Service Quality (Servqual) Toward Rawa Bebek’s Rusunawa Residents In Dki Jakarta

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ABSTRAK

Bukit Duri community relocation process and Fish Market to Rawa Bebek Rusunawa until now many problems arise. Resettled communities with forced then stay in Rusunawa was difficult to find a job to sustain life. Services provided Rusunawa Rawa Bebek Unit business is still far from adequate. This issue is interesting to study. The purpose of this study was to analyze the quality of service to the residents of Rawa Bebek Rusunawa and find and implement a service model that is suitable for occupants Rusunawa. Knives analysis Rawa Bebek Rusunawa service quality using measures: 1) Convenience; 2) Reliability; 3) Personal Attention; 4) Citizen Influence; 5) Fairness; 6) Problem-Solving Approach; 7) Fiscal Responsibility, and 8) Security. While Methods used are Descriptive methods with a qualitative approach. Interviews conducted in data collection. Data Analysis Techniques 3 tolls are done using Data Analysis NVivo 12 plus consisting of Crosstab Query, Cluster Analysis, Matric Coding Query, and Clustered Similarity. Results and Findings, Service UPRS, or Jakarta to the residents of Rawa Bebek Rusunawa not good, which got only 17% of the ratings high. The second discovery, Model Service to Residents Rusunawa composed after Ratings Service Quality. Furthermore, the model applied to the services found doing Rusunawa Assistance to Residents of Rawa Bebek. Bank organizations formed eight garbage; occupants have alternative sources of money quickly so that residents feel helpless. Also, there should be capacity building for employees UPRS. Then UPRS, Occupants Rusunawa, and researchers preparing the proposed changes to policies regarding tariffs and elimination of fines rent-subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Area Settlement of Jakarta as the direct supervisor UPRS. Excellent service for residents reached the Rusunawa.

Key Word: Quality, Service Delivery, Rusunawa Occupants

ABSTRAK


INTRODUCTION
Towards the end of 2016 occurred Jakarta eviction by the people who live in Bukit Duri and Fish Market, occupying land that is not his. The land belongs to Jakarta. This land allotment to the greening is not a settlement. The society then relocated to Rusunawa Rawa Bebek East Jakarta. Starting from the relocation process until now many problems that arise.

A citizen who has more than 30 years living in Bukit Duri, Tebet, South Jakarta resignedly admitted the village plan related evictions. He also received it if he relocated to Rusunawa Rawabebek. Meanwhile, the Chairman of the household reiterated that not all citizens receive transferred to Rusunawa Rawa Bebek. Because life in Rusunawa not much better than at home at the time. (Kompas.com, di Bukit Duri, 26/5/2016). Besides, the need for water quite fulfilled, some residents still keep complaints about water rates were recently considered to be expensive because of the use of over 10 M. Another resident complained about the same thing, also the location of Rusunawa far, electricity bill relatively expensive, selling not sell much. This citizen is the one among hundreds of Rawa Bebek Rusunawa occupants who are unable to pay arrears Rusunawa. (Tempo 2019).
The condition plus most of the residents do not have the specific expertise of citizens can only lead the work that already occupied during their stay in the regions from which they live. (Liputan6.com. 2016). Meanwhile, the views of Jakarta about relocating people to Rusunawa Rawa Bebek are to ensure the welfare of citizens, live in a better place, and clean. People valued as human beings. However, this view does not correspond to the reality experienced by Low-Income Communities (MBR) is. It is exciting to study.

Based on the above problems, the knife used in the study analysis Quality Care To Residents Rusunawa Rawabebek in Jakarta is the size of the Theory of Service Quality: 1). Convenience; 2). Reliability; 3) Personal Attention; 4). Citizen Influence; 5). Fairness; 6). problem-Solving Approach; 7). Fiscal Responsibility, and 8). Security. This theory raised by Denhardt and Denhardt tada in 2003, a figure in the paradigm of public service most recently with the New Public Service. New Public Service (NPS) is a development of the previous paradigm Old Public Administration and New Public Management. Used the theory appears in this paradigm as the cornerstone paradigm NPS uses the theory of the main democracy interests of the people/citizens, of the people, for the people and by the people. This measure has been relevant to the object of research. The main research objects are Rusunawa Occupants, who are mostly low-income communities (MBR). Additionally, during this time the occupants, Rusunawa more often seen as objects that must be obedient to the government’s decision, still undeniably Old paradigm of Public Administration.

**PREVIOUS RESEARCH AND RESEARCH GAP**

Community relocation is the low-income communities, often living in any place, often the place/land that is not theirs, so they are often evicted or asked to move. Similarly, the people of Bukit Duri, South Jakarta, and North Jakarta Fish Market. Here below are some previous studies:
Occupant satisfaction can increase if managers develop and implement maintenance and care SOP Rusunawa, enforce discipline, evaluating Rusunawa management, adding the number of personnel hygiene and care. (Purwaningdyah, 2018) While another study indicated that the occupant Rusunawa does not get the satisfaction of staying in Rusunawa. In this case the necessary assistance for the residents Rusunawa so that they can be more independent in conducting its activities and the required troubleshooting for problems that exist between the occupants and the Rusunawa itself, mentoring here to do sensitivity of Wholehearted Services, Ethics Complaint, Service of Perspective Religion, Empowerment Bank Waste management WD Retnowati Tuti, N. Oneng Nurul Bariyah, Rose (2019). Meanwhile, mentoring done through 3R waste management, with the aim of the residents, too aware of the importance of maintaining cleanliness Rusunawa (Fanisa Sakina Harsari, Ika Good Priyambada, 2016).

