



COMMUNICATION BUREAUCRACY IS A FACTOR OF THE CAUSES OF LOW-QUALITY LICENSING SERVICES FOR ADVERTISEMENT IN BANDUNG CITY

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Abstract

Bureaucratic Communication in improving service quality of the licensing service for advertisement becomes an vital aspect in clearing up the performance of government organization. The licensing service for advertisement is a responsibility that must be accomplished well by the government to increase the society's support. The low-quality or sub-standard of licencing service for advertisement is triggered by various issues. The purpose of this research is to describe and analyze the quality of licensing service for advertisement; the dominant factor that causes low-quality of licensing service for advertisement, and the percentage of influence of the dominant factor. This research used mixed methods. The acquisition of data was done through observation, interviews, and questionnaires. The measurement model in this research used Partial Least Square-Struktural Equation Modeling. The results showed that the licensing service to the advertisement had a low-quality service. It was proven by the majority of the informants' answers which stated that the licensing service for advertisement was enough or even less qualified. Strengthened by the result of quantitative research, the categorization showed the total score of Service Quality percentage laid between median and quartile III limit (50% up to <75%) which meant the quality of the licensing service for advertisement was enough. The research finding showed that Bureaucratic Communication was the dominant factor that determined the quality of the licensing service for advertisement. Bureaucracy Communication had significant influence on the quality of licensing service for advertisement. The significance test result of the structural model showed the path coefficient of Bureaucratic Communication on the Quality of Service was tested significant ($|t \text{ count}| > t \text{ table} = 1.96$). Based on the result of significance test and the finding about the dominant influence of Bureaucracy Communication on the Service Quality ($R^2 = 58.1\%$), therefore the Bureaucratic Communication is the dominant factor that has a positive influence significantly to the quality of licensing services of advertisement in Bandung City.

Keywords: licensing service for advertisement, Bureaucracy Communication

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sampling. (Sugiyono 2011, 53 – 54) : "In qualitative research, informants were selected by purposive sampling. Purposive sampling is a sampling technique with certain considerations. That particular consideration can be the mastery of information, the people most affected by events and so on". Informants in qualitative research consisted of staff of Integrated Licensing Service Agency (BPPT), staff from Spatial Planning and Development (Bina Marga) and Irrigation Department, Spatial and Cipta Karya Dinas staff, Cemetery and Park Service Officers, Tax Service Office staff, Civil Service Police

Unit (Satpol PP) of Bandung City and PT Rajawali Neon. The selection of informants because they are the elements of implementers and service providers and as an element of service recipients in the city of Bandung. The technique for data collection obtained through secondary data and primary data, the validity of data through credibility test, the value of research transfer, dependability while data analysis through data reduction, display data, conclusions and verification.

The steps of quantitative research and qualitative research are as follows:

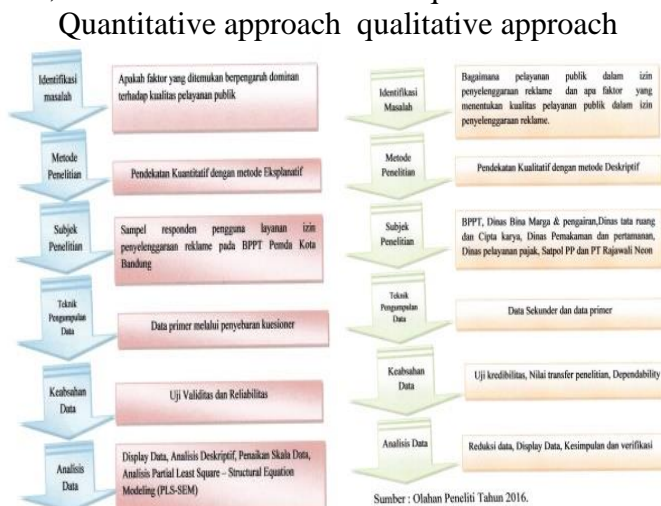


Figure on quantitative and qualitative research steps

I. RESULT AND DISCUSSION

Through the results of research with quantitative approach, the researcher performs test results from Validity and Reliability Instruments. All the results of descriptive analysis and influence test analysis, are based on validated and reliability tested instruments. The result of the validity test with the item-total correlation technique through Pearson Correlation Coefficient indicates that all tested items are valid. Similarly, reliability test results by using Alpha-Cronbach reliability coefficient indicates that all the tested variable instruments are reliable.

