THE AVAILABILITY OF TRADITIONAL MARKET'S FACILITY
AND ITS EFFECT ON QUALITY OF PUBLIC SERVICE
(A Study at Perak Traditional Market in Jombang)

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Abstrak: Ketersediaan Fasilitas Pasar Tradisional dan Pengaruhnya terhadap Kualitas Pelayanan Publik (Studi Kasus Pada Pasar Perak Kabupaten Jombang). *Pasar tradisional secara potensi dan aktual mengalami kemerosotan kepercayaan mengarah pada trend yang negatif seperti kesan kumuh, semrawut, tidak aman, dan tidak nyaman yang sudah mendarah daging pada masyarakat, untuk itu perlu adanya pembenahan faktor produk, dan terutama faktor tempat yang mengarah pada fasilitas pasar agar menjadi tempat belanja yang bercitra positif dan dapat berpengaruh kepada meningkatnya kualitas pelayanan publik. Penelitian ini menggunakan penelitian kuantitatif regresi linier berganda. Hasil penelitian ini menunjukkan bahwa kondisi di pasar Perak masih layak untuk digunakan sebagai tempat berbelanja, akan tetapi sarana prasarana pasar tetap perlu ditingkatkan. Bukti fisik, Kehandalan, Daya tanggap, dan Jaminan berpengaruh secara bersama-sama terhadap kualitas pelayanan publik di Pasar Perak Kabupaten Jombang. Selain itu variabel bukti fisik, kehandalan, daya tanggap, dan jaminan berpengaruh secara parsial terhadap kualitas pelayanan publik di pasar Perak Kabupaten Jombang.*

Kata kunci: *fasilitas pasar tradisional, pengaruh terhadap kualitas pelayanan publik, Pemerintah Daerah*

Abstract: The Availability of Traditional Market's Facility and Its Effect on Quality of Public Service (A Study at Perak Traditional Market in Jombang). Traditional market in term of potential and actual has declined of trust which leads to negative trend as a seedy impression, chaotic, muddy, insecure, and uncomfotable that are ingrained in society, for that we need improvement factor, and especially factor leading the facility where the market in order to be a positive shopping image and can affect increased service quality. This research used quantitative multiple linear regression. Result of this research indicate that Perak traditional market is still viable for use as a place to shop, but keep market infrastructure needs to be improved. Tangible, reliability, responsiveness, assurance and jointly affect service quality at Perak traditional market in Jombang. Moreover, tangible, reliability, responsiveness, and assurance variable have partial effect on service quality at Perak traditional market in Jombang.

Keywords: traditional market facilities, effect on the quality of public service, Local Government

Background

The prosperous country is a country which looks for and allows all citizens to cherish life with humanity, pride and satisfied with them as a human being. National development as a continuous process in an effort to improve the prosperous of the people in a planned and purposeful in every area of life and livelihood of the people, nation and country of Indonesia is to be able to realize the national objectives as defined in the Preamble of the Constitution of 1945. Development is basically an attempt to improve the prosperous of the community. So it is with the development of a market economy. Basically, economic development (market) is a

system of economic development and market development in the physical sense or in the sense of the market.

Currently, traditional market has a potential and actual decline of trust, the existence accumulation leads to a negative trend as a seedy impression that is ingrained in society, chaotic, muddy, humid, and uncomfortable or unsafe. When this phenomenon is not stopped, it is certainly that from time to time in evolution where traditional market will continue to shrink and ends. Based on AC Nielsen study in 2001 to 2003, the growth of the traditional market has decreased up to 8.1 percent, while hypermart,

supermarkets, mini up grow up to 31.4 percent annually.

Traditional markets actually require changes to increase competitiveness, improve facilities, quality of service and bargaining power of suppliers so that its survival gain greater market opportunities develop marketing systems, networking partnerships among actors in the marketing process, development business potential in order to have a comparative advantage to be able to compensate for the performance of the modern market.