Research Mustafa & Sugianto (2013) revealed that the level of occupant satisfaction guarantee dominated by indicators, while Vera W. Soemarwi Handika Febri (2017) stated that the government should not ignore the principles of Good Governance for reasons of public interest. Due to considerations of public benefit on a decision or action should not infringe on religious norms, social, and decency. Public benefit should be run and have a positive impact on improving the welfare and interests of all citizens.

Research Mulyadi (2016) stated reclamation of Jakarta Bay is hurting the surrounding communities homeless and access to livelihood resources. The social impact should be avoided by the government’s efforts to promote the social dynamics that exist in the field. Parliament must confirm the termination of the project supervision during reclamation and encourage the government to find a solution to reduce the negative impact of reclamation for the community.

Differences in the above studies is Purwaningdyah (2018) titled
Analysis of Quality of Service Rusunawa Gunung Sari Surabaya discusses the performance of managers; Tuti (2017) Existing Condition 2016 title Rusunawa Services Rawa Bebek In Jakarta. Existing Condition Rusunawa discusses Rawa Bebek 2016; Sakina Fanisa Harsari, Ika Good Priyambada (2016) entitled Study of Generation, Composition and Characteristics of Technical Operations Planning for Waste Management and LPPU in Rusunawa Diponegoro University, discusses the generation, composition and characteristics of waste and solid waste management plan Rusunawa system. Research Mustafa & Sugart (2013) entitle Effect Analysis of Service Quality Satisfaction Occupants (Case Study Rusunawa Jurug Surakarta) revealed that Tangibles, Assurance and Empaty effect on occupant satisfaction; research Mulyadi (2016), revealed that the Government / local governments seeking to overcome the negative impact of Jakarta Bay Reclamation; Vera W. Soemarwi research, Handika Febri, (2017), entitled Political Rusunawa In Bukit Duri Residents Forced Evictions (Rawa Bebek Case Study), revealed that the actions of government officials to ignore the aspirations of citizens who do not want to be moved to Rusunawa Rawa Bebek has violated the norms of religious, social, and decency.

Differences in the above study by research Rusunawa Rawa Bebek are in Research Rawa Bebek originally photographed what conditions UPRS gives their quality of service to Occupants Rusunawa, then forwarded to the Model Services for Residents Rusunawa Rawa Bebek. Once the model is found, Occupants Rusunawa given social intervention methods such as mentoring some socialization and training activities. This is the application of the model. So layout Novelty / Novelty, that has Rawa Bebek Rusunawa study found the problem, model and apply models of excellent service, and accompanied by the application of the model that known of occupants will get a new spirit.

RESEARCH OBJECTIVES AND FINDINGS SUMMARY
The purpose of this study was: 1). To Analyze the Service
Quality Toward Residents Rawabebek’s Rusunawa Residents in Jakarta; 2). Finding and Applying for Service Model To Rawabebek’s Rusunawa Residents in Jakarta suitable for occupants of Rusunawa.

FINDINGS SUMMARY

Results Interview to the entire block Occupants Rusunawa on the Quality of Service provided by UPRS Rawa Bebek or Jakarta is unfavorable, the move judgment of 7% - 17%. That gave the highest ratings is Block C (17%), while the lowest is a judgment Cendrawasih block (8%). The occupants of the eight blocks, the blocks A, B, C, D and Block peacock, pigeons, bird of paradise, and the Wren were still many complaints that lump in his heart that has not been met by UPRS. Some of the problems are not resolved; urban transport no one passed Rusunawa; not accommodated proposed pedestrian bridge over the East Flood Canal front Rusunawa Total Busway is very limited; Rusunawa location is not strategic; occupant challenging to get a job because the occupant was not coined expertise; coolie work is odd. Rusunawa expensive rental rates, late pay fined so that more debt piling up, debt may not be repaid must be paid off. Water and electricity are also expensive; Recruitment of employees of the occupant’s percentage is low, just that much from the outside of the trust of the State Civil Apparatus.

The problems with some activities, the service excellent, the ethics complaint, the religious perspective of public services. After being treated, they prepared for the Resident’s Rusunawa Service Model. Once the model is structured and implemented in Rusunawa Rawa Bebek. Implementation Service Model To Occupants using a Model for Community Empowerment, meaning with Mentoring.

Assistance includes environmental socialization, economically valuable garbage, trash bank management. Garbage Bank successfully established by the occupants so that each block has a bank Trash. 8 The garbage bank is 1). Garbage Bank Makmur
Garbage Bank Bougenville (Block B); 3). Garbage Bank Blessing (Block C); 4). Garbage Bank of Cambodia (Block D); Garbage Bank Peacock Merauke (Block Peacock); Garbage Bank Wren (BlokGelatik); Garbage Bank orchid (Cendrawasih block); Garbage Bank Cempaka (Block Pigeons). Garbage Bank is already doing the weighing/selling junk twice; the results are quite able to add revenue. Occupants have alternative sources of money quickly so that residents feel helpless. Also, there should be capacity building for employees UPRS. Then UPRS, Occupants Rusunawa, and researchers prepare proposals on tariff policy changes, and elimination of fines rent-subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Settlement Region of Jakarta as the direct supervisor UPRS in the form of policy briefs. Thus was reached Rusunawa excellent service for residents.

LITERATURE REVIEW
PUBLIC SERVICES OF PUBLIC RENTAL HOUSING

Public services include government services, non-governmental, and private sector (Martin Cole, 2012). The service becomes one of the basic needs of society, both in public and private affairs. However, these basic needs can not be met because of a lack of professionalism and the ability of providers to provide services. To provide good service Twizeyimana & Andersson(2019) assess the provider must know what they want, the capacity of institutions, apply the values, norms and ethical, and open management. Particularly in low-income housing services provided by the Government / Local Government.

