

Analysis of the Quality of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir Sub- District Office in Samarinda City

Asnar

Universitas Mulawarman, Indonesia

E-mail: asnar3101@gmail.com

***Correspondence:** asnar3101@gmail.com

KEYWORDS

quality, patent
administration; service

ABSTRACT

This study was conducted with the aim of analyzing the Quality of Subdistrict Integrated Administration Service Delivery (PATEN) at the Samarinda Ilir District Office, Samarinda City, along with its supporting and inhibiting factors. Research methods with a qualitative approach, sampling as informants with purposive sampling techniques and accidental sampling techniques. Data collection techniques, with in-depth interviews, participatory observations, and documentation studies. Data analysis techniques with Miles and Huberman's interactive model data analysis techniques. The results showed that the overall quality of patent implementation at the Samarinda Ilir District Office, Samarinda City, was good, which was proven through measuring the five dimensions of public service quality analysis, namely reliability, responsiveness, certainty, empathy, and tangibility. The supporting factors, namely very adequate office service facilities, such as the use of computer devices and printers that are adequate in number, queuing machines and special counters that ensure order in the queue during the service process, air conditioning that provides comfort, both for employees and the community served, television as a means of entertainment for the community as well as to eliminate community saturation in the service process, as well as comfortable seating for the community during the service process, while the inhibiting factor is still not yet optimal socialization to the community by the village and the Head of RT that several licensing services, such as Building Permits (IMB), State Land Opening Permits (IMTN), and Micro Business Permits (IUM) can be managed in the sub-district with criteria and conditions that have been determined in accordance with the provisions laws and regulations.

Attribution- ShareAlike 4.0 International (CC BY-SA 4.0)



Introduction

Service and satisfaction are two things that cannot be separated, because with satisfaction, related parties can correct each other to where the service provided is getting better or worse, where it is greatly influenced by each officer in providing services, in other words service that can be satisfactory is a service that is carried out based on applicable provisions and can understand what the community asks from the service itself.

Good governance is the central issue that most comes to the fore in the process of managing public administration today. There are many complaints and complaints from the public against services from the government both directly and through the mass media, such as complaints about convoluted procedures, uncertainty of the resolution period, the amount of costs that must be incurred, requirements that lack transparency, and the attitude of officers or employees who are less responsive.

The paradigm shift in local governance, from centralization to decentralization, from centralized power in local governments (executives) to *power sharing* between the executive and regional legislatures, must be addressed by changing the management of local government. In terms of public management, there has also been a change in values that originally adopted a management process oriented to the internal interests of government organizations to external interests accompanied by improved services and delegation of some public service tasks from the government to the community or market. Good governance is the most prominent issue in the management of public administration today. The strong demands made by the community to the government to carry out good governance are in line with the increasing level of public knowledge, in addition to the influence of globalization. In addition, the old patterns of governance are considered no longer suitable for the changed order of society, where in the past the state or government was very dominant, making the community a very neglected party in every development process. Therefore, this demand is natural and should be responded by the government by making changes directed at the realization of good governance.

With the new orientation in public management, local governments are not only required to be accountable inward but also outward (community). Through public accountability, the government will be monitored and evaluated for its performance by the public. Monitoring and evaluation of local government performance will be easier if local governments have made indicators and targets compiled in Minimum Service Standards (SPM). The SPM that has been compiled will be a guideline for both parties, local governments and the community. For local governments, SPM is used as a guideline in conducting public services, while for the community, SPM is a guideline to monitor and measure the performance of local governments.

Article 18 of Law No. 25 of 2009 on Public Services guarantees the rights of the public to obtain public services and supervise government performance.

Public complaints are considered capable of being a strategy to guard the path of the vision of realizing a professional, effective, efficient and accountable state apparatus in the implementation of bureaucratic reforms towards world-class good governance in 2025. The public complaint mechanism is actually not new, but in terms of its implementation in the field it still needs to be addressed and implemented optimally.

