

## QUALITY OF SERVICE IN IMPLEMENTING PROCEDURE FOR TRANSFER OF NAME OF CERTIFICATE OF PROPRIETARY RIGHTS TO LAND AT THE OFFICE OF LAND IN KABUPATEN BEKASI

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### Abstract

*Land service is one part of administrative services which is a negative issue in its implementation. Problems with the length of the service process, high costs and extortion are often carried out by officers and cause the quality of land services to be considered poor. This research was conducted with the aim of describing how the quality of service management for reversing the name of the certificate of transfer of land rights at the Kabupaten Bekasi Land Office. By using data collection techniques through observation, interviews and documentation. to find out the Service Quality of the Procedure for the Transfer of Title to Land Title Certificates at the Bekasi Regency Land Office. The results of the study indicate that: (1) The Procedure for Transfer of Title to Land Title Certificates can be carried out through several stages, namely: registration of land rights certificates, examination of files at the Land Office, payment of land rights registration fees, processing, recording and correspondence. with a period of 7 to 20 days, issuance of a certificate.*

**Keywords:** Quality of Service, Procedure, Transfer of Name, Certificate of Land Ownership

### RESEARCH BACKGROUND

Service (customer service) in general is any activity that is intended or intended to provide satisfaction to customers, through this service the desires and needs of customers can be fulfilled. In the Indonesian Dictionary it is explained that service is an effort to serve the needs of others, while serving is to help prepare (help what someone needs). In essence, service is a series of activities that are processes. As a service process that takes place regularly and continuously, it covers all people's lives in society, the process of meeting needs through the activities of other people.

The implementation of the registration of the transfer of ownership of land by way of buying and selling is regulated in the Basic Agrarian Law Number 5 of 1960, namely every transfer of ownership of land must be registered at the local Land Office. The registration of the transfer or transfer of rights is intended so that third parties know that the sale and purchase of the land has been carried out.

In Article 37 paragraph (1) Government Regulation no. 24 of 1997 concerning Land Registration it is emphasized that "The transfer of land rights and ownership rights to flat units through buying and selling, exchanging, grants, income in companies and other legal acts of transfer of rights, except the transfer of rights through auction can only be registered if it is proven by deed made by the authorized PPAT according to the provisions of the applicable laws and regulations.

In the implementation of the transfer of title certificates of title to land, of course, there is a Standard Operating Procedure (SOP) which can be seen in Perkaban Number 1 of 2010. Regarding taxes or fees in the implementation of transfer of names, it is stated in Law no. 20 of 2000 concerning Amendments to Law no. 21 of 1997 concerning BPHTB (Duty for the Acquisition of Rights on Land and Buildings) confirms that "Duties for the Acquisition of Rights on Land and or Buildings are imposed on persons or entities that acquire rights to land and or buildings. The acquisition of a right to land and or building can be interpreted that the person or entity has more value over the addition or acquisition of such rights. Where not everyone has more ability to acquire land and or buildings.

The realization of quality public services (prime) is one of the characteristics of good governance/good governance as the goal of the utilization of the state apparatus. Therefore, improving the quality of public services is a continuous, sustainable and implemented effort by all levels of the government apparatus. So that society is increasingly modern with increasingly complex needs. The Provincial Government and Kabupaten /City Governments in meeting the needs of the community carry out various efforts, as is the case in Bekasi Regency in order to improve services and accelerate development to form a Kabupaten Bekasi Land Agency service that increasingly understands the needs of the community. The current condition, issues that are developing among the community are the quality of service for making land certificates at the Land Agency of Bekasi Regency, people complain about the slowness of officers in carrying out land registration services so that it takes a very long time to complete the making of land certificates. The reason could be due to the lack of optimal service officers in providing services to applicants/customers in order to register land at the Kabupaten Bekasi Land Office.