The aim of this research is to explain and measure the effect of the availability of traditional market's facility to improve the quality of public services both simultaneously and partially. This research is expected to provide value, both theoretically and practically on the availability of facilities and its effects on the market service quality.

Theoretical Review
A. Administration, Public Administration, and Development Administration
   1. Definition of Administration

Administration can also be defined as a directing, governance, implementing activities, creating principles of public policy implementation, analysis activities, balancing and presenting decisions, policy considerations as individual and group work in producing goods and services and functioning as the public arena of academic and theoretical works (Pasolog, 2007, p.56).

   2. Definition of Public Administration

The political category based definition views public administration as what government does directly or indirectly functioning as a policy making cycle, the implementation of the public interest and a collectively conducted activity instead of the individual one.

   3. Role of Public Administration

Meanwhile, Frederick A. Cleeland (in Pasolog 2003, p.59) contended that the public administration has a vital role to play in which it empowers communities and creates democracy. He posits that the Public Administration is brought to existence to provide public service whose benefits can be felt by the people when the government enhances the professionalism, efficiency and effectiveness of applying techniques and even more profitably when the government can enlighten the public to accept and carry out the responsibility of the Public

Administration resulting in so called organized democracy.

   4. Definition of Development Administration

Meanwhile Bintoro Tjokroamidjojo contends that development administration is concerned with the efforts to accomplish the socio-economic development. More specifically, it has the administrative functions for the formulation of development policies and development programs toward the modernized national development or socio economic development and the effective implementation there of.

   5. Role of Development Administration

Development is essentially of and for all the people. Society is the main development actors and the government is obliged to direct, guide, and create a good atmosphere of mutual support and complement alness in which each step leads towards the achievement of national development goals. "That is essentially the role of the state administration in Indonesian development". (Kartasasmita, 1996, p.67).

   6. Scope of Development Administration
   1. The development of administration: enhancing the state administration through improvement of the organization, personnel, finance and so on.
   2. The administration of development consists of two things;
      a. Formulating development policy as a public administration and the political process .
      b. The effective implementation of the policies.
   3. Building community participation.

B. The Role of Local Government

Government means an institution or organization exercising the authority, while the governance is on going activities or actions in regulating a country. Public service is efforts made to meet with the basic needs of the state and uphold the civil rights of every citizen in the form of goods, and administrative services provided by public service providers.

The Presidential Decree number 112 of 2007 is concerned with management and development of traditional markets, shopping centers and modern stores, the local government

plays its role to develop the traditional market by:

1. Finding alternative sources of funding for the empowerment of traditional markets in accordance with the effective laws.
2. Improving the competence of traditional market traders and managers.
3. Prioritizing opportunities for traditional traders who have been there before the renovation or relocation of traditional markets to obtain place of business.
4. Evaluating the management of traditional markets.

C. Public Service

Moenir (2000, p.23) contended that public services can be defined as providing service for a person or people who have an interest in the organization in accordance with the basic rules and procedures established. Government essentially renders the service to the community instead of looking to its self-interest. Moenir (1992, p.41-45) states that the people are the ones wanting to get good service and satisfaction, thus the form of service that is required is:

1. Equaland equitable service is indiscriminate service rendered by the officials to the people.
2. Timely service is the implementation of the public service which can be completed within the specific time frame.
3. Uncomplicated service in any administration is public service procedures which are easily organized, smooth, fast, straightforward, easy to understand and easy to implement.
4. Friendly service is a service showing the well mannered attitude, behavior and speech while serving.
5. Free service is reasonably obtained leaving nothing to desire in which no words notoriously imply a demand for remuneration of the purchasing office paper, copy or the cost of printing.
6. Honest services is the service in which the employee must provide honest explanations without asking something in return.

D. Quality of Public Service

Tjiptono (1995, p.51) argues that "quality is a dynamic state associated with products, services, processes, and environments that meet or exceed the customer's expectations".