Public Services defined by Roth as “any services available to the public Whether Provided publicly (as is a museum) or privately (as is a restaurant meal),” Another study disclosed by (Roth) related to the goods and services in service. Public service means any form of service activity undertaken by an organization or individual in the form of goods or services to the public, either
individually or in groups or organizations. In the public services in general, the government made arrangements for the public good or intermediate public goods. In line with the characteristics of the items above, public service activities are said by Londsdale & Enyedi (1991: 3) as “something made available to the whole of the population, and it involves things the which people can not provide for themselves, ie, people must collaborate.” This understanding provides the characteristics that everybody can provide their own needs but should be reserved in groups. Mutiarin(2014), the service is defined as the fulfillment of basic needs by using the system information possessed thereby creating a quality service (Ratih Wulandari & Tirtariandi El Anshori, 2012). With good service will increase community satisfaction (Frinaldi & Ali EMBI, 2015).

According to Twizeyimana & Andersson (2019) service to the community should be developed so that good governance can be realized, the service can be done through dialogue, giving the same role and powers are balanced. Also required in both the collaborative governance structure, roles, and policies (Meguire, 2017), Is an innovative public service also starts from the product Innovating, Innovating process and organizational Innovating (Matei & Bujac, 2016), o there is always the renewal service in public and private sectors.

Some of the problems in public services, among others attitude arrogant bureaucrats who do not urge people to plan, implement and oversee the implementation of the program, such as Citizen Charther which always involve the public in the activities (Denhardt and Denhardt, 2003); lack of innovation (Matei & Bujac, 2016); lack of attention to service issues (Pratt, 2018), coupled with poor management by the government, as a result the output of service does not answer the needs of society (CHOI, 2016). Amenities in public service became the main driving factor (Labombang & Rifai, 2012) so that service quality is also influenced by an excellent infrastructure, as well as customer satisfaction with quality of services (Zahro, 2016). This means
that there are two factors that contributed to the service to be good, the first is the quality of the infrastructure and secondly, the quality of service as seen from the human resources (Labombang & Rifai, 2012; Zahro, 2016).

Refer to Mustafa & Sugiarto, (2013) Satisfaction Rusunawa services include; reliability, responsiveness, empathy, and insurance. Empathy that it is to be implemented by the service provider Rusunawa. Rusunawa by Bunawardi, Suzuki, and Hiroki(2016)divided into three categories namely; private, semi-public and public spaces. Rusunawa need to pay attention to capacity (Harasid, Roesyanto, Iskandar, & Silalahi, 2018). To the satisfaction of service (Mustafa & Sugiarto, 2013). So that public services can be interpreted as an inclusive service that covers the entire services needed by the community(Martin Cole, 2012).

Furthermore, This paper refers to the opinion of Denhardt and Denhardt (2003) as the initiator of the paradigm of New Public Service (NPS). For achieving a quality service, should be fulfilled principles: 1). Convenience: government services available and easily accessible; 2). Reliability: the government services can be provided in an appropriate and timely; 3). Personal Attention: proper services and authorities can work together with the communities to help meet their needs: 4). Citizen Influence: citizens feel that they can influence the quality of service received from the government; 5). Fairness: the government has been providing services in a fair; 6). Problem-Solving Approach: apparatus capable of providing information services for the citizens to address the problem; 7). Fiscal Responsibility: the service of citizens with public money in Responsibility; and 8). Security: Services provided make the citizens feel secure and confident when using it.

STANDARD OF PUBLIC SERVICES QUALITY

Providers of public services cannot be separated from His ministry standards. Standard is then a measure of service which serves as a benchmark of public service delivery. Standard of
public services is also needed in order to assess the effectiveness of service and measure community satisfaction when accessing services hosted by the organizers.

There are several components contained in standard public services. Various components outlined by Chapter V of UU No. 25 of 2009. All of these components must be organized, defined, and implemented so known by the public who access the service. Here is a mandatory component of the standard services that should be in the public service units, namely: Requirements, System Mechanisms, and procedures, Term of Service, fees/tariffs, Product Services, Infrastructures, and Facilities. Each government agencies shall make public service standards.

In the case of Rawa Bebek Rusunawa, that must make is the Department of Housing and Settlement Region of Jakarta. To stay in the city government Rusunawa any requirement: married, fill out the form PM1 Dr. villages that the applicants have not got a home, have a monthly income; No salary slip/certificate of payment of stamp duty; photograph 3x4 (4 sheets) and 4x6 (1 sheet); a copy of a marriage certificate; photocopy KK, ID, TIN; DKI Bank is required to have an account. As for society as society Relocate Bukit Duri and Fish Market, which is specially treated regardless of salary, TIN. Rusunawa people live in Rawa Bebek being forced and forced.

CONCEPTUAL FRAMEWORK

This study relies on two main concepts, namely: to measure the quality of service, which is where the measurement of service quality using indicators Good service from Theory Denhardt and Denhardt, which consists of eight indicators, having obtained a Research Findings 1, concerning the results of measuring the quality of the service, the next focus on the concept of a second. Ie, find and apply service Model To Punghuni Rusunawa Resident of Rawa Bebek in Jakarta.

