

## The Perception of Output Users for the Quality of Services for Procurement of Goods and Services in the Brawijaya University Environment

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### Abstract

This research has the objective to find out the quality of services perceived by users of the services for goods and services procurement as provided by the office of Procurement Services of Brawijaya University, with the Public Satisfaction Index for principles of service. The research utilized the descriptive research method with the qualitative approach, because it is desired to be able to describe and reveal user satisfaction in the process of goods and services procurement in the environment of Brawijaya University. This research was conducted at the Rectorate, Faculties, and Goods and Services Procurement Institution Unit of Brawijaya University. The data analysis in this research consisted of three stages: open coding, axial coding, and selective coding. The results of this research indicated five important points of service quality, which are Tangibles, Reliability, Responsiveness, Assurance, and Empathy, for the Procurement Institution Unit of Brawijaya University. From the five dimensions of service quality, it can be concluded that users have not been satisfied with the provided services that they obtained. Services for goods and services procurement have not yet proceeded according to the needs and desires of users, and therefore the matter requires special attention from the staff of goods and services procurement to improve service quality in order that the provided services can proceed well according to the desires and expectations of students. This would then be mutually beneficial for both parties.

### INTRODUCTION

Public service organizations at present have shifted to being oriented toward service users, in this case being that the people, as the users of public services, have become the attention and the primary matter in the management of public organizations. Government attention for the aspect of user orientation becomes evident, as indicated by the issuance of Minister of State Apparatus Empowerment and Bureaucratic Reforms of the Republic of Indonesia Regulation Number 38 of Year 2012 on the Guidelines of Performance Evaluation for Public Service Units. This regulation states that the objective of performance evaluation of public service units is to encourage public service units to be able to

provide excellent service to the people (Minister of State Apparatus Empowerment and Bureaucratic Reforms of the Republic of Indonesia, 2012). Public service is conducted by service providers in order to improve the satisfaction of users in connection with products, services, and processes that meet or exceed expectations. The satisfaction of users or customers becomes an important indicator for the success or failure of public services in providing excellent service to their users, specifically in the process of fulfilling needs of goods and services. Government attention toward the satisfaction of the people is apparent through a survey of public satisfaction and measurement of the public satisfaction index toward public services. The Public Satisfaction Index is utilized to find out the performance level of service units periodically in order to improve the quality of further public services. The people may utilize the Public Satisfaction Index as an illustration of the service performance of the unit in question (Minister of State Apparatus Empowerment, 2004). Customer satisfaction

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becomes the primary indicator that indicates the success of organizational management. The concept of customer satisfaction is closely associated with the concept of service quality, as quality is marked by the perceptions of customers toward it. The quality may be stated to be satisfactory if the customers perceive that the received quality is at the least the same as expectations, or exceeds them (Kottler, 2002). Regarding the quality of public services and attitudes of the customers (the public), according to Chatzoglou *et al.* (2013), when the quality of accepted public services are not appropriate to what is expected, this will affect the attitudes of the people. The quality of services may be defined as the difference between the expectations of the customers and the accepted or perceived services. If the expectations are greater than the resulting performance, and thus the quality of perceived services are less than satisfactory, leading to customer dissatisfaction (Parasuraman *et al.*, 1990), then it should be necessary to measure the quality of services. The measurement of service quality is considered as the most reliable feedback in considering the provision of services that are effective, direct, meaningful, and objective to user preferences and expectations, and in this way, customer satisfaction is a basic performance standard and allows for leading standards for all business organizations (Gerson, 2010)