Pursuant to the Presidential Instruction No. 1 year 1995 on Quality Improvement and Repair Services, the public service is essentially concerned with:

1. Improving the quality of productivity, performance of duties and functions of government agencies.
2. Encouraging efforts to streamline governing systems so that public service can be efficiently and effectively extended and organized.
3. Promoting the growth of creativity, initiative and participation of the society in the development and improving the welfare of society.

E. Market

Market refers to a gathering of sellers and buyers where the goods or services are bought and sold. Etzioni 1961 argues that market is a simple institution working to gain profit. Competition is the very spirit embodied characterized with social control and calculation (remunerative compliance).

Institutional market is embodied in the principles of exchange, the market system is driven by the mutual interaction in the form of goods and services transactions between parties involved. Communication takes place during transaction with the price as the message.

F. Hypotheses

The hypotheses of this research can be formulated as follows:

1. Hypotheses 1
Tangible, reliability, responsiveness and assurance facilities simultaneously affects the Service Quality at the Perak Traditional Market in Jombang.
2. Hypotheses 2
Tangible have positif effect on Service Quality at the Perak Traditional Market in Jombang.
3. Hypotheses 3
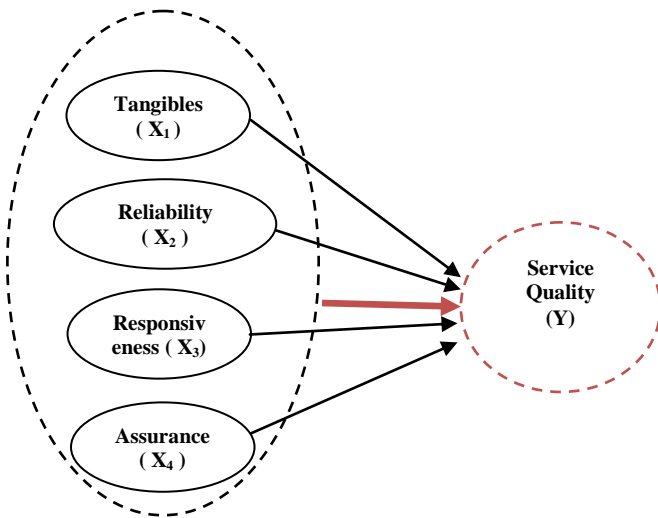Reliability have positive effect on Service Quality at the Perak Traditional Market in Jombang.
4. Hypotheses 4
Responsiveness have positif effect on Service Quality at the Perak Traditional Market in Jombang.
5. Hypotheses 5
Assurance have positif effect on Service Quality at the Perak Traditional Market in Jombang.

G. Hypothetical Model

Research Methods

This type of research used in this research is quantitative research with independent variables (Tangible variable (X1)), (Reliability variable (X2)), (Responsiveness variable (X3)), (Assurance variable (X4)), and the dependent variable (Service Quality (Y)). This research consists of two concepts: the concept of the availability of traditional market's facility is something that is very important role especially for a place to shop, the concept of quality of public service is the main core of each study and practical application of the efforts of public service management.

Types and sources of data used are primary data and secondary data. Data collection techniques in this research are 100 respondents which was taken through a questionnaire. The sample in this research consist of 100 buyers with Questionnaire, Interview guide, Documents, regulations, and archives instruments and use Validity test and Reliability test. Validity test to measure this instruments be valid or not with formula:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[(n \sum x^2 - (\sum x)^2) \cdot (n \sum y^2 - (\sum y)^2)]}}$$

and result from validity test:

Variable	Item	Coef	Sign	Cut Off	Description
Tangible (X1)	QX1.1	0.771	0.000	0.3	Valid
	QX1.2	0.776	0.000	0.3	Valid
	QX1.3	0.838	0.000	0.3	Valid
	QX1.4	0.846	0.000	0.3	Valid
	QX1.5	0.707	0.000	0.3	Valid
	QX1.6	0.685	0.000	0.3	Valid
	QX1.7	0.563	0.000	0.3	Valid
Reliability (X2)	QX2.1	0.901	0.000	0.3	Valid
	QX2.2	0.818	0.000	0.3	Valid
	QX2.3	0.783	0.000	0.3	Valid
Responsiveness (X3)	QX3.1	0.879	0.000	0.3	Valid
	QX3.2	0.834	0.000	0.3	Valid
Assurance (X4)	QX4.1	0.870	0.000	0.3	Valid
	QX4.2	0.688	0.000	0.3	Valid
	QX4.3	0.426	0.000	0.3	Valid
	QX4.5	0.857	0.000	0.3	Valid
Service Quality (Y)	QY1	0.464	0.000	0.3	Valid
	QY2	0.544	0.000	0.3	Valid
	QY3	0.446	0.000	0.3	Valid

Reliability test to the notion that an instrument is trustworthy enough to be used as a data collection tool with formula: $r = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum \sigma_b^2}{\sigma_1^2}\right)$ and result from reliability test:

Variable	Coefficient of Alpha Cronbach	Description
Tangible (X1)	0.864	Reliable
Reliability (X2)	0.781	Reliable
Responsiveness (X3)	0.636	Reliable
Assurance (X4)	0.683	Reliable
Service Quality (Y)	0.661	Reliable

Then, the respondents are buyers at Perak Traditional Market in Jombang. The technique of data analysis in this research is using descriptive analysis, multiple linear regression analysis with formula :

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \sum$$

and hypotheses verification through F-test (Simultaneous) $\mathbf{F_{\text{-count}}} = \dfrac{R^2/k}{(1-R^2)/(N-k-1)}$ and

t-test (Partial) $\mathbf{t}_{\text{count}} = \dfrac{\beta}{se}$ and also use Classical Assumption Tests which contain:

1. Multicollinearity Test Assumption

Regression model assumes that the absence of multicollinearity, or no perfect relationship (correlation) between independent variable with the other independent variable. Multicollinearity assumption test is used to determine the relationship between independent variables which among the independent variable should not be correlated. Multicollinearity test can be done by looking at the value of the Variance Inflation Factor (VIF) of each independent variable on the dependent variable. If the VIF value is not more than 10, then there is a model expressed multicollinear symptom.

2. Normality Test Assumption

Normality test aims to test whether the regression model of its dependent variable and independent variables have a normal distribution or not. Regression model is good to have a normal data distribution or near normal. The trick is to look normal probability plots comparing the cumulative distribution of a normal distribution. Normal distribution would form a straight diagonal line, and plotting the data will be compared with the diagonal line. Here are the results of testing the assumption of normality through probability plots:

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Kualitas

3. Heteroscidaticity Test Assumption
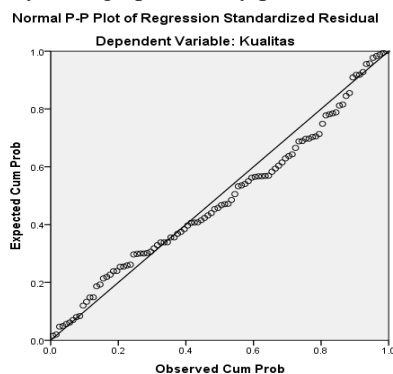
Heteroscedasticity test aim to test whether the regression model variants of the residual inequality occurs one other observation to observation. If the residual variance of the observations remain it is called homoscedasticity and if it is different heteroscedasticity. Good regression model is the one which has homoscedasticity or has no heteroscedasticity. Heterocedasticity assumption testing can be seen through the Scatter Plot. Here are the result of heterocedasticity assumption testing:

Scatterplot
Dependent Variable: Kualitas
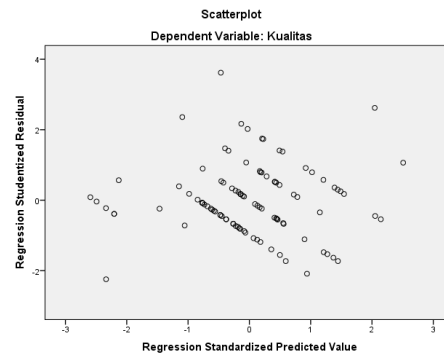
Result and Discussion

A. Influence Analysis of Tangible, Reliability, Responsiveness, Assurance and Service Quality

The result of influence of tangible, reliability, responsiveness, and assurance of service quality testing can be seen through the following table.

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Description
	B	Beta			
(Constant)	0.674		2.827	0.006	Significance
Tangible (X1)	0.219	0.250	2.167	0.033	Significance
Reliability (X2)	0.184	0.201	2.106	0.038	Significance
Responsiveness (X3)	0.185	0.208	2.180	0.032	Significance
Assurance (X4)	0.212	0.239	2.193	0.031	Significance

$F_{\text{-count}} = 33.325$ $Sign\text{-}F = 0.000$
$R\ Square\ (R^2) = 0.584$ $Adjusted.R^2 = 0.566$
$R = 0.764$

B. Result of Significance Test

1. Simultaneous Significance Test Result

Simultaneous significance testing is used to determine whether there is of the influence of tangible (X1), reliability (X2), responsiveness (X3), and assurance (X4) together with quality of services (Y). Testing criteria stated if the probability count < level of significance (α) then there is a significant effect of simultaneous tangible (X1), reliability (X2), responsiveness (X3), and assurance (X4) on the service quality (Y). Significance testing simultaneously produces value of F = 33.325 with probability 0.000. The results of these tests show the probability count < level of significance ($\alpha = 5\%$). This mean that there is a significant effect simultaneously (together) tangible, reliability, responsiveness, and assurance of the service quality in Perak traditional market in Jombang.

2. Partial Significance Test Result

Partial significance testing is used to determine whether there is evidence of tangible (X1), reliability (X2), responsiveness (X3), and assurance (X4) partially or individual on the service quality (Y).

1) Result of Partial Test Significance between Tangible and Service Quality

Partially, the significance testing (individual), tangible (X1) on the service quality (Y) generates t-count = 2,167 with probability 0.033. The result of these test show the probability count < level of significance (α = 5%). This mean that there is a significant effect of tangible of the availability of market's facility (X1) on the service quality (Y).

2) Result of Partial Test Significance between Reliability and Service Quality

Partially, the significance testing (individual), reliability (X2) on the service quality (Y) generates t-count = 2.106 with probability 0.038. The result of these test show the probability count < level of significance (Partially, the significance testing (individual), reliability (X2) on the service quality (Y) generates t-count = 5%). This mean there is a significant effect of reliability of the availability of market's facility (X2) on the service quality (Y).

3) Result of Partial Test Significance between Responsiveness and Service Quality

Partially, the significance testing (individual), responsiveness (X3) on the Service Quality (Y) generates t-count = 2.180 with probability 0.032. The result of these tests show the probability count < level of significance (α= 5%). This mean that there is significant influence of trader's responsiveness on market facilities (X3) on the service quality (Y).

4) Result of Partial Test Significance between the Assurance and Service Quality

Partially, the significance testing (individual), guarantee (X4) on the service quality (Y) generates t-count = 2,193 with probability 0.031. The result of these tests show the probability count < level of significance (α= 5%). This mean there is a significant effect assurance the availability of market facilities (X4) on the service quality (Y).

5) Result of Partial Test Significance between the Constant Service Qualities

Significance testing in partial (individual) constant of the service quality (Y) generates t-count = 2,827 with probability 0.006. The result of these tests show the probability count < level of significance (α = 5%). This mean there is a significant effect on the quality of public service constant (Y).

