

TOTAL QUALITY MANAGEMENT ANALYSIS TO THE SATISFACTION OF APPLICANTS OF LAND AREAS IN MEDIATION BY SERVICE QUALITY MEASUREMENT OF LAND SIDE

(SURVEY: SECTION OF LAND INFRASTRUCTURE, YOGYAKARTA CITY LAND OFFICE)

ABSTRACT

One of the important tasks of the Ministry of ATR / BPN is to carry out the integrated and integrated land resources management by utilizing the development of modern information and management system technology. The main service given is land certification, where the certificate consists of Land Book and Measure Letter. The satisfaction factor of the applicant for the measurement of the land plot whose final product Measurement Letter and Field Map is influenced by the quality of measurement service of the land plot. Land Office of Yogyakarta City in terms of measurement service of the land has not been optimally satisfy the applicant of the land measurement applicant. For that one effort that needs to be applied Land Infrastructure Section in Land Office of Yogyakarta City is through improvement of measurement service of land area with application of Total Quality Management. Satisfaction of society to land service depends from Service Quality of ATR / BPN Ministry employees in giving service.

In this research, research methodology used by writer is descriptive research method with quantitative approach and using Partial Least Square (PLS) analysis method. The population in this study are all applicants of land measurement service in the Land Infrastructure Section of Land Office of Yogyakarta City. The sample used in this research is part of applicant of measurement of land in Land Infrastructure Section, Land Office of Yogyakarta City. Sampling Technique used by researcher in this research is Non probability Sampling, with Nonprobability Sampling chosen in this research is incidental. In this study using data collection techniques with questionnaires.

The conclusion in this research are: a) Total Quality Management have positive and significant impact to the satisfaction of Applicant of measurement of plot of land in Land Office of Yogyakarta City. The higher total quality management owned increasing the satisfaction of Applicant Applicant of land measurement. b) Total Quality Management has a positive and significant impact on the satisfaction of Petitioner Measurement of land parcels in the Land Infrastructure Section of Land Office of Yogyakarta City mediated by Service Quality. The higher service quality in land measurement will increase the satisfaction of the applicant of land measurement.

Keywords: Measurement Letter, Field Map, Partial Least Square