

CHAPTER I

INTRODUCTION

A. Background of Study

Sociologically, the term institution can be interpreted as a format that is steady, stable, structured, and established. In this sense, the institution as a network means of living contains roles that carry out the functions of society continuously and repeatedly (Yasmil Anwar and Adang, 2013: 198). Public service activities are carried out by government agencies or units of ministries, departments, institutions, non-departmental governments, the highest state secretariat institutions, and other government agencies, both central and regional including regionally-owned enterprises, as recipients of public services are people, communities, government agencies and legal entities.

Public institutions are developed from organizational theory, therefore understanding public organizations can be viewed from the perspective of organizational theory. According to Fahmi (2013: 1) a public organization is a container that has multiple roles and was established with the aim of being able to provide and realize the wishes of various parties, and satisfaction of its owners is no exception. Meanwhile, according to Stephen P. Robbins in Fahmi (2013: 2), public organizations are social units that are consciously coordinated, with a relatively identifiable boundary, which works on a relatively continuous basis to achieve a

common goal or group of goals. Understanding public organizations with regard to the organizing process.

Public service activities or also referred to as public services, which are usually attached to the body of government institutions are considered less able to fulfill their duties in accordance with the expectations of the community, as their consumers. One of the things considered as the culprit is the form of bureaucratic people, so that bureaucracy as stated by Achmat Batinggi (1999: 53) is: "It is the type of person who is intended to achieve large administrative tasks by coordinating systematically (regularly) work from many people. "

Related to the service in public relation, the appearing public service becomes the concern in some countries, especially in Indonesia. Thus, public services according to Law Number 25 Year 2009 is an activity or series of activities in order to accomplish service needs in agreement with the laws and regulations for every citizen and resident for administrative goods, services and/or services provided by public service providers. To provide the public facilities, it is a responsibility of the government institution under the patronages of the president, thus it is called as "ministry". The State Ministry hereinafter referred to as the Ministry, is a government apparatus in charge of certain affairs in the government.

The state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which are mandated by the 1945 Constitution of the Republic of Indonesia. The purpose of public institutions according

to Etzioni in Handoko (2011: 109), which is a desirable state where the organization intends to realize and as a statement about the circumstances in the future where the organization as a collective try to cause it.

Based on law number 96 of 2012 concerning the implementation of law number 25 of 2009 concerning public services that the provision of public services by government agencies which part or all of the funds are sourced from the state budget and/or regional budget. The provision of public services whose financing does not originate from the state budget or regional revenue and expenditure budget or business entity whose capital is partly or wholly sourced from state assets and/or separated regional assets, but their availability as a state mission stipulated in statutory regulations.

In public services, there are two types of facilities provided, namely core products and supplementary services. The core products can be interpreted as the benefit that the product brings to the customer. The authentic products refer to the tangible object and linked to the physical quality and the design. The core services are those that customers view as baseline expectations, so customers will not consider doing business with a company unless it offers that level of service. The core services respond to the customers need for a basic benefit (Ng & Forbes, 2009). In other hands, supplementary service can identify efficiencies of core service component with adding the facilities supplementary element are either needed for service

delivery or help to use the core element and enhancing supplementary element is used to add more value to the customer.

Lovelock (2004) introduced the service concept as a principle of positioning service that knows as flower service concept describe 8 things: information, order-taking, payment, billing, safekeeping, hospitality, exception, and consultation. used to identify efficiencies of core service component with adding the facilities supplementary element are either needed for service delivery or help to use the core element and enhancing supplementary element is used to add more value to the customer. In a well-designed and well-managed service organization, the petals and core are fresh and well-formed and market positioning strategy helps to determine which supplementary services should be included. It is important to specify the service element using the service concept. Especially in public service, it can make it easy for the customer or society go throw the line.

B. Research Problem

Based on the background of case study, the problem identification in this research is to analyze how Flower Service Concept are applicable in the national land agency of Demak regency. The problem will be examined in this study as follow:

1. How flower service concept can be applicable in national land agency of Demak regency?

2. How the flower service concept finds the facilities gap between the government planned in the constitution and in the real situation?

C. Research Purpose

The purpose of research based on the problem described above, it is will be arranged as follows:

1. To analyze The Flower Service Concept that has been implemented in the National Land Agency of Demak Regency
2. To compare The Flower Service Concept based on the Constitutions, requirement and real situation in the National Land Agency of Demak Regency.

D. Research Benefit

The outcome of the research are intended to serve the following benefit:

1. More understanding about flower service concept used in national land agency of Demak regency as a public service to gain the customer trust and customer satisfaction.
2. Practically, it is expected to be a data evaluation for the national land agency of Demak regency to improve the service to the customer

E. Systematics of Writing

A. This research's systematic of writing, arranged as follows:

CHAPTER 1 : INTRODUCTION

This chapter includes introduction which consists of background of study, research problems, purposes of the study, benefits of the research, and the explanation of writing systematic.

CHAPTER II : LITERATURE REVIEW

This chapter contains theoretical background of variables used in this study. They are summary of previous studies and theoretical framework.

CHAPTER III : RESEARCH METHODOLOGY

This chapter explains the methodologies of the research. It provides the information about research design, operational definition, and source of data, data collecting technique, instrument analysis, data analysis, and hypothesis testing.

CHAPTER IV: DATA ANALYSIS AND DISCUSSION

In this chapter, there are results of data analysis and the discussion as the implication of this study.

CHAPTER V: CONCLUSION

In this last chapter covers summaries and results of the research. It deals conclusion, research limitation, and implication of study and research suggestion.