After compiling the application service model is carried out to the residents Rusunawa service model to guide the residents,
the service assistance on waste bank management. Mentoring made include: providing training in how to sort the waste with the 3R concept, the application of Bank of garbage to the residents, and weighing the trash. The following images made the Conceptual Framework:

Service Quality

The conceptual framework is the concept of measuring the quality of service consisting of Convenience, Reliability, Personal Attention, Citizen Influence, Fairness, Problem Solving Approach, Fiscal Responsibility, and Security according to (Denhardt & Denhardt, 2003) And this variable will be the benchmark of quality of service in Rawa Bebek Rusunawa Jakarta.

RESEARCH METHOD

Methods used are Descriptive method with a qualitative approach. Data Collection Techniques with interviews, documentation, and observation. Processing and Data Analysis do with NVivo 12 Plus (IT Center, 2015) consisting Chart, Crosstab and Cluster Analysis.
RESEARCH RESULT

RQ1: How Quality Service To Residents Rusunawa Rawa Bebek in Jakarta?

Based on the above of figure 3 the highest service quality value is given by Block C (17%) and the lowest score is the Block D (7%).
Based on figure 4 above, it is known that an assessment of the blocks mentioned above has positive and negative values, as follows:

*Highest Positive Value on Quality of Service is on Block Merak Rusunawa by 79%, while the Top Negative Values exist in Block D by 89%. That is, the positive value of the occupants, for instance pleased with the new subsidized apartment buildings and all residents equally spacious bedroom unit, while the Negative Value of residents, among others, are not very happy with their fines for overdue rent-subsidized apartment.*
Table 1: Score between Service Quality Indicators Positive and Negative Values

<table>
<thead>
<tr>
<th>RELATIONSHIP</th>
<th>POSITIVE</th>
<th>NEGATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen Influence</td>
<td>42.44%</td>
<td>57.56%</td>
</tr>
<tr>
<td>Convenience</td>
<td>44.87%</td>
<td>55.13%</td>
</tr>
<tr>
<td>Fairness</td>
<td>70.4%</td>
<td>29.6%</td>
</tr>
<tr>
<td>Fiscal Responsibility</td>
<td>57.85%</td>
<td>42.15%</td>
</tr>
<tr>
<td>Person Attention</td>
<td>66.26%</td>
<td>33.74%</td>
</tr>
<tr>
<td>Problem Solving Approach</td>
<td>31.17%</td>
<td>68.83%</td>
</tr>
<tr>
<td>Reliability</td>
<td>61.27%</td>
<td>38.73%</td>
</tr>
<tr>
<td>Security</td>
<td>60.35%</td>
<td>39.65%</td>
</tr>
</tbody>
</table>

Source: Analysis Research, 2018

From figure 5 and table above shows that the Fairness gets a high positive value. Fairness is a sense of justice as most can live in subsidized apartments of the same size. Meanwhile, the highest negative value is Problem Solving Approach (the many problems could not be solved UPRS).

Figure 6. Pearson Correlation Coefficient Perbandigan inter Services Service Indicator
Source: Analysis Research, 2018
Table 2: Value Correlation Coefficient Figure 6

<table>
<thead>
<tr>
<th>SENTIMENT</th>
<th>NODE</th>
<th>PEARSON CORRELATION COEFFICIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative</td>
<td>Convenience</td>
<td>0.849118</td>
</tr>
<tr>
<td>Positive</td>
<td>Convenience</td>
<td>0.844987</td>
</tr>
<tr>
<td>Positive</td>
<td>Reliability</td>
<td>0.824235</td>
</tr>
<tr>
<td>Positive</td>
<td>Fairness</td>
<td>0.795052</td>
</tr>
<tr>
<td>Negative</td>
<td>Fairness</td>
<td>0.778551</td>
</tr>
<tr>
<td>Negative</td>
<td>Citizen Influence</td>
<td>0.775129</td>
</tr>
<tr>
<td>Negative</td>
<td>Problem Solving Approach</td>
<td>0.763331</td>
</tr>
<tr>
<td>Positive</td>
<td>Fiscal Responsibility</td>
<td>0.755521</td>
</tr>
<tr>
<td>Positive</td>
<td>Security</td>
<td>0.74891</td>
</tr>
<tr>
<td>Negative</td>
<td>Fiscal Responsibility</td>
<td>0.743456</td>
</tr>
<tr>
<td>Negative</td>
<td>Reliability</td>
<td>0.739634</td>
</tr>
<tr>
<td>Negative</td>
<td>Security</td>
<td>0.722219</td>
</tr>
<tr>
<td>Positive</td>
<td>Citizen Influence</td>
<td>0.721119</td>
</tr>
<tr>
<td>Positive</td>
<td>Personal Attention</td>
<td>0.719757</td>
</tr>
<tr>
<td>Negative</td>
<td>Personal Attention</td>
<td>0.689414</td>
</tr>
<tr>
<td>Positive</td>
<td>Problem Solving Approach</td>
<td>0.683627</td>
</tr>
</tbody>
</table>

Source: Analysis Research, 2018

From the table above, it can be seen that the Convenience has a strong correlation with the highest negative sentiment (0.849118) and the strong correlation with the highest positive sentiment (0.844987). Meaning, the highest the negative sentiment associated with the transport Convenience, the highest positive sentiment related to a sturdy building. Meanwhile, Personal Attention has low correlation with negative sentiment of 0.689414 and 0.683627 of positive sentiment, meaning the attention of the employees UPRS on the occupants still not good enough.

Figure 7. Comparison Between Service Quality Indicators Block AD
Based on figure above, it is clearly legible assessment Rusunawa occupants of each block based on indicators of Service Quality, as follows:

*Citizen Influence*, which gave the highest ratings Block D by 17%. *Citizen Influence* includes whether complaints or suggestions received from occupants Rusunawa until acted on by the UPRS. While that gave the lowest ratings are Merak Block of 3%. *Convenience*, which memberi penilaian tertinggi adalah Blok D sebesar 32%.