The result of validity test of all items of Bureaucracy Communication and public service has been tested as valid. Result of validity test of bureaucratic communication $t_{tabel} = t_{0,05(28)}$ (value t_{tabel} on $\alpha = 5\%$ test type 1-side and $db = n-2 = 30-2 = 28$) = 1,701. Result of validity test of public service $t_{tabel} = t_{0,05(28)}$ (value t_{tabel} on $\alpha = 5\%$ test type 1-side and $db = n-2 = 30-2 = 28$) = 1,701. The correlation coefficient between the item score with the total score of all items is entirely positive and significant. The higher the correlation coefficient value represents the



higher the degree of the validity of the item in measuring its variables.

Reliability test results $r_a =$ coefficient of reliability *Cronbach Alpha* $t_{table} = t_{0.05(28)}$ (t_{table} at $\alpha = 5\%$ of type 1-sided test and $db = n-2 = 30-2 = 28$) = 1.701. It shows that all the verified variables are reliable. *Cronbach Alpha* reliability coefficient (r_α) for each variable is positive and significant. The higher the reliability coefficient value describes the higher degree of instrument reliability as a measuring instrument. It appears that both variables have a very high level of reliability, where r_α Lies between 0.80 - 1,000.

Qualitative research results are verified through quantitative research. Variable Quality of Public Service (Y) is composed of

5 (five) dimensions and 18 (eighteen) indicators. The total variable score of Quality of Public Service consisted of 18 (eighteen) indicators for 30 (thirty) users of advertisement permit service examined for 1659, while the total score of the percentage was 51.8%. The categorization results show that the total percentage score of Quality of Public Service lies between the median and quartile III limits (between 50% and 75%). This position indicates that the level of Quality of Service License Implementation of Advertisement on BPPT Bandung is quite enough. The overall and dimensional level of Public Service Quality can be seen in the following table.

Recapitulation Table of Public Service Quality Level

Dimension	Score	Percentage Score (%)	Category
Direct evidence	180	50,0	Fair (50% - <75%)
Realibility	456	51,0	Fair (50% - <75%)
Responsiveness	270	50,0	Fair (50% - <75%)
Warranty	472	53,7	Fair (50% - <75%)
Emptahy	281	53,1	Fair (50% - <75%)
Whole	1659	51,8	Fair (50% - <75%)

Source: Processed Data from Researcher Year 2016

The frequency distribution of the Public Service Quality level on the 30 users of the advertisement permit service studied for each category indicates that the majority of service users (24 service users or 80.0%) rated that the Quality of Service level of the advertisement permit was sufficient (percentage score between 50 % - <75%). While the rest (6 service users or 20.0%) gave

less scoring (percentage score between 25% - <50%). The categorization of the level of Quality of Public Service for each service user is based on a total percentage score of the total score of all indicators (18 indicators). The frequency distribution of the Public Service Quality level among service users can be seen in the following table.

Table of Public Service Quality between Service Users

Category of Quality Level	Frequency	Proportion
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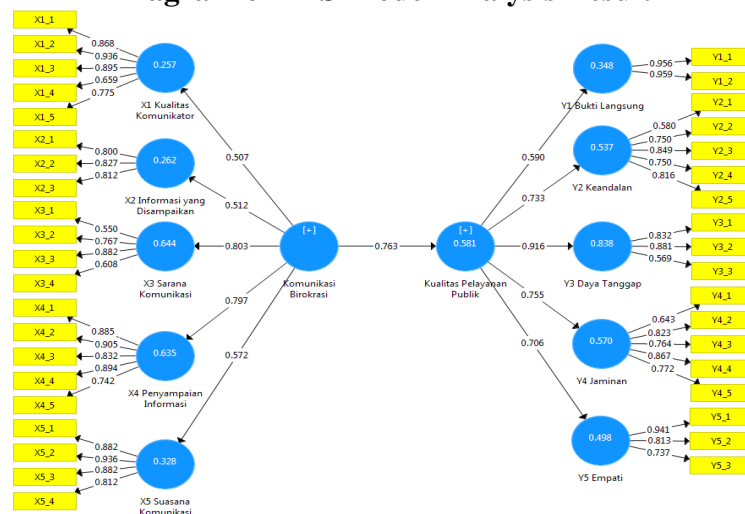