Along with the increasing role of sub-districts as the spearhead of development on a local, regional, and even national scale, of course, improving performance both procedurally and substantively is an absolute thing to achieve. This is also reinforced by the increasing demand for the implementation of *good governance* and improvement of

public services so that there is a shift in orientation and perspective of the community who tend to be less sympathetic to the work ethic of the apparatus.

Improving the quality of public service delivery is one of the targets of accelerating bureaucratic reform, so that service delivery must be closer to the community, and more effective and efficient. To bring public services closer, some authority for services and licensing needs to be delegated to the sub-district, because the sub-district is one of the local government organizational units that has a strategic position, where the sub-district is on the front line (front liner) that is directly facing the community or close to the community with various backgrounds, needs, and demands, which is dynamic. Realizing this, the Ministry of Home Affairs has issued Minister of Home Affairs Regulation Number 4 of 2010 concerning Guidelines for District Integrated Administration Services (PATEN), which was then followed up by Minister of Home Affairs Decree Number 238-270 concerning Technical Guidelines for PATENT Guidelines.

The above PATENT regulation was responded positively by the Samarinda City Government through Samarinda Mayor Regulation Number 35 of 2014 concerning the Implementation of PATENT within the Samarinda City Government, which marked and emphasized that all sub-districts in Samarinda City must and must hold PATENT.

In connection with the above, Samarinda Ilir District as one of the sub-districts in Samarinda City which is also the main object in this study, has carried out PATENT since early 2015 until now. Although it is still relatively new, because it has only been implemented since early 2015, the implementation of PATENT at the Samarinda Ilir District Office is quite good. This the author knew during initial observations and listening to statements from several residents who happened to be taking patent documents. From the statement of one of the Head of Division at the Office of the One-Stop Integrated Licensing Service Agency (BP2TSP) of Samarinda City, the author knows that the cause of PATENT has not been implemented by all sub-districts in Samarinda City because there is related to the minimal cost of procuring PATENT facilities and infrastructure, then the lack of experts related to the skills to use certain applications for processing PATENT documents, such as IMB.

Based on the description above, the author is interested in conducting a research entitled "**Analysis of the Quality of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City**".

Basic Theoretical Framework

Quality

Quality is basically related to the best service, which is an attitude or way of serving customers or the community satisfactorily. According to Gaspersz in (Lukman, 2000), states that quality is everything that is able to meet the wants or needs of customers.

So, according to the above understanding, in essence quality relates to the best effort to meet and satisfy customer expectations, desires, and needs.

Whether or not the quality of service / service depends on the ability of service provision to meet customer expectations consistently and ends in customer perception. This means that the image of good quality is not based on the point of view of the organizer or service provider, but must be seen from the point of view / perception of the customer. This is as stated by (Kotler, 2002), that it is the customer who consumes and enjoys the service, so they are the ones who should determine the quality of service. So, from the opinion above, it can be seen that what determines and assesses a quality of service is not the service provider, but the party who feels the service, namely consumers

/ customers. Consumer / customer perception of the services they receive is a comprehensive assessment of the excellence of a service.

Then, according to (Wahyuningsih, 2002), "Quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly". Another definition of quality is the degree achieved by characteristics related to meeting requirements (Lupiyoadi & Hamdani, 2008).

So, based on the opinions of the experts above regarding quality, the author can conclude that quality is everything that is the best given by the service provider to the recipient of the service as an effort to meet and satisfy the expectations, desires, and needs of the recipient of the service, in addition to an effort to meet the requirements for a good service characteristic.

Patent

Based on Article 1 paragraph 2 of the Samarinda Mayor Regulation No. 35 of 2014 concerning the Implementation of District Integrated Administration Services (PATEN) within the Samarinda City Government, the definition or what is meant by District Integrated Administration Services hereinafter abbreviated as PATEN is the implementation of public services in the sub-district from the application stage to the stage of issuing documents in one place.

