

Original article

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The Quality of the Installation Service of Fish Seed Trinsing in Fish Seed Suppliers in Barito Utara District

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ABSTRACT

The research used descriptive qualitative method. Service was said to be of quality if the service received more than expected, satisfying if the service received the same as expected and if the service received less than expected, the service was said to be of low quality. The results show that the service quality provided by the Fisheries, Agriculture and Fisheries Department of North Barito Regency was considered satisfactory in terms of dimensions of responsiveness, dimensions of assurance and empathy. While the dimensions of reliability and dimensions of tangibles are considered unsatisfactory. Based on the results of the study, it is expected that the Fisheries, Fisheries and Animal Husbandry Department of North Barito Regency will be able to improve the quality of services by improving the quality of human resources and making new breakthroughs in fish farming technology.

Keywords: Quality of service, reliability, responsiveness, empathy, assurance and tangible.

1. Introduction

Background of the Research

In the form of a government, in essence, it was providing services to the community. The government was not formed to serve themselves but to serve the community, creating conditions that enable each individual to develop their abilities and creativity for a common goal. The government was a manifestation of the will of the people because it must take notice of the interests of the people and carry out the service functions and arrangements of citizens. The government has a role to carry out the function of service and regulation of citizens. To implement this function, the government carries out activities in service, regulation, guidance, coordination, and development in various fields. The service itself is provided to various government institutions or institutions with the apparatus as service providers directly to the community.

Based on the problems that come in the installation of the UPTD BBI Trinsing as described briefly above, the researcher was interested in analyzing and examining these problems and looking for clear answers, which were outlined in scientific writing in the form of a thesis with the title: "The Quality of the Installation Service of Fish Seed (BBI) Trinsing in Fish Seed Suppliers in Barito Utara Districts"

Research Focus

The focus of this research was the quality of service carried out by the BBI Trinsing UPTD Installation of the North Barito Regency Agriculture, Fisheries and Animal Husbandry Service Office in the provision of fish seeds in terms of the dimensions of Reliability, Responsiveness, Assurances, Empathy, and Tangibles.

Formulation of The Problem

1. How is the service quality in Fish Seed Provision and distribution of fish seeds in North Barito Regency?

2. What are the supporting factors and obstacles to the quality of services in the supply of fish seeds and the distribution of fish seeds in North Barito Regency?

Formulation of The Problem

1. To analyze the service quality in Fish Seed Provision and distribution of fish seeds in North Barito Regency.
2. To analyze the supporting factors and obstacles to the quality of services in the supply of fish seeds and the distribution of fish seeds in North Barito Regency.

2. Literature Review

Previous Studies

Research with the theme of service quality is relatively conducted but it has diversity in the focus of the research. In this study the researcher presented 4 (four) previous studies which were considered relevant and used as input for this study were:

Efran (2009,79), in a study entitled *The Effect of Work Motivation on Civil Service Quality Apparatus*, aims to analyze the factors that affect the quality of civil service in the Kalumpang, Hulu Sungai Selatan sub-district so that a strategy to improve the quality of civil service is found.

Factors that affect the quality of public services

- organizational structure
- ability of the apparatus

Service System

Fish Cultivation

Aquaculture is a fishery activity that is able to choose the right place and choose the right method and commodity needed so that with this flexible nature, the distribution of products can be adjusted to existing demand or utilization. The cultivation of land waters are increasingly gaining attention because fishing activities can no longer be relied upon to meet market demands that require increasingly large supplies and want more certain quality standards (Anggawati, 1991).

3. Research Methods

Qualitative Method

A combined Results and Discussion section is recommended. Results should be clear and concise. Discussion should explore the significance of the results of the work, not repeat the results. Avoid extensive citations and discussion of published literature.

Place of Research

Installation of the UPTD BBI Trinsing and Cultivator Group in Muara Teweh, North Barito Regency.

Research Instrument

Unstructured interview

Data Source

In qualitative research a sample of data sources is chosen, and prioritizes perspectives, it means that the viewer's views are important, which is how they perceive and interpret the world from its standpoint.

Data Collection Technique

1. Interview
2. Observation
3. Documentation

Data Analysis Technique

A combined Results and Discussion section is recommended. Results should be clear and concise. Discussion

Result

General Description

The State of Population

In general, the population of North Barito Regency is in the Barito watershed both on the banks of the river and the tributary of Barito. In this case, the Barito river basin has a very important meaning for the population both as a traffic/transportation infrastructure and as a daily source of water and also a place of business to support life and tone as well as utilizing aquaculture activities.