Convenience, Which gave the highest ratings Block D by 32%. *Convenience* includes building subsidized apartment with bedroom unit was new facility was completed in 2016, occupied by 2017. Nearly all of the block to give higher ratings except Convenience block D of 5%.

*Security*, Which gave the highest ratings Block D by 17%. *Security* includes a safety factor Rusunawa security units. While that gave the lowest ratings is Block B of 4%.

*Fairnes*, Which gave the highest ratings by 16% Block Merak. This fairnes can shape attitudes and fair or unfair treatment at subsidized apartment dwellers. While that gave the lowest ratings are Block D of 5%.

*Fiscal Responsibility*, Which gave the highest ratings Cendrawasih block by 15%. *Fiscal Responsibility* includes financ-
cial utilization for operational purposes Rusunawa. Expensiv-
ness water, rent arrears and fines great Rusunawa included. While
that gave the lowest ratings is Block C of 2%.

Attention personnel, which gave the highest ratings by 23% Block Merak. Attention personnel can form a good attitude and
behavior of the occupants Rusunawa. While that gave the lowest
ratings are Block A and Block C of 6%.

Problem Solving Approach, Which gave the highest ratings is
Block C of 16%. Problem Solving Approach can shape the atti-
tudes and behaviors of employees UPRS in helping solving the
occupants. While that gave the lowest ratings are Merak Block of
6%.

Reliability, which gave the highest ratings by 25% Block Wren.
This reliability includes the service right is not wrong to Rusunawa
occupants. While that gave the lowest ratings are Block A of 3%.

Of 8 indicators above the highest value on the Convenience
of 32% (Block D), while the lowest value is on Fiscal Responsi-
bility 2% (Block C).

RQ2: How Forms and Application Service Model To Occup-
ants Rusunawa through Mentoring?

**BANK ASSISTANCE TRASH ON THE RUSUNAWA OCCU-
PANTS**

Once a known portrait of the Quality of Service to Residents
Rusunawa poorly, the researchers took a meeting of the RT of 8
blocks to formulate what activities were selected for empower-
ment that can increase revenue. The head of the neighborhood
agreed to mobilize the occupant. The selected activity is the imple-
mentation of the waste bank by asking several facilities, among
others, bought garbage sacks to accommodate as many as 723
according to the number of units occupied, scales rubbish, Gar-
bage Bank Customers Gazette Books and Books Sheet Parent
Board as occupant 723. The request was fulfilled by providing
1000 garbage bags, eight pieces weighing bins, with each block
the distribution of the weight of waste and rubbish bank cus-
tomor ledger sheet and rubbish bank holding books. In addition to material facility inmates also requested assisted in the management of the waste bank, for it was conducted several times socialization of the Environment, the meaning of garbage, trash economic value, the management of the waste bank. Each block is requested to submit the composition of bank management of waste consisting of a presiding officer, secretary, treasurer, and member of as many as six people each block and has had her litter bank organization name. Before the donation was given done first ToT, each block represented seven is chairman of the bank, Garbage, Head of RT, and five coordinators floor. The task of the ToT participants after completion of training the dissemination of waste banks at each of its citizens. Here below the level of participation of the inhabitants in the garbage bank socialization. For it was conducted several times socialization of the Environment, the meaning of garbage, trash economic value, the management of a waste bank. Each block is requested to submit the composition of bank management of waste consisting of a presiding officer, secretary, treasurer, and member of as many as six people each block and has had her litter bank organization name. Before the donation was given done first ToT, each block represented seven is chairman of the bank, Garbage, Head of RT, and five coordinators floor. The task of the ToT participants after completion of training the dissemination of waste banks at each of its citizens. Here below the level of participation of the inhabitants in the garbage bank socialization. For it was conducted several times socialization of the Environment, the meaning of garbage, trash economic value, the management of a waste bank. Each block is requested to submit the composition of bank management of waste consisting of a presiding officer, secretary, treasurer, and member of as many as six people each block and has had her litter bank organization name. Before the donation was given done first ToT, each block represented seven is chairman of the bank, Garbage, Head of RT, and five coordinators floor. The task of the ToT participants after completion
of training the dissemination of waste banks at each of its citizens. Here below the level of participation of the inhabitants in the garbage bank socialization. Treasurer and member of as many as six people each block and has had her litter bank organization name. Before the donation was given done first ToT, each block represented seven is chairman of the bank, Garbage, Head of RT, and five coordinators floor. The task of the ToT participants after completion of training the dissemination of waste banks at each of its citizens. Here below the level of participation of the inhabitants in the garbage bank socialization. Treasurer and member of as many as six people each block and has had her litter bank organization name. Before the donation was given done first ToT, each block represented seven is chairman of the bank, Garbage, Head of RT, and five coordinators floor. The task of the ToT participants after completion of training the dissemination of waste banks at each of its citizens. Here below the level of participation of the inhabitants in the garbage bank socialization.