In the process for procurement of goods and services in particular, over time what becomes its own focus is the improvement of services, in that several developing countries have instituted reforms not only in the regulatory process but also further in the procurement process, methods, organizational structure, and labor as functions to improve the services for goods and services procurement (Patrick Kakwezi, Sonny Nyeko, 2019). The ability to realize objectives of procurement that are oriented to improve service quality is affected by internal and external forces. In a higher education institution, the affecting internal forces are professionalism, sources of funding, and human resources, while the external forces are the market, political environment, organization, and socio-economics. To support and realize satisfaction for and quality of services, Brawijaya University formed a procurement services unit (*Unit Layanan Pengadaan*, ULP) for goods and services as an organizational unit functioning for procurement of goods and services at an institution that is permanent, independent, and linked to an existing unit. The process of conducting

government procurement of goods or services is executed through a procurement services unit according to the stipulations of Article 1 Paragraph 8 of Presidential Regulation Number 54 of Year 2010 on the Government Procurement of Goods/Services: "a Procurement Services Unit, hereinafter called ULP, is a unit of government organization that functions to conduct Procurement of Goods/Services in Ministries/Agencies/Regional Official Work Units/other Institutions that may be permanent, independent, or attached to units that already exist".

The objective of this research is to find out the level of quality of services perceived by users of services for procurement of goods and services for the services at the office of Procurement Services of Brawijaya University by the Public Satisfaction Index for the principle of services as established in Minister of State Apparatus Empowerment Decree Number 63/KEP/M.PAN/7/2003. Based on the existing conditions and seeing the dynamics of the procurement process for goods and services that continue to develop along with increasing needs, and considering that the ULP working unit of Brawijaya University has been established since 2013, corrections and improvements are certainly needed, one way of which is through research, to find out user satisfaction toward the provided services. Evaluation becomes an important element in order to be able to provide services that are better, more effective, and more efficient.

## **MATERIALS AND METHODS**

This research utilized the method of descriptive research with a qualitative approach because it is desirable to describe and uncover user satisfaction for the process of procurement of goods and services in the Brawijaya University environment. As explained by Nazir (in Oktasari, 2010: 59), a descriptive research constitutes "a method for the research of the status of a group of people, object, condition, thought system, or class of events at the present time". Meanwhile, qualitative research can simply be regarded as research that does not involve statistical analysis procedures. Jane Richie (in Moleong, 2004: 6) states, "qualitative research is an effort to present the social world, and perspectives in the world, from the standpoint of concepts, behaviors, perceptions, and problems regarding the people being researched". This descriptive-qualitative research is considered suitable for understanding the problems that are brought up because the function of qualitative research is

indeed for understanding phenomena or social conditions with greater emphasis on the complete picture of the phenomena being studied. The sites of this research, which constitute the places where the real condition of research objects are found, include the (1) Rectorate of Brawijaya University, (2) Faculties in the Brawijaya University environment, and (3) the Procurement Services Unit for goods and services at Brawijaya University and its faculties.

#### **Data Collection**

The data sources in this research come from two sources: informants and documents. The informants in this research were initially determined intentionally (by purposive sampling) and then from the initial informants were determined successively and developmentally (by snowball sampling) to other informants until data saturation was achieved. In the initial stage of the research, the contacted informants were the Rector of Brawijaya University, Vice-Rector in the field of student affairs, Assistant Deans in the field of student affairs, representatives of Managing Students for Student Institutions, and Chief of the Bureau of Academics and Student Affairs of Brawijaya University. For this research, primary and secondary data were collected through in-depth interviews and documentation.

#### **Data Analysis**

According to Strauss and Corbin, there are three major steps in performing qualitative data analysis, which are (1) open coding, (2) axial coding, and (3) selective coding. In the first stage of open coding, the attempt was made to discover as many of the existing data variations as comprehensively as possible, including the behaviors of the research subjects and social situations of the research site, whether those that have been patterned in everyday life or those that are incidental. At this stage, there are at least five steps or procedures that are conducted, which are (1) breaking down, (2) examining, (3) comparing, (4) conceptualizing, and (5) categorizing. In the second stage of axial coding, the results obtained from open coding were reorganized based on categories to be developed into propositions. At this stage, the analysis of inter-category relationships were made. The relationships were analyzed as in the model of the grounded theory paradigm: Causative conditions → Phenomena → Context → Intervening Conditions → Strategies of interactions and actions → Consequences. In the third stage of selective coding, categories were grouped into core and supporting criteria, and links were made between core and supporting categories. These categories were discovered

through comparison of inter-category relationships, with usage of the paradigm model. The next step was to assign the inter-category relationships and finally to create a conclusion that would then be promoted as the general design.