## **RESEARCH PURPOSES**

1. To find out the quality of services at the Kabupaten Bekasi Land Office for the services provided to the community.
2. To find out the factors that affect the quality of service in the implementation of making certificates of land rights at the Kabupaten Bekasi Land Office.
3. To find out what are the efforts made by the Kabupaten Bekasi Land Agency in improving service quality.

## **THEORETICAL FRAMEWORK**

### **Definition of Service**

Service (customer service) in general is any activity that is intended or intended to provide satisfaction to customers, through this service the desires and needs of customers can be fulfilled. In the Indonesian Dictionary it is explained that service is an effort to serve the needs of others, while serving is to help prepare (help what someone needs). In essence, service is a series of activities that are processes. As a

service process that takes place regularly and continuously covering all people's lives in society, the process of meeting needs through the activities of others

### **Forms of Service**

Services can be categorized in three forms, namely: verbal service, written service, and action service.

1. Service by word of mouth. Oral services are carried out by officers in the field of public relations (PR), the field of information services and other fields whose task is to provide explanations or information to anyone who needs it.
2. Service by writing. Written service is the most prominent form of service in carrying out tasks. Not only in terms of quantity but also in terms of its role. Basically the service through writing is quite efficient, especially long-distance services because of the cost factor. In order for services in writing to satisfy the parties being served, one thing that can be considered is the speed factor, both in processing the problem and in the resolution process, (typing it, signing it, and sending it to the person concerned).
3. Service by deed. It is carried out by most of the middle and lower classes. Therefore, the skill and skill factor of the officer greatly determines the results of the deed or work.

### **Factors Affecting Service**

To find out what factors affect service, Moenir HAS (2001: 88) suggests the following factors:

1. Awareness. The awareness factor affects service because this awareness shows a condition in one's soul, which is the meeting point of various considerations in order to obtain a belief, calmness, and determination. With this awareness, it is hoped that officials and employees carry out their duties sincerely, sincerely and with discipline.
2. Regulation. The regulatory factor is a very important factor in all actions and actions of a person. The more advanced and diverse an organization is, the greater the role of regulations so that by itself regulations must be obeyed and supervised in order to achieve the goals in accordance with their intentions.
3. Organization. Organizational factors affect service because in this organization there are humans who have complex characters and desires. Therefore, the organization referred to here is in the regulations and working mechanisms that must be able to produce adequate services.
4. Income. The fourth factor is the income factor where if this factor is not taken into account, it is not even sufficient for minimum physical needs, it will cause unrest and affect the quality of services provided by Civil Servants, so that Civil Servants are forced to do additional work outside their field of duty. , in order to meet the needs of life.
5. Employee Skills. Furthermore, the employee skill factor also affects the quality of service because in general, employees who have these skills carry out daily duties in the service sector and deal directly with the community. With adequate skills, the implementation of tasks/works can be carried out properly, quickly and fulfills the wishes of all parties.
6. Service Facilities. While the last factor is the factor of service facilities. This factor affects the quality of service because it is the main tool / assistant in the implementation of the work. In addition, service

facilities also have a function to accelerate the process of carrying out work, increase productivity, create comfort for interested people, and create feelings of satisfaction.

### **Name Reversal Concept**

In accordance with the provisions of Article 37 PP No. 24 of 1997, the sale and purchase (transfer of rights) relating to land must be carried out before a Land Deed Maker Official (PPAT). Although this term can be interpreted clearly, but there are still some who do not understand what exactly Behind the Name is related to the transfer of rights. For land that has been certified, in the event of a sale and purchase transaction between the seller and the buyer made before the Land Deed Maker Official, then the next process will be the name transfer. What is meant here is to change the ownership status of the seller as the previous land owner to the buyer as the new land owner.

Hak Milik is the strongest right to land, which gives the owner the authority to give back another right on the plot of land that he owns (can be in the form of a right to use a building or a right to use, with the exception of a hak guna-usaha), which is almost the same as the authority of the state (as ruler) to give land rights to its citizens.