Figure 8: Participation Rate Occupants on the Socialization Bank Trash

Source: Analysis Research, 2019
Specification Figure 8:

5 Bank Management RT garbage along each block have been trained in the Training of Trainers (ToT) to disseminate the waste bank on other occupants,

First, Makmur Garbage Bank of Block A on the Socialization of phase 1 successfully socialize at 22 occupants, then in phase 2 of 11 occupants (= 33). In other words, the participation rate of 34.34% of the number of occupants in Block A of 96 people;

Second, the Bank Trash Bougenville of Block B on the Socialization of phase 1 successfully socialize at 40 occupants, then at stage 2 in 17 inhabitants (= 57). In other words, the participation rate of 61.96% of the number of occupants in Block B of 92 people;

Third, the Bank Trash Blessing of Block C in the socialization phase 1 successfully socialize at 27 occupants, then at stage 2 in 11 inhabitants (= 38). In other words, the level of participation of 40, 43% of the number of occupants in Block C of 94 people;

Fourth, Cambodia Garbage Bank of Block D on the Socialization of phase 1 successfully socialize at 29 occupants, then at stage 2 in 16 inhabitants (= 45). In other words, the level of participation of 50% of the number of occupants in Block D of 90 people.

Fifth, Garbage Bank of Block Peacock Peacock Merauke on the Socialization of phase 1 successfully socialize at 16 occupants, then in phase 2 of 16 occupants (= 32). In other words, the participation rate of 37.20% of the number of occupants in Merak Block of 86 people;

Sixth, Garbage Bank of Block Wren Wren cheerful on socialization phase 1 successfully socialize at 28 occupants, then the second stage as many as 12 people occupant (= 40). In other words participation levels 47, 42% of the number of occupants in Block Wren by 84 people;

Seventh, Garbage Bank Orchids of Cendrawasih block on the Socialization of phase 1 successfully socialize at 19 occupants,
then in phase 2 of 10 occupants (= 29). In other words, the participation rate of 32.22% of the number of occupants in the Cendrawasih block of 90 people;

Eighth, Bank Trash Cempaka Block Pigeons on the Socialization of phase 1 successfully socialize at 25 occupants, then in phase 2 of 10 occupants (= 35). In other words participation levels 38, 46% of the number of occupants in Block Pigeons for 91 people;

The block of 8 reads that the waste bank Bougenville of Block B, the most widely can mobilize inhabitants, more than half or 61.96%. Meanwhile the least mobilized the masses is a waste bank Orchids of Cendrawasih block that is less than half, or 32,22%. Mentoring and empowering the residents still needed rest.

After the socialization to the residents of the block respectively, here below is the number of occupants result of socialization that implement garbage bank program, which the occupants had been weighed to sell their waste to Dept. of Environment, East Jakarta. Dept. of Environment sent its trucks transport trash to Rusunawa and weighing in at Rusunawa, see diagram below.

![Figure 9: Percentage of Waste Dry Obtained by Residents](source: Analysis Research, 2019)
Specification Figure 9:
From the above picture can be read that,
Block B: Having weighed the garbage maximum amount of 173 kg of residents who sell junk as many as 22 people.
Block Peacock: Having weighed the garbage by 64 kg, number two the number of residents who sell junk as many as six people.
Block C: Having weighed the garbage at 50.7 kg of residents who sell junk as many as 8 people.
Block D: Have rubbish that weighed as much as 43 kg of residents who sell junk as many as 11 people.
Block A: Having weighed the garbage sebesar34,5 kg of residents who sell junk as many as 5 people.
Block Pigeons: Have garbage weighed 38.5 kg of residents who sell the waste as much as 5 people.
Wren and Cendrawasih block: garbage weighing does not participate because of socialization substandard in both blocks. Limah managers have not moved to the floor when questioned on the board; the researchers got the answer many citizens who work and holidays much away. When others begin to weigh the garbage block, the new block moves socialization, so there is no dry waste recovery obtained.

By looking at the above data can be said to be more or less the weights or junk seller; no significant correlation with the amount of waste is weighed.
Figure 10: Service Model To Occupants Rusunawa Rawa Bebek

Specification Figure 10:

There are numerous problems in Rusunawa Rawabebek, both business units Rusunawa (UPRS) Rawa Bebek and of occupants Rusunawa. UPRS problems include limited authority, the lack of the number of employees, as well as the lack of professionalism of employees. While the problems of the residents are in arrears tow rental costs, revenues, Rusunawa location is not strategic, experienced culture shock living in a subsidized apartment, and do not know the ethics or procedures for complaints.

Indicators of service quality then measure the problem, according to Denhardt and Denhardt, 1). Convenience; 2). reliability; 3) Personal Attention; 4) Citizen Influence; 5) Fairness; 6) problem-Solving Approach; 7) Fiscal Responsibility, and 8). Security. The results of measurements that service quality is not good, the result of measurement by using NVivo 12 plus got its highest value of 17% and the lowest rate of 7%.

Based on the above, the occupant Rusunawa treated or social intervention in the form of sensitization/dissemination excellent service and rubbish bank management assistance so that
residents more willing to submit complaints, suggestions, more helpless. Similarly, the Pengolala treated Sensitization Services. Then UPRS, Occupants Rusunawa, and researchers preparing the proposed changes to policies regarding tariffs and elimination of fines rent-subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Area Settlement of Jakarta as the direct supervisor UPRS. Excellent service for residents was reached Rusunawa.

RESEARCH LIMITATIONS
  This study has limitations. The only do with one approach is the approach Kualitatif dengan descriptive method; therefore, that other researchers can conduct quantitative or mixed-method research.