C. Coefficient of Determination Testing

The magnitude of the contribution of tangible, reliability, responsiveness, and assurance of service quality can be seen through the coefficient of determination (Adjusted R^2) that is equal to 0566, or by 56.6%. This mean that the diversity of service quality can be explained by the tangible variable, reliability, responsiveness, and assurance of 56.6%, or in other words the contribution of tangible, reliability, responsiveness, assurance of the availability market's facility and service quality to Perak traditional market in Jombang by 56.6%, while the remaining 43.4% is the contribution of the other variables that are not write in this research.

D. Relationship Closeness Level Testing

The level of the relationship of tangible, reliability, responsiveness, and assurance of service quality can be seen through the multiple correlations (R) is equal to 0.764, or by 76.4%. This level of closeness of the relationship of tangible, reliability, responsiveness, assurance, and service quality for 76.4%, or in other word the contribution of tangible, reliability, responsiveness, and assurance of having a very close relationship with the service quality.

E. Result of Multiple Linear Regression Analysis

Multiple linear regression equation of the result of test are:

$$Y = 0674 + 0.219\,X_1 + 0.184\,X_2 + 0.185\,X_3 + 0.212\,X_4$$

This equation show the following:

1. **Tangible (X1)** states that the higher the tangible of the availability of facilities in Perak traditional market in Jombang tends to improve the service quality in the market.
2. **Reliability (X2)** states that the higher the reliability of facilities in Perak traditional market in Jombang tends to improve the service quality in the market.
3. **Responsiveness (X3)** stated that the higher responsiveness as a merchant facility Perak traditional market in Jombang tends to improve the service quality in the market.
4. **Assurance (X4)** states that the higher the guarantee of the availability of Perak traditional market in Jombang tends to improve the service quality in the market.

5. Constant states that the rate of change in the service quality if the variable tangible, reliability, responsiveness, and assurance of a constant value.

F. Dominant Influence

The dominant influence of the independent variables on the dependent variable that can be viewed through a standardize coefficient. In the table above, it can be seen that the variable that has the largest standardize coefficient is variable tangible at 0.250. Thus, the tangible had the most dominant effect on the service quality at Perak traditional market in Jombang.

G. Hypotheses Testing

1. Hypotheses Testing 1

Based on the simultaneous significance test result, the availability of market facilities, including tangible, reliability, responsiveness, assurance facilities and goods in Perak traditional market in Jombang affect the service quality in the market. Thus, the effect of simultaneous testing of tangible, reliability, responsiveness, and assurance of the service quality are met.

2. Hypotheses Testing 2

Based on the partially significance test, it is known that the result of the tangible about the availability of facilities at Perak traditional market in Jombang affect the service quality in the market. Thus the effect of partially testing the tangible of the service quality is met.

3. Hypotheses Testing 3

The reliability of the availability facilities at Perak traditional market in Jombang affects the service quality in the market. Thus, the effect of partially testing the reliability of the service quality is met.

4. Hypotheses Testing 4

Responsiveness as a merchant facility in Perak traditional market in Jombang affects the service quality in the market. Thus, the effect of partial testing about the responsiveness of service quality is met.

5. Hypotheses Testing 5

The assurance of the availability of facilities at Perak traditional market in Jombang affects the service quality in the market. Thus, the effect of partially testing the service quality assurance is met.

Conclusion

Currently, Perak traditional market in Jombang has demonstrated a good performance for the buyer, ie by providing facilities that can cater to the needs of buyers both in terms of availability of goods, comfort and security markets. Simultaneous significance testing result show significant effect simultaneously tangible, reliability, responsiveness, and assurance of the service quality at Perak traditional market in Jombang. Significance testing simultaneously produces value of $F_{count} = 33.325$ with probability of 0.000. The result of these tests show the probability count < level of significance ($\alpha = 5\%$).

Result of significance testing has partially stated that there is influence of tangible (X1), reliability (X2) responsiveness (X3), and assurance (X4) on the service quality (Y).

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