This right, although not absolutely the same, can be said to be similar to eigendom over land according to the Civil Code, which gives the authority (the most extensive to the owner, provided that he must pay attention to the provisions of Article 6 of the Basic Law. From the next provisions regarding property rights regulated in the Basic Agrarian Law, Article 21 which states that it can be seen that basically land ownership rights can only be owned by a single Indonesian citizen, and cannot be owned by foreign citizens and legal entities, both those established in Indonesia and those established abroad. with the exception of certain legal entities as regulated in PP No. 38 of 1963. This means other than single Indonesian citizens, and the entities referred to in PP No. 38 of 1963. No other party can be the holder of property rights over land in Indonesia.

### **RESEARCH METHODOLOGY**

Data collection techniques include:

1. Observation is a data collection technique where researchers make observations directly to the object of research to see closely the activities carried out. Observation activities are carried out by observing the service process for making reversal of the name of the certificate of ownership of land.
2. Interviews are a way to collect data by asking questions to a resource person (people who provide information) to public service implementers at the Kabupaten Bekasi Land Agency Service Office which are carried out to employees and applicants.
3. The questionnaire conducted in this research is a closed questionnaire, namely a questionnaire that has been provided with answers, so that respondents just choose and answer directly. This questionnaire is addressed to the applicant to determine the satisfaction of existing services at the Land Agency Office of Kabupaten Bekasi.
4. Literature Study is an activity to collect information relevant to the topic or problem that is the object of research. This information can be obtained from books, scientific works, the internet, and other sources.

## **RESEARCH RESULTS AND DISCUSSION**

In this discussion, it will be discussed about the Service Quality of the Kabupaten Bekasi Land Office on the Service Implementer of Name Reversal of Land Ownership Certification. To measure the Service Quality of the Bekasi Regency Land Office in land certification services, the dimensions of Tangible (Physical Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee), Empathy (Empathy) are used.

### **1. Quality of Land Services from Tangible Dimensions (Intangible)**

Tangible or physical appearance is one of the dimensions of service quality that is easy to measure because the indicators include something tangible and visible to the eye. Its form is in the form of a physical appearance consisting of the availability of service information boards, the appearance of officers, as well as the availability of supporting technology and the convenience of service rooms at the Bekasi Regency Land Office.

In addition, service support technology consisting of facilities such as computers, printers, queuing machines, wifi, queuing machines, monitor screens, measuring instruments, card decks, loudspeakers and IDC machines can be said to be quite good. In addition, the service room at the Kabupaten Bekasi Land Office is quite comfortable with the availability of coolers, seats for applicants waiting in line, and a lactation room complete with refrigerators has been provided. Based on this explanation, it can be concluded that the improvement of service quality from the tangible dimension is good.

### **2. Quality of Land Services from the Dimension of Reality (Reliability) Reality or reliability is the ability of the Land Office**

Reliability of Standard Operating Procedures (SOP) is a measure of the ability of standard operating procedures as its function to provide guidance or guidelines for employees so that public services can be controlled. By controlling the service process, of course the services provided will satisfy the community.

Improving the quality of land services from the reliability dimension is seen from the element of technological reliability. The technological sophistication at the Kabupaten Bekasi Land Office in supporting land services has followed the development of existing technology today. This is evidenced by the computerization of land that is already web-based. In addition, the Kabupaten Bekasi Land Office has implemented the use of barcodes as applicant IDs to track the progress of stages in the service process.

Based on the description above, it can be concluded that the improvement of service quality from the reliability dimension related to the dexterity of officers in providing services and technological sophistication is considered good enough and must be maintained. However, there are still shortcomings in the reliability of the SOP at the Kabupaten Bekasi Land Office which is too convoluted.

### **3. Quality of Land Services from the Responsiveness Dimension** The quality of land services from the responsiveness dimension is seen from the simplicity and convenience of SOPs, the speed of officers in responding to service users and the modernity of service support infrastructure.