DISCUSSION
  Based on the findings that the Quality of Service Rusunawa undervalued by block unit moves Rusunawa with ratings of 7% - max 17%, this means that the occupants feel less excellent service received. In particular, the proposal eliminates fines rental arrears Rusunawa ignored by UPRS. Then the proposal again debt arrears and fines in installments should also not be ignored. Aspiration of the occupants was not heard and acted on. So that arrears and debt increase. As disclosed Retnowati Tuti WD (2016), that the inhabitants of many complain of being forced to move house by the Jakarta Government, but in a new place is hard to make money, so much the stump of his lease. This is in line with Vera W. express Soemarni, et al (2017) that action is not ignoring the aspirations of citizens who do not want to be moved to Rusunawa Rawa Bebek has violated the principle of religious, social and decency.
  The next finding, assessing the quality of services to the residents of the Rusunawa, there are positive and negative ratings, namely Block, they provide Positive Rating Highest while Block
D gives Negative Rating Top. Occupants Rusunawa gives a higher negative value because, basically by UPRS services are far from adequate. Naturally, when receiving red report cards of residents, such as Azhar Mustafa and Sugiarto (2013) stated that the occupant satisfaction could be influenced, among other tangible indicators (building), assurance (life assured), and empathy. Meanwhile, Rawa Bebek Rusunawa Residents only receive excellent service associated with subsidized apartment buildings (tangible) recently completed, and it is directly occupied. While the occupant does not obtain empathy and guarantee/assurance, so naturally the occupants are not satisfied with the service manager; excellent expression service will increase community satisfaction (Frinaldi & Ali EMBI, 2015). In such a condition often disappointed, then Rodgers et al. (2019) found living in rental housing can be easily attacked by the disease and the symptoms of depression.

They have related the findings that the occupant Assessment on the Quality of Service by UPRS it contained positive and negative values. The highest positive value lies in Fairness, which is the level of a sense of justice. The majority of the inhabitants of the community relocation Bukit Duri and Fish Market can be accommodated in Rusunawa Rawa Bebek; the same unit size is 24 m2 room with studio-type. While Top Negative values exist in the Problem Solving Approach, meaning UPRS not much can resolve problems subsidized apartment dwellers. Government of DKI (UPRS) need to do a rearrangement Rusunawa innovative management, as the phrase Twizeyimana & Andersson (2019) service to the community should be developed so that good governance can be realized, the service can be done through dialogue, giving the same role and powers are balanced. is an innovative public service also starts from the product Innovating, Innovating process and organizational Innovating (Matei & Bujac, 2016). So that there is always a novelty in service Rusunawa.

Meanwhile, in related Pearson Correlation Coefficient inter Service Indicator, Convenience has a strong correlation with the
highest negative sentiment and a strong correlation with the highest positive sentiment. Meaning, the highest negative sentiment associated with the transportation of Convenience. The highest positive sentiment related to building a solid; Amenities in public service became the main driving factor in obtaining customer satisfaction (Labombang & Rifai, 2012). Meanwhile, Personal Attention has a low correlation with negative sentiment with positive sentiment. Meaning the attention of the employees UPRS on the occupants still not good enough; lack of attention to service issues (Pratt, 2018). As a result, the output of service does not answer the needs of society (CHOI, 2016). As well as customer satisfaction with quality of services (Zahro, 2016). This means that there are two factors that contributed to the service to be good, the first is the quality of the infrastructure and secondly, the quality of service as seen from the human resources (Labombang & Rifai, 2012; Zahro, 2016). Additionally impressed that UPRS not dare or not authorized by the Department of Housing to perform discretion, still adhered to the paradigm of Old Public Administration (Denhardt & Denhardt, 2003).

Furthermore, the findings related to top Top Indicator Value Convenience is on; it means building Rusunawa preferred. Occupant satisfaction can increase if managers develop and implement maintenance and care SOP Rusunawa, enforce discipline, evaluating Rusunawa management, adding the number of personnel hygiene and care. (Purwaningdyah, 2018; Puurwaningdyah, 2017) Meanwhile, the value of the lowest indicator is on Fiscal Responsibility, the financial significance rental arrears and fines Rusunawa much nothing is to be paid, which means that the occupants are not serviced properly, causing dissatisfaction. To provide excellent service Twizeyimana & Andersson (2019) assess the provider must know what they want, the capacity of institutions, apply the values, norms, and ethics, and the management of the open; and excellent service will increase community satisfaction (Frinaldi & Ali EMBI, 2015).

Further findings on the Socialization Residents Participation
Rate Garbage Bank, which managed to mobilize tenants in the block is Bougenville Garbage Bank (Block B) more than half the inhabitants who participated. Meanwhile the least mobilized the masses is a waste bank orchid (Block Cendrawasih). This shows the level of awareness of the importance of maintaining each occupant Rusunawa cleanliness of trash scattered about; occupants, too aware of the importance of maintaining cleanliness Rusunawa (Fanisa Sakina Harsari, Ika Good Priyambada, 2016).

The next finding, amount of waste that has been successfully sorted and weighed, most of the block B with 22 occupants as junk seller. Meanwhile, the garbage is the least gain block with five sellers garbage. Within two weeks of the account after the socialization of the residents have to move fast and get a lot of surprising results. However there are two blocks that have not weighed the garbage, because tlambat begin socialization. Seen the residents feel proud and hopeful with the results obtained, although little can be additional revenue from a source that is easily obtainable; This is the essence of community empowerment can improve the social and economic independence autonomy (Isbandi Rukmanto 2008),

More or less, the amount of dry waste obtained also depends on the human diet as a source of waste. For example, if the concerned is happy to buy the food so the waste from the packaging more than the cook. Cooking itself more organic waste is generated, and it is rubbish family, while the likes snack more dry waste. Besides, it could also be caused perhaps by the commitment of people to join the program implementation garbage bank with a modest person participating bank program garbage. Its high range of dry waste directly sorted and accommodated separately. In environmental science are both very important, can not be left one. It cannot be selected, but both remain well-managed. Lots of trash weighing means many people who pick through the trash automatically considered to implement preservation of the environment.