The legal basis of the District Integrated Administration Service (PATEN), including:

1. Minister of Home Affairs Regulation Number 24 of 2006 concerning Guidelines for the Implementation of One-Stop Integrated Services.
2. Regulation of the Minister of Home Affairs Number 20 of 2008 concerning Guidelines for the Organization and Work Procedures of Integrated Licensing Service Units in the Regions.
3. Minister of Home Affairs Regulation Number 4 of 2010 concerning Guidelines for Subdistrict Integrated Administration Services (PATEN).
4. Regional Regulation of Samarinda City Number 15 of 2011 concerning Certain Licensing Levies.
5. Samarinda Mayor Regulation Number 32 of 2011 concerning the Delegation of Part of the Mayor's Affairs to Sub-districts and Sub-districts.
6. Samarinda Mayor Regulation Number 35 of 2014 concerning the Implementation of District Integrated Administration Services (PATEN) within the Samarinda City Government.

The purpose of implementing the District Integrated Administration Service (PATEN) is to realize the sub-district as a community service center and become a one-stop integrated licensing service service node.

The purpose of the District Integrated Administration Service (PATEN) is to improve the quality and bring services closer to the community.

Then, the PATENT mechanism, including:

1. The applicant takes the license application form from the *customer service / information officer*.
2. The applicant completes the requirements according to the requirements stated on the application form, then submits it to the *front office / counter officer*.
3. *Front office / counter officer* checks the completeness of the applicant's file, then inputs the applicant's data.

4. *The back office* verifies and validates the application data. *Back office*, in this case is the Section Head in Samarinda Ilir District who is on duty according to the PATENT schedule set by the Samarinda Ilir Sub-District).
5. Field review by field officers (**only for IMB, IMTN, and IUM**).
6. Payment of levy by the applicant to the cash holder officer (**only for IMB**).
7. The process of printing licensing documents by computer operators.
8. The *paraf* process is tiered and the approval of licensing documents by authorized officials in Samarinda Ilir District, starting from the Head of the Public Service Section, then the Subdistrict Secretary, and finally the Sub-District.
9. Permit documents that have been authorized by authorized officials in Samarinda Ilir District as mentioned above, are then taken back by computer operators and handed back to the *front office* / counter officer.
10. The applicant can collect his/her permit documents at the *front office counter* / counter clerk.

As one of the main functions of the government, these services should be carried out in a quality manner by the government. The quality of general service according to Wyckof quoted by (Tjiptono, 2004), which is as follows: "Service quality is the level of excellence expected and control over the level of excellence to meet customer desires. If the service or service received or perceived (*perceived service*) is as expected, then the quality of service or service is perceived as good and satisfactory. If the service or service received exceeds customer expectations, then the quality of service or service is perceived as ideal quality. Conversely, if the services or services received are lower than expected, then the quality of services or services is perceived as poor".

Based on the explanation described above by Tjiptono, it can be indicated that a quality of service expected by the community as a recipient of services expects a level of excellence from every service obtained from the services obtained previously. If the service provided exceeds the expectations of the customer community, the quality of service provided will get an ideal perception from the service recipients.

Service Quality

More clearly, Gasperz quoted by (Lukman, 2000), revealed a number of main notions of service quality, namely as follows:

1. Quality consists of a number of product features, both immediate privileges, and attractive features that meet the wishes of customers and thus provide satisfaction for the use of that product.
2. Quality consists of everything that is free from any flaws or damages".

The main understanding of service quality as explained on the previous page shows that service quality is quality consisting of the privileges of various services that aim to meet the satisfaction of the services obtained.

The nature of quality public services defined by (Boediono, 2005) is based on the essence that prioritizes improving the quality of service and the ability of service providers to service recipients so that the services provided are more efficient and effective.