Service Quality in the Fisheries Sector

Tangibles Dimension

Some of the facilities and infrastructure owned by the fishery sector of the North Barito Regency Agriculture, Fisheries and Animal Husbandry Office to support services to this group of fish farmers are the presence of local fish seed centers and introductions making it easier for farmers to get good quality fish seeds, fish spawning room facilities specifically and other supporting equipment such as tubs for hatcheries, aquariums, water sources, pumps and other equipment that are very sufficient.

Interviews with members of fish farming group Karya Tani Terpadu:

“...the users of these facilities and infrastructures such as spawning tubs, seed nursery tubs, and seed selection tools are very helpful in providing quality seeds, thus ensuring us to obtain the desired quality of seeds” (Interviewed, December 22, 2014)

Related with other supporting facilities owned by the fisheries sector, the North Barito Regency Agriculture, Fisheries and Animal Husbandry Office, the head of the Sama Merintis fish cultivation group expressed his opinion:

“In my opinion, the facilities and infrastructure in the fisheries office especially at the fish seed center were enough, if we come to there and the officers were not ready, we were waiting at guest room,” (Interviewed, December 22, 2014)

In this dimension of physical evidence, in addition to the completeness of the work indicator, the number of officers serving will also fulfill the quality of services provided, especially the number of officers who have technical capabilities regarding fish hatchery.

Regarding the quality of human resources at fisheries sector, Agriculture, Fisheries and Animal Husbandry Office the North Barito Regency :

“ .. with the existence of human resources in the fisheries sector with limited numbers of employees both those at the fish seed shop, those in Lahei and Trinsing were considered quite capable in the implementation of fish hatchery because almost all of the technical staff in the field had attended the training held in the fish seed shop Mandiangin South Kalimantan and the Sukabumi fish seed hall, which becomes a problem faced in the field, which is the problem of shortage of personnel and also cannot be separated from the stock of old fish parents so as to answer and serve fish farmers to get the seeds hampered and always waiting for the queue to get the seed, the queue is intended because the results of hatchery with the existing parent have not been able to meet the demand for seeds from fish farmers”. (Interviewed, Dec 23 2014)

Discussion of Research Result

Quality of Seed Distribution

Reliability Dimension In general

These fish seed distribution activities can be assessed from the indicators of the timeliness and availability of seeds in the seed center, when viewed from the indicators of the timeliness and availability of seeds in the seed hall between established services and service procedures, it can be said that seed distribution services in the fisheries sector, Fisheries and Livestock, Barito Utara Regency is not satisfactory.

When the researcher goes through further interviews, one of the leaders of the Tepian farmer group Barito said that sometimes the timeliness and availability of seeds in the fisheries sector has not been able to meet the needs of farmers so that they can bring in seeds from outside the region.

Uncertainty in time makes them feel disadvantaged because they go back and forth to fisheries and seed centers to get seeds, loss in terms of time and cost.

Conclusions and Suggestions

Quality of Seed Distribution

- a. Reliability dimension : still complaints about the timeliness of service delivery
- b. Tangibles dimension : the number of employees who master fish farming was considered to be of low quality
- c. Responsiveness dimension : in service, it was fast, responsive and satisfying
- d. Empathy dimension : in service and material, employees who serve was satisfactorily.
- e. Insurance coverage dimension : officers' abilities were not satisfactory
- f. Tangibles dimension physical evidence on facilities and infrastructure supporting services is considered to have been able to provide good and satisfying service to each group of fish farmers.

Suggestions

- a. In order to improve the quality of coaching services, a new breakthrough must be made to improve employee competency in providing services to the community such as participation in technical training on fish farming and hatchery problems, some things that can be done such as providing intensive training and guidance to fisheries employees from the section head to the executive level. To practice their quality, they are given guidance in fish farming, and everyone is given responsibility in service to the community.
- b. The placement of employees in the technical field is carried out with due regard to competence, and periodically staff rotations in the fisheries sector so that they know what is the duty of each section. If one day the employee who has duty is not in their place, the other employee can replace the duty.
- c. Increase the supply of quality fish seeds starting with rejuvenation, and selection of good quality fish so that they can provide good quality seed yields and evacuate coaching activities that have been carried out so it can improve the performance of the group of fish farmers.

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