Meanwhile, much dry waste generated is also relevant because
it means much garbage that has divided even this is very useful to preserve the environment. Meanwhile, research on waste management through the 3R, also said the same thing, that does research in his garbage-related Rusunawa also for the purpose of occupants realize how important it is to preserve the cleanliness of the environment in general and in particular Rusunawa much dry wastes generated is also significant because it means much garbage that has divided even this is very useful to preserve the environment. Meanwhile, research on waste management through the 3R, also said the same thing, that does research in his garbage-related Rusunawa also for occupants realize how important it is to preserve the cleanliness of the environment in general and in particular Rusunawa much dry waste generated is also significant because it means much garbage that has divided even this is very useful to preserve the environment. Meanwhile, research on waste management through the 3R, also said the same thing, that does research in his garbage-related Rusunawa also for occupants realize how important it is to preserve the cleanliness of the environment in general and in particular Rusunawa (Fanisa Sakina Harsari, Ika Good Priyambada, 2016)

Then related Application Service Model to the Residents Rusunawa Rawa Bebek, residents Rusunawa treated or social intervention in the form of sensitization/dissemination excellent service and rubbish bank management assistance so that residents more willing to register complaints, suggestions and more helpless. Similarly, the Pengolala treated Sensitization Services. Then UPRS, Occupants Rusunawa, and researchers preparing the proposed changes to policies regarding tariffs and elimination of fines rent-subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Area Settlement of Jakarta as the direct supervisor UPRS. Was reached Rusunawa’s excellent service for residents. Community involvement in the delivery of policy planning materials, implementation, and supervision of the implementation of the policy
is a Citizen Charter (Denhardt and Denhardt, 2003). In Indonesia also been accommodated in Law No. 25 of 2009, but its implementation is still far from complete, as evidenced by the increasing number of KPK arrested 178 corruption cases, and 29 cases of operation to catch the hand, including among others the head area and the legislature (the Commission in 2018; Kaleideskop KPK List 29 OTT 2018).

CONCLUSION
MAIN CONCLUSION

Service Quality Rusunawa Rawa Bebek is unfavorable. Service Quality Assessment interviewee through the block is only 17%, which is the highest and the lowest 7%, while the terms of the eight indicators that got the highest ugly figure are an indicator of Reliability. Meaning that the number of complaints that did not find that the occupants are the less happy heart, his service is not appropriate. While the lowest score is an indicator of Fiscal Responsibility, namely the existence of arrears and fines Rusunawa Rusunawa great, UPRS not budge on proposals that are often delivered by the occupant, remain in his opinion should not be paid off in installments, ultimately it can not pay the debt.

Furthermore, the model is applied to the services found doing Rusunawa Assistance to Residents of Rawa Bebek. Bank organizations have been formed eight garbage; residents have alternative sources of money quickly so that residents feel helpless. Besides, there should be capacity building for employees UPRS. Then UPRS, Occupants Rusunawa, and researchers preparing the proposed changes to policies regarding tariffs and elimination of fines rent subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Area Settlement of Jakarta as the direct supervisor UPRS. Excellent service for residents was reached Rusunawa Besides, there should be capacity building for employees UPRS. Then UPRS, Occupants Rusunawa, and researchers preparing the proposed changes
to policies regarding tariffs and elimination of fines rent subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Area Settlement of Jakarta as the direct supervisor UPRS. Excellent service for residents was reached Rusunawa. Besides, there should be capacity building for employees UPRS. Then UPRS, Occupants Rusunawa, and researchers preparing the proposed changes to policies regarding tariffs and elimination of fines rent subsidized apartment, urban transport through Rusunawa, structuring River East Flood Canal as a tourist attraction water delivered to the Department of Housing and Area Settlement of Jakarta as the direct supervisor UPRS. Excellent service for residents was reached Rusunawa.

CONTRIBUTION

This study contributes to the Jakarta provincial government in the form of Policy Brief on some usual proposed. Also, this study has provided insight into the importance of excellent service as well as the occupant’s understand and practice of waste banks. The occupant given 1,000 donation rubbish sack sacks distributed evenly on each inhabitant, donation bins eight seed scales and sheets of saving as much as occupants.

LIMITATION

This study has limitations, ie, only made one approach is qualitative. Therefore, other researchers can conduct quantitative or mixed-method research.

RECOMMENDATION:

Based on the findings of the above results it is necessary to:
1. Assistance to the inhabitants associated Rusunawa courage to file a complaint, empowerment Bank Waste Management
2. To UPRS:
   a. Capacity building needs to be done by attending various training natinya can be transferred to the residents;
b. Doing a lot of innovations in providing services to the residents Rusunawa;
c. More listen to complaints and following up and seek Joint problem solving;
d. Rusunawa view that the occupant is a subject and object of development, not just the object of development.

3. To the Department of Housing of Jakarta, it is proposed:
   a. Decreased rental rates Rusunawa and removal penalties;
   b. Allow Occupants to repay arrears of rent and fines Rusunawa
   c. More intensive inter-agency cooperation, ie cooperation with the Department of Transportation to open a new public transportation route that passes through Rusunawa;
   d. And made traffic signs as security for the residents who will trade on the riverbank
   e. Make the river Flood Canal as a tourist
   f. Residents gave permission to sell on the riverbank
   g. Budget proposals for the construction of the bridge crossing the river
   h. Electrical power per unit petitioned to PLN’s house to be restored to 900 watts.
   i. Adding Fleet Transbusway

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