Public services can only be said to be of quality if they are in accordance with the expectations / desires or needs of service recipients, to be able to find out whether public services provided by the government are in accordance with the wishes or needs of the community as service users, the quality of public services must be measured and assessed by the service user community. This is in accordance with the opinion of (Lukman, 2000), who stated that: "Service quality is successfully built, if the service provided to customers

gets recognition from the parties served. Recognition of the excellence of a service, does not come from the apparatus that provides services, but comes from service users".

The same thing was expressed by (Tjiptono, 2004), who stated that: "The image of good quality is not based on the point of view or perception of service providers, but based on the point of view or perception of customers. It is the customers who consume and enjoy the service, so they are the ones who should determine the quality of the general service. Customer perception of the quality of service or service is a comprehensive assessment of the excellence of a service".

By considering the opinions of the experts above, the author can conclude that the quality of public services is all forms of activities carried out by a government agency to meet public expectations. Service in this case is defined as services or services delivered by service owners in the form of ease, speed, relationships, abilities and hospitality aimed at through attitudes and traits in providing services for community satisfaction. *Service quality* can be known by comparing people's perceptions of the services they actually receive / obtain with the services they actually expect / want on the attributes of service in a government agency. Thus, the process of determining the quality of service provided is an assessment of service recipients based on the customer's point of view and perception of the services obtained. The perception of customer assessment of the service provided is a comprehensive assessment of an assessment of the service provided so that it can be said that a quality service is a service based on customer satisfaction. If satisfaction is created, the perception of quality service will grow.

Quality Measurement

Regarding quality measurement, (Tjiptono, 2004) has developed a service quality measurement tool called SERVQUAL (*Service Quality*). SERVQUAL is a multi-item scale consisting of questions that can be used to measure service quality covering 5 (five) dimensions. 5 (five) dimensions that can be used to measure service quality include the following:

1. *Reliability*, namely the ability to provide the promised service promptly, accurately and satisfactorily.
2. *Responsiveness*, namely the ability of employees to help customers and provide service responsively.
3. *Assurance*, namely the ability, courtesy, and trustworthy nature possessed by the staff, free from danger, risk and doubt.
4. *Empathy*, namely ease of relationship, good communication, personal attention, and understanding customer needs.
5. *Tangibles* (tangibles), namely physical facilities, equipment, employees and means of communication.

Gasperz in (Lukman, 2000) states that there are several dimensions that must be considered in order to improve service quality for maximum achievement, namely:

1. Punctuality of service, things that need to be considered here are related to waiting time and processing time.
2. Service accuracy, which is related to service reliability and free from errors.
3. Courtesy and friendliness in providing service, especially those who interact directly with external customers. The image of the service and service industry is largely determined by the people and companies that are at the forefront of direct service to external customers.
4. Responsibility, which relates to the receipt of orders, as well as the handling of complaints from external customers.

5. Completeness, regarding the scope of services and the availability of supporting facilities and other complementary services.
6. Ease of getting services, related to the number of officers who serve.
7. Variations in service models, related to innovation to provide new patterns of service, *feature* in other services.
8. Personal service, related to flexibility, handling special requests and others.
9. Convenience in obtaining services, related to location, room, place of service, affordable convenience, vehicle parking, availability of information, instructions and other forms.
10. Other supporting attributes of the ministry.

Research Methods

The type of research used by researchers in this study is qualitative research. The research approach used to uncover reasonable and good situations and backgrounds according to Miles and Huberman is a qualitative approach (Huberman & Miles, 2014).

The focus of research in this study, including:

1. Analysis of the Quality of Sub-District Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City, with indicators:
 - a. Reliability.
 - b. *Responsiveness*.
 - c. Assurance.
 - d. Empathy.
 - e. Tangible.
2. Factors affecting the Quality of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City, with indicators:
 - a. Supporting factors.
 - b. Inhibiting factors.

Data sources taken in this study include:

Informants, in determining informants, researchers use *the purposive sampling* method. According to (D. Sugiyono, 2013), informants are people who are believed to know many things related to the material to be studied, while the *purposive sampling* method is the determination of samples tailored to the purpose of research. There is also a so-called *key informant*, which according to (P. D. Sugiyono, 2018) is a person who knows more things related to the material under study than the informant.

