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

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FACULTY OF ADMINISTRATIVE SCIENCE

PUBLIC ADMINISTRATION DEPARTMENT

MALANG

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MOTTO

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JUST NAPPING

WANT TO BE HAPPY ALL DAY LONG?
GO FISHING

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

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If it turns out there is a plagiarism in the text of this undergraduate thesis which can be proven, I do agree that this undergraduate thesis is aborted and the academic degree that I have gained (S-1) will be canceled. In addition, it can be processed in accordance with the legislation (Act No.20 of 2003, Article 25, paragraph 2 and Article 70).

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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 menunjukan 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:

1. Big thanks to the most special and influenced people around my life, Alvian Wicaksono who is always patient to give feedback, teaching, encouragement and unceasing prayer for me to quickly be able to finish this undergraduate thesis.
2. For aunt Juliani Koperasiwati and Uncle Masruhan who always give support, opinions and prayers for the completing this undergraduate thesis.
3. Phutry Lelliezzia, a long lasting friend since my high school year who always accompany me while being sad, happy, hard, and fun time. Thank you so much for always taking the time with me.
4. Roiela Arfailasufandi, Amalia Fitriani, and Astri Meilani, a long lasting friends since my junior high school who always give support and enjoy sharing about my undergraduate thesis.
5. Lina Maesari Agustina patiently who always teach me to be friends to exchange opinions on completion of this undergraduate thesis.

6. For my close friends, Mochamad Ainur Rofiq, Sohibul Kahfi, Ahmad Basori Ma'mun, Zul'iz Muhtadi, Alfredo Lintar Priangga, Dwi Bagus Prabowo, Pandu Wicaksono, Yogi Fachri P., Novan Haru P., and Rino Oktatiansyah who always taught that we should keep our spirit and no words for tiredness and sleepyness. Thanks to you all.
7. A boarding friend, Hanindita Kumala Anggarini with her partner, Frizqy Okitrandiagrahadi, who always reminds me to do "*ayok nyekripsi*" every day even though on holiday, thank you.
8. All friends - classmates K class (English classes) at Public Administration of 2010 class thank you for your prayers, encouragement, and help of all of you so I can quickly completing this undergraduate thesis.
9. All parties that the author can not mention one by one but has given a very helpful process of this undergraduate thesis. May Allah SWT will return the favor of all those who have helped the implementation until completion of this undergraduate thesis.

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:

1. Prof. Dr. Bambang Supriyono, MS., as the Dean of the Faculty of Administrative Science.
2. Mr. Dr. Choirul Saleh, M.Si., as Chairman of the Public Administration Department at Faculty of Administrative Science.
3. Mrs. Dr. Lely Indah Mindarti, M.Si., as head of the Public Administration Prodi at Faculty of Administrative Science.
4. Prof. Dr. Abdul Hakim, M.Si., as the main supervisor who was always willing to take the time to guide and provide guidance patiently.
5. Mrs. Farida Nurani, S.Sos., M.Si., as a member of the supervisor are always willing to take the time to lead with compassion and patience.
6. Beloved parents, brother, and the entire family of author, thank you for your prayers, support and patience.
7. Mr. M. Masduki as Head of Perak traditional market in Jombang who have helped providing guidance in the completion of the preparation of this undergraduate thesis.
8. Mr. Masruhan as Treasurer of Perak traditional market in Jombang who have guided, helped with the patient and provide guidance in the completion of the preparation of this undergraduate thesis.

9. Mr. Sukar, S.Sos., as the head of Formasi BKD Jombang who has helped guiding patiently and helpful in giving suggestions preparation of this undergraduate thesis.
10. The whole lecturer at the Faculty of Administrative Science Malang who has given all the knowledge.
11. All employees and staffs of the Faculty of Administrative at Brawijaya University who has given a lot of help and cooperate with the author.
12. All employees in Perak traditional market in Jombang, thank you for the opportunity, support, and cooperation given to the authors in conducting research and data collection.
13. All employees and staff BKD Jombang district, for the opportunity, support, and cooperation given to the author in data retrieval.
14. All friends fellow at Public Administration of 2010 that have always inspired in the writing and preparation of this undergraduate thesis.

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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