THE FLOWER SERVICE CONCEPT APPLICABLE IN PUBLIC SERVICE
NATIONAL LAND AGENCY OF DEMAK REGENCY

RESEARCH PAPER
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IN NATIONAL LAND AGENCY OF DEMAK REGENCY

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“For each [religious following] is a direction toward which it faces. So, race to [all that is] good. Wherever you may be, Allah will bring you forth [for judgement] all together. Indeed, Allah is over all things competent” (QS. Al-Baqarah 148)

“I will give the knowledge i have to anyone, as long as they want to take advantage of knowledge i have given” (Imam Syafi’i)

“patience, persistence and perspiration make an unbeatable combination for success” (Napoleon Hill)
DEDICATION

Bismillahirrahmaanirrahiim

I present my research paper with full of love for:

- Allah SWT, the Almighty who provides convenience, fluency, health, fortune, and His blessing, so I can finish my research paper without any significant obstacles.

- Rasulullaah SAW, may sholawat and greetings always be poured out on him the Prophet Muhammad, his family and friends.

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ABSTRAK

Kualitas layanan menjadi topik terpanas dalam lembaga dan organisasi yang menyajikan layanan kepada pelanggan mereka terlepas dari orientasi dan bidang minat mereka. Secara umum, layanan muncul sebagai layanan inti yang merupakan manfaat dasar yang diperoleh pelanggan dari payanan tertentu dan layanan tambahan yang merupakan layanan non-rutin yang mengikuti proses memperoleh layanan.

Penelitian ini dilakukan di badan pertanahan nasional kabupaten Demak sebagai penyedia layanan jasa. Tujuan dilakukannya penelitian ini adalah untuk menganalisis penggunaan konsep flower service yang diimplementasikan di badan pertanahan nasional berdasarkan aturan konstitusi dengan yang ada direalisasikan dilingkungan sesungguhnya. Hasilnya menyatakan bahwa penggunaan flower service concept di badan pertanahan nasional kabupaten Demak menunjukkan bahwa dimensi bunga layanan tampaknya berpengaruh pada kepuasan pelanggan berdasarkan flower service concept. Direkomendasikan melalui penelitian bahwa manajemen harus meningkatkan kesadaran antara karyawannya tentang perbedaan antara layanan tambahan dan layanan inti dan bagaimana masing-masing dari mereka adalah penting dalam diri mereka sendiri.

Kata Kunci: National Land Agency, Flower Service Concept, Public Service

ABSTRACT

Quality of service is the hottest topic in institutions and organizations that provide services to their customers regardless of their orientation and area of interest. In general, services appear as core services which are the basic benefits that customers receive from certain services and additional services that are non-routine services that follow the process of obtaining services.

This research was conducted at the national land agency Demak district as a service provider. The purpose of this research is to analyze the use of the flower service concept which is implemented in the national land agency based on constitutional rules with that is realized in the actual environment. The results state that the use of the flower service concept in Demak district national land agency. The results of the study show that the services interest dimension appears to influence customer satisfaction based on the flower service concept. It is recommended through research that management must increase awareness among employees about the differences between additional services and core services how each of them is important in themselves.

Keywords: National Land Agency, Flower Service Concept, Public Services.