Penelitian ini dilakukan atas dasar banyaknya pendapat bahwa saat ini pasar tradisional secara potensi dan aktual mengalami kemerosotan kepercayaan mengarah pada trend yang negatif seperti kesan kumuh yang sudah mendarah daging pada masyarakat, semrawut, becek, panas, tidak aman, dan tidak nyaman. Untuk itu perlu adanya pembenahan faktor produk, faktor harga dan terutama faktor tempat yang mengarah pada fasilitas pasar agar menjadi tempat belanja yang bercitra positif dan dapat berpengaruh kepada meningkatnya kualitas pelayanan publik.

Jenis penelitian yang digunakan dalam penelitian ini yaitu penelitian dengan pendekatan kuantitatif. Jenis dan sumber data yang digunakan adalah data primer dan data sekunder. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner sebanyak 106 responden. Sampel dalam penelitian ini berjumlah 100 pembeli. Responden adalah pembeli di Pasar Perak Kabupaten Jombang. Teknik analisis data dalam penelitian ini yaitu menggunakan analisis deskriptif, analisis regresi linier berganda dan pembuktian hipotesis melalui Uji-F (Simultan) dan Uji-t (Parsial).

Hasil dari penelitian ini menunjukkan bahwa kondisi pasar di pasar Perak masih layak untuk digunakan sebagai tempat berbelanja, akan tetapi sarana prasarana pasar tetap perlu ditingkatkan agar kualitas pelayanan publik pun tetap terus diperhatikan. Bukti fisik, Kehandalan, Daya tanggap, dan Jaminan berpengaruh secara bersama-sama terhadap kualitas pelayanan publik di Pasar Perak Kabupaten Jombang. Selain itu variabel bukti fisik, kehandalan, daya tanggap, dan jaminan berpengaruh secara parsial terhadap kualitas pelayanan publik di pasar Perak Kabupaten Jombang. Sedangkan variabel yang paling dominan mempengaruhi kualitas pelayanan publik adalah bukti fisik pasar.

Citra pasar tradisional yang kurang baik tersebut sudah seharusnya mendapat perhatian yang cukup besar. Pembenahan pasar tradisional seperti pembenahan faktor harga, produk, dan faktor tempat agar menjadi tempat belanja yang bercitra positif adalah suatu tantangan yang cukup berat. Aparatur negara dalam hal ini dititikberatkan kepada aparatur pemerintah hendaknya memberikan pelayanan yang sebaik-baiknya, berorientasi pada kebutuhan dan kepuasan penerima pelayanan, sehingga dapat meningkatkan daya saing pasar tradisional dalam pemberian pelayanan barang dan jasa.

Kata kunci : Fasilitas Pasar Tradisional, Pengaruh Terhadap Kualitas Pelayanan Publik, Pemerintah Daerah

SUMMARY

Putri, Anika Sunaryo, 2014, The Availability of Traditional Market's Facility and Its Effect on Quality of Public Service (A Study at Perak Traditional Market in Jombang), Prof. Dr. Abdul Hakim, M.Si., and Farida Nurani, S.Sos., M.Si., 123 + xvii pages

The research was conducted based on the number of the opinion that the current traditional market in term of potential and the actual has declined of trust which leads to a negative trend as a seedy impression that is ingrained in society, chaotic, muddy, hot, insecure, and uncomfortable. For that, we need the improvement factor, factor prices and especially the factors leading to the facility where the market in order to be a positive shopping image and can affect the increased for service quality.

This type of research used in this research is quantitative research. Types and sources of data used are primary data and secondary data. Data collection techniques in this research are 100 respondents which was taken through a questionnaire. The sample in this research consist of 100 buyers. Then, the respondents are buyers at Perak Traditional Market in Jombang. The technique of data analysis in this research is using descriptive analysis, multiple linear regression analysis and hypotheses verification through F-test (Simultaneous) and t-test (Partial).

The result of this research indicate that the market conditions in Perak traditional market is still viable for use as a place to shop, but keep the market infrastructure needs to be improved so that the service quality also continue to be addressed. Tangible, reliability, responsiveness, assurance and jointly affect the service quality at Perak traditional market in Jombang. Moreover the variable of tangible, reliability, responsiveness, and assurance have partial effect on the service quality at Perak traditional market in Jombang. Meanwhile, the most dominant variable affecting the service quality is the tangible of the market.

The unfavorable image of traditional market is already supposed to receive considerable attention. Settling traditional markets such as the improvement factor prices, products, and other factors that place into a positive image is a tough challenge. The government in this case, it emphasizes to provide the best possible service, oriented to the needs and satisfaction of service recipients, therefore, it can increase the competitiveness of traditional markets in the service delivery of goods and services.

Keywords : Traditional Market Facilities, Effect on the Quality of Public Service, Local Government

PAGE OF DEDICATION

First of all, I dedicate this undergraduate thesis to my mother, Mama Sri Asih, the one who become the very major figure of my life. Then, I also dedicate to someone who has always been a source of inspiration and relentless spirit, the spirit that has always taught the meaning in life. My father, Papa Sunaryo, and also thanks to my brother, Donni, who has always supports me in completing this undergraduate thesis and not to forget thanks to:

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Malang, March , 2014

Anika Sunaryo Putri

PREFACE

Gratitude Praised to Allah SWT who has given his mercy and blesses so that I can finish the undergraduate thesis entitled:

“The Availability of Traditional Market’s Facility and Its Effect on Quality of Public Service (A Study at Perak Traditional Market in Jombang)”.

This undergraduate thesis is the final project that is proposed to be eligible to obtain a Bachelor degree of Public Administration Science at Faculty of Administration in Brawijaya University.

The author realize that the preparation of this undegraduate thesis would not exist without the help and encouragement from various parties. Therefore, on this occasion the author would like to thank the honorable:

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For the sake of completeness of this undergraduate thesis, suggestions and constructive criticism are expected by the author. Hopefully this undergraduate thesis can make meaningful contributions to those in need.

Malang, March , 2014

Anika Sunaryo Putri

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