#### **RESULTS AND DISCUSSION**

The understanding of tangibles (physical evidence) in service quality is the physical, realized forms that may be seen or utilized by employees according to their usage and utilization that may be perceived to aid the services received by people who desire them, which make them satisfied for the perceived services and simultaneously indicate work achievement for the services that are provided (Parasuraman, 2001: 32). This covers physical facilities (examples being buildings, warehouses, and other structures), the utilized equipment and tools (technology), and the appearance of staff members. This means that in the provision of services, every person who desires services can feel the importance of tangibles that is presented by the service developers, and therefore the provided services lead to provided satisfaction. The form of tangibles for services usually takes the form of facilities and infrastructure available for the services, utilized technologies for services, and performance of service provision that is appropriate to the characteristics of the provided services, in indicating the work achievements that may be provided in the form of physical services that are visible. It is undeniable that in a modern and developed organization, considerations from the service developers always prioritize the form of physical quality conditions that can provide appreciation toward people who provide services.

As tangibles in service quality is the realized forms that are physically visible or usable by employees by their usage and utilization that are felt to assist the services that are received by people desiring them, it means that in providing services to them, each of them may perceive the importance of tangibles as presented by service developers, and thus the provided services indicate a good quality of services and ultimately create user satisfaction. Martul (2004: 49) states that service quality in the form of the physical condition represents the real form of service quality that presents appreciation to and forms a positive image for every individual who is served. This also becomes an evaluation in determining the ability of the service developers to exploit all their abilities to be physically visible in utilizing service tools and equipment, being able to

innovate and adopt technology, and demonstrating performance with a skillful, authoritative, and high-integrity appearance, as a form of the work achievement presented to people who obtain services. This matter is also contained in Minister of State Apparatus Empowerment Decree No. 63 of Year 2003, which explains regarding standards for public service as well as discusses the provision of sufficient facilities and infrastructure for services by organizers of public service, which very much determine the quality of the resulting services. The quality of ULP services in the environment of Brawijaya University, in considering the aspect of tangibles or physical evidence that is provided by the managers, can be said to be good. This can be seen from the obtained results for the research and the observations that were conducted on the field, as well as based on the results of conducted interviews and from the standpoint of the equipment, such as computers in the office and well-designed waiting rooms for the provision of services.

Zeithalm in Tjiptono (2005: 134) stated that one of the dimensions for examining the quality of provided public services is the aspect of reliability. Abidin (2010) states that reliability is the ability to provide the promised services accurately and dependably, particularly in providing the services on time, in the same way according to the promised schedule, and without mistakes occurring each time. Meanwhile, the reality of the service quality of ULP in the Brawijaya University environment itself, considering the aspect of reliability in relation to the capability of employees in providing service, is satisfactory. Yet this has not been in line with Minister of State Apparatus Empowerment Decree Number KEP/M.PAN/2/2004 Points 6 and 12 that explain regarding the standards of public service and regard the ability of service employees in completing services to the people according to satisfactory stipulations that have been established by organizers of public service, which very much determine the resulting service quality. From the various opinions provided above, it can be concluded that reliability from the standpoint of employee capabilities in providing services to users is quite good, which can be seen in that the employees are competent in their provision of services. Meanwhile, the budgetary planning for the needs of goods procurement is quite good, which can be seen in the execution of planned needs for the next running year. The ability to provide promised services in an accurate and dependable manner, for the planning of budgetary needs that are

prepared for the process of procurement of goods and services without committing mistakes every time, is in order to improve the quality of provided services.