As a first step, researchers chose the sub-district head at the Samarinda Ilir sub-district office, Samarinda City, as *the key informant*, and the section head and staff at the General Services Section of the Samarinda Ilir sub-district office, Samarinda City who are members of the Sub-District Integrated Administration Service Implementation Team (PATEN), as an informant. Meanwhile, for the determination of informants from the community (*customer*), researchers use *accidental sampling techniques*, where the determination of informants is taken by chance. That is, anyone who is met by the researcher during the service process will be designated by the researcher as an informant. Researchers determine the number of informants based on the level of data saturation, meaning that if the information obtained by researchers from the community is repeated and there is no significant difference in information, then the process of collecting information as data, is considered complete.

Place, in this case the location of the study, available facilities, natural conditions and socio-cultural conditions. On the basis of the characteristics of this region, researchers are likely to obtain data related to the focus of the study.

Documents, that is, sources of data obtained through other report materials, as well as other matters relevant to the problem under study.

Data collection techniques in this study, including (Miles & Huberman, 2015):

1. In-depth interviews, in-depth interviews that will be used are non-standardized without compiling a strict list of questions. At the time of conducting this unstructured interview, questions are carried out freely on questions that are still general in nature, from one topic to another. Furthermore, focused interviews are conducted with questions that do not have a specific structure, but are always centered on a specific topic. Although using an unstructured form of in-depth interviews, researchers will still outline questions based on the focus of the study.
2. Observation participates, observation participates in supplementing and testing the results of interviews given by informants who may not be thorough or have not been able to describe all kinds of situations or even deviate from what is expected.
3. Documentation study, the documentation study referred to in this study is related to the acquisition of non-human data, in the form of written documents. The use of this data collection technique is nothing but to complement the in-depth interview and observation techniques to participate, because basically the three data collection techniques are complementary. That is, data obtained through in-depth interviews can be supplemented with participation observation data, also complemented by data from documentation studies.

Data analysis techniques in this study are in accordance with those proposed by (Miles & Huberman, 1994), that qualitative data analysis consists of 4 (four) components, including:

1. Data Collection

Data collection is the first data and raw data is collected in a study. Data collection is done by interviews, observations, and documentation. Interviews, observations, and research documentation focused on the Quality of Subdistrict Integrated Administration Service Delivery (PATEN) at the Samarinda Ilir District Office, Samarinda City.

2. Data Simplification

Data *reduction* is the process of selecting, focusing, simplifying, and abstracting, transforming raw data collected from research into sorted or checked records. This stage is a stage of data analysis that sharpens or concentrates, makes and at the same time can be proven. The reduction process is defined as the process of selection, focusing on simplifying, abstracting and transforming "rough" data that arises from written records in the field. The process of data reduction is not a one-time process, but an iterative process during the qualitative research process. The data obtained in the field is then reduced by researchers by coding, classifying data, tracing themes, making clusters, making references, writing memos, and then making choices about the data obtained in the field, then from which data is relevant and which is not relevant to the problem and research focus. Data reduction of this transformation process continues after the field research, until a complete final report is compiled. The reduced data is data obtained in the field related to the Quality of District Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City.

3. Data Presentation

Data presentation (*data display*) is the process of collecting organized information that provides the possibility of drawing conclusions or taking action. This data retrieval helps to understand the events that occurred and leads to further analysis or action based on understanding. By looking at the presentation of this data, it will be able to understand what is happening and what should be done, meaning continuing the analysis or trying to take action by deepening the findings. This is done to make it easier for researchers to see the picture in search or certain parts of the research data, so that conclusions can be drawn from the data. The presentation of data focused on matters related to the Quality of Subdistrict Integrated Administration Service Delivery (PATEN) at the Samarinda Ilir District Office, Samarinda City.