Low	0	0,0%
Less	6	20,0%
Fair	24	80,0%
High	0	0,0%
Amount	30	100,0%

Source: Processed Data from Researcher Year 2016

The method used in testing the model of the influence is Partial Least Square - Structural Equation Modeling (PLS-SEM) with the approach of the second stage measurement model (second order). Results of PLS-SEM analysis as a whole in the form of PLS model diagram can be seen in the following figure:

Diagram of PLS Model Analysis Result



Source: Processed Data from Researcher, Year 2016

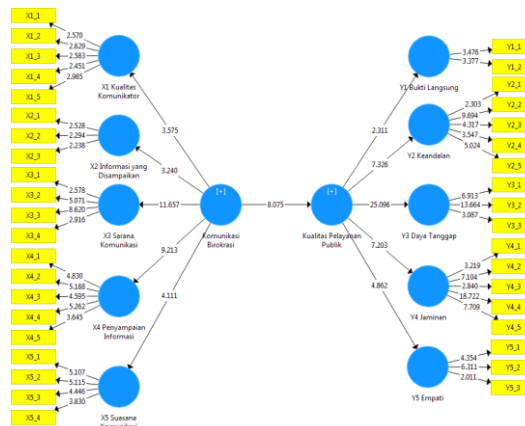
The coefficient measurements (loading with arrows from one Exogenous latent factor [λ]) in the diagram above is illustrated as the value of the arrows from the dimension and from one endogenous latent variables to the indicators and from the variable to the dimension. The coefficient of measurement is the correlation coefficient which shows the high-low degree of correlation between the dimension with the indicator and between variables with dimension. Thus, the first stage measurement coefficient shows the high-low convergence validity of each indicator in measuring its dimensions. While the second stage measurement coefficient shows the high-low convergence validity of each dimension in measuring the variable.

The structural coefficient or *path coefficient* [γ and β]) is illustrated as a value

Figure of Diagram Model of PLS Test Results of Significance Coefficients

variables to endogenous latent variables (γ) and from one endogenous latent variables to another endogeneous latent variables (β). Structural coefficient shows strong-weak influence between research variables. Communication Bureaucracy is an exogenous latent variable, while Quality of Public Service is endogenous latent variable.

Here is the diagram model of significance test results (bootstrapping) that indicates the value of statistic-t for the coefficient measurements on latent variable first stage and the second stage and the path coefficient between the variables.



Source: Processed Data from Researcher, Year 2016

The result of the measurement towards the Quality of the licensing of coefficient significance test on the advertisement permit value is greater than $t_{table} = 1.96$. The measurement model shows that all the indicators are significantly valid in constructing their dimensions, as well as all valid dimensions significantly in constructing the variables (reflectively). It appears that $|t_{count}|$ of all measurement coefficients is greater than $t_{table} = 1.96$. All positive measurement coefficients that show dimensions are positively related to each indicator, as well as between variables with their respective dimensions. This shows that the higher quality of a dimension is also reflected by the increasingly high quality of the indicators that make it. Similarly, the higher quality of a variable is also reflectively illustrated by the higher quality of the dimensions that make up it.

The result of significance test of path coefficient in structural model shows Bureaucracy Communication significantly influence to Service Quality of advertisement permit. It appears that $|t_{count}|$ from path coefficient of bureaucracy communication

Evaluation of the reflective measurement model is done by testing the convergent validity and discriminant validity of each measuring element as well as the reliability of all measurement constructs. The convergent validity of each indicator to its dimension and the convergent validity of each dimension to its variables were tested based on the significance test of each reflection coefficient reflectively. The result of PLS-SEM analysis shows that the whole coefficient of measurement has convergent validity. The measurement coefficient of Bureaucratic Communication and its significance test results can be seen in the following figure. The first diagram in figure shows the value of each coefficient measurements measuring elements are reflective of the dimensions or variables, while the second diagram shows the t_{count} of the coefficient measurements.

Figure. Diagram of Bureaucracy Communication Measurement Model and Test of the Significance



(a) Measurement of the Coefficient (b) Result Test of Significance

Source: Processed Data of the Researcher, Year 2016

In the form of equations, the measurement model of Bureaucratic Communication obtained from the analysis results can be expressed in the equation of measurement below. Measurement equation in first stage (from the indicator to the dimensions) are encapsulated in a matrix form (marked with a bold-italic), where the value of the coefficient measurements can be seen in previous images. While measurement equation in the second stage (from dimension to variable) is described in detail.