Improving service quality from the responsiveness dimension is assessed from the speed of the officers. The speed of officers in providing services to applicants is one of the points that is considered by public service providers. Along with the times so that people become increasingly critical, it makes people expect fast, effective and efficient service.

It can be concluded that the quality of land services from the responsiveness dimension is seen from the speed of officers in responding to applicants and the modernity of infrastructure is good. However, there are still shortcomings in the case that the inclusion of the requirements needed in the SOP is not stated in full, so it is necessary to make improvements and refinements in the preparation of the SOP.

#### 4. Quality of Land Services from the Assurance Dimension

Assurance is an aspect that contains public trust and confidence in public service providers. The components of the assurance dimension consist of assurance of time and cost of service, assurance of officers in maintaining the confidentiality of documents and security facilities to provide assurance to service users.

For transfer of name services and registration of land certificates for the first time often experience delays not in accordance with the time specified in the SOP. Delays are generally caused by incomplete files because land issues are different from one another, causing delays in the service process.

Based on the description above, it can be concluded that the quality of service at the Land Office of Kabupaten Bekasi from the assurance dimension is seen from the certainty of service fees, the guarantee of officers in maintaining confidentiality and the availability of CCTV in maintaining the security of the office environment. However, there are still shortcomings in this dimension, namely there is no guarantee of timeliness of service so it is necessary to build a commitment from employees.

#### 5. Quality of Land Services from the Dimension of Empathy (Empathy)

Empathy is ease in everything related to the service process. Things that must be considered in assessing empathy in service are the order and completeness of service procedures, friendliness and courtesy of officers in serving the community and ease of use of facilities and infrastructure at the Kabupaten Bekasi Land Office.

One of the elements that must be considered by employees in serving the community from the empathy dimension is friendliness and courtesy. The friendliness and courtesy of the Kabupaten Bekasi Land Office employees in serving the community 90% can be said to be good. However, it is undeniable that there are still some officers who play with cellphones when serving applicants. However, the Kabupaten Bekasi Land Office as a public servant continues to provide guidance for officers who are not in accordance with ethics.

## **CONCLUSION**

Based on the research that has been done by researchers regarding the quality of service in making land certificates at the Kabupaten Bekasi Land Office in this study, the quality of service is still not optimal. This can be seen in the theory used by Fitzsimmons in Sedarmayanti Tangibels, Reliability, Responsiveness,

Assurance and Empathy and as well as the factors proposed by Moenir HAS (2001: 88) through awareness, rules, organization, income, employee skills, service facilities as follows .

There are still staff who are not so proficient or expert in carrying out land registration, obstacles are often encountered during data processing, the number of measuring officers is not balanced with the request for measurement, officers do not understand land certificates, there are still unclear procedures or paths in making land certificates, the officers who often delay if there are obstacles make service time in vain, the lack of optimal means of taking special queue numbers makes accumulation at the counter, low public awareness of land certificates considering that in Kabupaten Bekasi there is still a lot of land that has not been certified, the timing of completion in Publishing the community becomes reluctant to register land, it is felt that it takes a very long time and is not clear. The factors that affect the quality of service, as providers of certificate-making services do not have awareness, lack of skills of officers, especially certificate-making officers.

The existing facilities and infrastructure at the Kabupaten Bekasi Land Office are still not good. Such as air conditioning, the number of seats in the waiting room, as well as the absence of organizational structure boards, make people who carry out the process of making land certificates still feel uncomfortable. Employee discipline is still lacking, because there are still unscrupulous employees who are not there during working hours, go home too early, and have not returned to work when the break is over. There are still people who do not understand the flow of the management process at the Bekasi Regency Land Office and the service process is quite long.

There are still illegal levies on applicants, especially outside the Land Office during the applicant's land certificate process. As well as unclear information regarding the issuance of the applicant's land certificate. There are still unscrupulous employees who do not show friendliness when the applicant asks for information, there are also discriminatory actions among the service recipients.

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