Responsiveness is the willingness to aid and the speed of service that is provided by service employees in serving the needs of customers or users. This is in line with what is expressed by Rambat Lupiyoadi (2001: 48) in that responsiveness is the willingness to aid and give speedy (responsive) and proper service to customers, by delivery of clear information without allowing the customers to wait, for which the latter may cause negative perceptions in service quality. Then, regarding the foundations of excellent service, as has been quoted by Warella (1997), for the evaluation of good-quality public service, several criteria may be utilized, among others openness of completion time and timeliness, being that the completion of services can be accomplished in the established timeframe. Based on the concept of public service quality, according to Zeithalm in Tjiptono (2005: 134), one of the dimensions for finding out the quality of the provided public service regards the aspect of responsiveness in relation to the readiness and competence of employees or staff to aid the users quickly and properly, and to inform when services will be provided to them. Meanwhile, the reality of the service quality of ULP in the Brawijaya University environment itself, seen from the aspect of responsiveness that is possessed by service employees, is quite good and runs well.

Assurance is the guarantee that is provided by service providers, which in this case are the staff of the ULP in the environment of Brawijaya University, to the users. This assurance may be in the form of trust or knowledge, which enables students to feel calm and comfortable when they are provided service. One way that good-quality service may be indicated is through assurance of the provided services, because at present some service providers do not sufficiently possess this quality, which will easily cause the trust of those who are provided services to decrease. Tjiptono (2002) expressed that the evaluation of the quality of provided services may consider professionalism and skill; this matter is related to the knowledge and skills that are required to solve the issues of customers in a professional manner. Then, Morgan Murgatroyd (1994) explained that the perception of customers toward service quality may be regarded from the competence that concerns the knowledge and skills that are necessary for executing the provision of services. In addition,

what needs to be considered in providing services to users is the security of the environment of the unit organizing the services, in order for the customers to feel safe when they obtain services.

The human resources of the Procurement Services Unit for the environment of Brawijaya University are very good in terms of education level, skill certification, and the knowledge that each employee possesses. It is very well-known that the possession of good-quality human resources is a key factor for the success of a public organization, for which higher education institutions are no exception, in order to improve the quality of services to maintain the good quality as perceived by users as well as the society. The human resources or staff of the ULP in the environment of Brawijaya University are of sufficiently good quality, as they are capable in providing services and possess ideal education levels that very much support the services they provide. This is in line with what has been addressed by Siagian (1998: 15) in that one of the important aspects of the fostering and maintaining of the positive image of a bureaucracy is efforts that are systematic, programmatic, and continuous in improving the working capabilities of the bureaucracy, including the capability of the human resources. Based on the results of the research that was conducted on the field through observations, interviews, and documentation, it may be reasoned that the quality of services that are provided by employees for procurement of goods and services in the Brawijaya University environment, seen from the methods of communication with and empathy for the users or clients, had not been optimal. As a result, users feel dissatisfied regarding what they have obtained, which does not satisfy their desires and expectations as people that should be served well.

#### **CONCLUSION**

For the five dimensions of service quality of Tangibles, Reliability, Responsiveness, Assurance, and Empathy and the research that had been conducted, it can be concluded that the users have not been satisfied toward the services that they obtained. Services for goods and services procurement have not yet proceeded according to the needs and desires of users, and therefore the matter requires special attention from the staff of goods and services procurement to improve service quality in order that the provided services can proceed well according to the desires and expectations of students. This

would then be mutually beneficial for both parties.

#### **SUGGESTIONS**

A suggestion that can be made based on the results of analysis and findings is to intensify coordination and communication with users in order that the resulting services become appropriate to the needs of the users. Conducting hearings for SOPs as well as coordination and collaboration with users is necessary to improve the knowledge of users and service providers. In addition, the Procurement Services Unit should institute control toward employee performance through the activity of measuring the satisfaction index of students in order that stakeholders can eliminate weaknesses and deficiencies in employee performance.

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