The Analysis of Strategy to Improve Service Quality at Land Office in Pontianak City

The purpose of this study are (1) to identify community perception and Land Office of Pontianak City employee perception toward service quality of land office of Pontianak City, (2) to analyze the difference between community perception and employee perception; and (3) to develop the strategy alternative on increasing the service quality on land office in Pontianak City. The variable used in this research are tangible, reliability, responsiveness, empathy, assurance, productivity, efficiency and equality. This study used several tools of analyses i.e. range criteria, central tendency mode, Mann Whitney test, and SWOT. The sample size of communities are 100 respondents determined by incidental sampling and 54 respondents of employee at Land Office of Pontianak City. The research result showed: (1) most of community perceptions and employee perceptions toward the service quality on Land Office of Pontianak City are good (2) community perceptions toward the service quality on Land Office of Pontianak City are differ with employee perceptions on tangible, reliability, responsiveness, assurance, empathy dan equity (3) the strategy alternative need to do by Land Office of Pontianak City are optimizing employee performance, procedure transparency, quickening the solving of land problem, decreasing tax by increasing the value of non taxed object acquirement on cost to obtain of land rights and building, law land counselling, recovering document management from manual to digital, and conducting cooperation governmentally to build land information system.

Keywords : Service Quality, Mann Whitney Test, Range Criteria, SWOT, Strategy Analysis, BPN RI, Strategy Management.