4. Conclusion Drawing

Conclusion drawing or verification is something that weaves together before, during, and after data collection in parallel forms, to build a general insight called "*analysis*". From the beginning of data collection, a qualitative analyst begins to look for the meaning of things, noting regularities, explanatory patterns, possible configurations, causal flows, and propositions. The conclusion of the research and data verification focused on the Quality of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City.

Results and Discussions

Samarinda Ilir District as one of 10 (ten) sub-districts in the Samarinda City District which has an area of 17.78 km² or 1,778 hectares. Samarinda Ilir sub-district has the following administrative boundaries:

1. North : Sungai Pinang District and North Samarinda District
2. South : Samarinda City District
3. West : Samarinda Ilir District
4. East : Welcome District

Samarinda Ilir District is in charge of 5 (five) sub-districts, including:

1. Selili Village
2. Dama River Village
3. Sidomulyo Village
4. Sidodamai Village
5. Pelita Village

Regarding the reliability of employees in the Subdistrict Integrated Administration Service Team (PATEN) of the Samarinda Ilir Sub-District Office, Samarinda City, it is generally good, which is evidenced by the fast service process that can be provided to the community, such as in the deadline for completing State Land Opening Permit (IMTN) and Micro Business License (IUM) documents, has met the predetermined time standard.

Then, the service process is also accurate, such as the rare typing of people's names and addresses on the State Land Opening Permit (IMTN) and Micro Business License (IUM) documents, so that the community is really satisfied with the services provided by employees in the District Integrated Administration Service Team (PATEN) of the Samarinda Ilir District Office, Samarinda City.

The responsiveness of employees in the Sub-District Integrated Administration Service Team (PATEN) of the Samarinda Ilir Sub-District Office, Samarinda City, in the process of the Sub-District Integrated Administration Service (PATEN) is generally

good, which is shown by the attitude of employees who are quick and responsive to help people who do not understand and are confused by the mechanisms or procedures of the Sub-District Integrated Administration Service (PATEN). This provides comfort to the community, because of the help from employees to the community on the basis of the initiative and responsiveness of the employees themselves without the need to be first told by the community. The responsiveness possessed by employees is because the sub-district head emphasizes to employees that a good service is not only seen from one or two aspects, but as a whole, even though it is the simplest thing, such as one of *responsiveness*. The responsiveness possessed by employees in the service process is also evident from the absence of complaints from the community.

In providing services to the community, employees always mean it (totality), so that people believe and do not hesitate to use the services provided by employees. This kind of service is also implemented by the District Integrated Administration Service Team (PATEN) of the Samarinda Ilir District Office, Samarinda City. This is reflected in the politeness and friendliness and sincerity (totality) of employees when serving the community when the service process is in progress. Then, a trustworthy attitude is shown by employees in the Subdistrict Integrated Administration Service Team (PATEN) of the Samarinda Ilir District Office, Samarinda City, when giving promises to the community regarding the completion time for making service products, for example for 3 (three) working days, then according to employee promises, the manufacture of service products will be completed in 3 (three) weekdays anyway.

Empathy is a feeling of caring for someone that is manifested by positioning oneself the same as the person who wants to be cared about or according to the way the person wants to be cared for, not in one's own way (sympathy). Similarly, when employees in the District Integrated Administration Service Team (PATEN) of the Samarinda Ilir District Office, Samarinda City, in providing services to the community, employees do it wholeheartedly, because employees understand their position as service providers and the position of the community as parties who must be provided services. The point of wholeheartedness here is that employees really understand and pay attention to the needs of the community as customers, so employees will not provide bad service, such as not being on time in completing service products, not being friendly in providing services, not being careful in filling in data in documents on service products, which causes people to be dissatisfied with the services provided to them, Or the public will criticize and further demand that employees be given legal sanctions.

The services provided to the community by the District Integrated Administration Service Team (PATEN) of the Samarinda Ilir District Office, Samarinda City, are not only related to non-physical aspects, but also physical aspects. The completeness of physical facilities provided by the District Integrated Administration Service Team (PATEN) of the Samarinda Ilir District Office, Samarinda City, such as vehicle parking areas, televisions, air conditioners, and toilets also support the service process to run optimally.

From the author's observations at the research location, the author knows the factors that affect the Quality of District Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City.

In terms of supporting factors, namely very adequate office service facilities, such as the use of adequate number of computer and printer devices, queuing machines and special counters that ensure order in the queue during the service process, air conditioning that provides comfort, both for employees and the community served, television as a

Analysis of the Quality of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir Sub-District Office in Samarinda City

means of entertainment for the community as well as to eliminate community saturation in the service process, as well as comfortable seating for the community during the service process.

The factors that affect the Quality of the Implementation of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City, from the hampering side, are still not optimal socialization to the community by the village and the Head of RT that several licensing services, such as Building Permits (IMB), State Land Opening Permits (IMTN), and Micro Business Permits (IUM) can be managed in the sub-district by criteria and conditions that have been determined in accordance with the provisions of laws and regulations.

Conclusion

The quality of the Implementation of Sub-District Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City, is generally good, as evidenced by the measurement of the five dimensions of public service quality, namely reliability, responsiveness, assurance, empathy, and tangible.

Supporting factors for the Quality of Subdistrict Integrated Administration Services (PATEN) at the Samarinda Ilir District Office, Samarinda City, namely very adequate office service facilities, such as the use of adequate number of computer and printer devices, queuing machines and special counters that ensure order in the queue during the service process, air conditioning that provides comfort, both for employees and the community served, Television as a means of entertainment for the community as well as to eliminate community saturation in the service process, as well as comfortable seating for the community during the service process. Meanwhile, the inhibiting factor of the quality of the District Integrated Administration Service (PATEN) at the Samarinda Ilir District Office, Samarinda City, is still not optimal socialization to the community by the village and the Head of RT that some licensing services, such as Building Permits (IMB), State Land Opening Permits (IMTN), and Micro Business Permits (IUM) can be managed in the sub-district with criteria and conditions which has been determined in accordance with the provisions of laws and regulations.

Based on the existing conclusions, the advice that may be given by the author and useful for the Samarinda Ilir District Office, Samarinda City, is to continue to be sustainable and consistent in providing quality and best quality District Integrated Administration Services (PATEN) to the community, especially the demands on the sub-district for services are getting bigger, because the sub-district is an OPD, while the kelurahan is a unit under the sub-district and no longer has the status of an OPD.

References

- Boediono. (2005). Managing the Indonesian economy: Some lessons from the past. *Bulletin of Indonesian Economic Studies*, 41(3), 309–324.
- Huberman, M. B., & Miles, M. A. (2014). *Analisis data kualitatif: buku sumber tentang metode-metode baru*. UI-Press.
- Kotler, P. (2002). *Manajemen Pemasaran (Milenium)*. PT.Prenhalindo.
- Lukman, S. (2000). *Manajemen kualitas pelayanan*. Jakarta: Stia Lan Press.
- Lupiyoadi, R., & Hamdani, A. (2008). *Manajemen Pemasaran Jasa, cetakan keempat*. Jakarta: Salemba Empat.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. sage.
- Miles, M. B., & Huberman, A. M. (2015). *Qualitative data analysis (terjemahan)*. Jakarta: UI Press.
- Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D*.
- Sugiyono, P. D. (2018). *Metode penelitian kuantitatif (Cet. 1)*. Alfabeta.
- Tjiptono, F. (2004). *Manajemen Jasa/Management of Service*. Yogyakarta: Andi Offset.
- Tjiptono, Fandy. 1997. *Strategi Pemasaran*.
- Wahyuningsih, A. (2002). *Analisa Tingkat Kepuasan Berdasarkan Kualitas Pelayanan Pada Rumah Sakit Umum Kabupaten Karanganyar Tesis Fakultas Ekonomi Program Studi Manajemen UMS*. Surakarta.