Quality of the Communicator = $0,507 \cdot \text{KOMB} + \delta_1$, $R_{X1}^2 = 0,257$ ($\lambda_1 = 0,507$)

$X_1 = A_{X1} \cdot \text{Quality of the Communicator} + \delta_{X1}$, R_{X1}^2

The given information = $0,512 \cdot \text{KOMB} + \delta_2$, $R_{X2}^2 = 0,262$

$X_2 = A_{X2} \cdot \text{the given information} + \delta_{X2}$, R_{X2}^2

Means of Communication = $0,803 \cdot \text{KOMB} + \delta_3$, $R_{X3}^2 = 0,644$

$X_3 = A_{X3} \cdot \text{Means of Communication} + \delta_{X3}$, R_{X3}^2

The delivery of information = $0,797 \cdot \text{KOMB} + \delta_4$, $R_{X4}^2 = 0,635$

$X_4 = A_{X4} \cdot \text{the delivery of information} + \delta_{X4}$, R_{X4}^2

Communication atmosphere = $0,572 \cdot \text{KOMB} + \delta_5$, $R_{X5}^2 = 0,328$

$X_5 = A_{X5} \cdot \text{Communication atmosphere} + \delta_{X5}$, R_{X5}^2

In the second phase of the measurement equation (of dimension to a variable), the

value of λ shows coefficient measurement of a dimension to the variable reflectively. For example, the value of λ_1 is the coefficient value measurement of the dimensions of Quality of Communicators for Bureaucracy Communications variables (KOMB) reflectively. Value $\lambda_1 = 0.507$ means there is a fairly strong positive correlation (between 0.40 to 0.599) between variables KOMB with dimensions of Communicators Quality. The value of R^2 shows the coefficient of determination of a dimension to its variable reflectively, with a value of λ^2 . For example, $R_{X1}^2 = \text{coefficient of determination of the dimensions of Quality of Communicators for reflectively KOMB variable, with a value of } \lambda_1^2$. The value of $R_{X1}^2 = (0,507)^2 = 0,257 = 25.7\%$ means that a large proportion of Communicators Quality dimensional variations that can be explained by the variable of reflective KOMB amounted to 25.7%. Remaining Communicators Quality dimensional variation explained by error (other factors) is equal to $(1 - R_{X1}^2) = (1 - 0.257) = 0.743 = 74.3\%$.

X shows the matrix of indicators of a dimension. For example, X_1 = matrix of indicators of dimensions for the Quality of Communicators (consisting of 5 indicators). A Shows the measurement of coefficient matrix of the indicators for a dimension reflectively. For example, A_{X1} = The measurement of coefficient matrix of the indicators for the dimensions of the Quality of Communicator



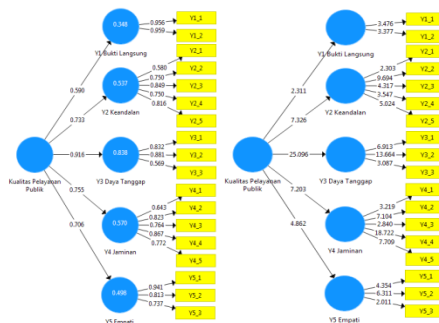
reflectively (consisting of 5 measurement coefficients). R^2 shows the determination of coefficient matrix of indicators for a dimension. For example, R_{XI}^2 = determination coefficient matrix of indicators for dimensional reflectively Quality of Communicators (consisting of 5 coefficient of determination). Δ shows the measurement error matrix for the indicator to a dimension. For example, δ_{XI} = Matrix of measurement error in the dimensions of quality indicators for Communicators (consisting of 5 error measurement).

The result of evaluation of convergence validity on measurement model shows that all measurement coefficient is positive and tested significant ($|t \text{ count}| > t \text{ tabel} = 1,96$). The majority of the measuring elements have a measurement coefficient value above 0.70. Although there are several measuring elements with a measurement coefficient value below 0.70; but the measuring element

can be accepted as proven because the convergent validity tested significant (*marginal fit*). It appears that the Means of Communication is a dominant characteristic of bureaucracy Communication with measurement coefficient of $\lambda_3 = 0.803$; after the Communication of Information ($\lambda_4 = 0.797$); Atmosphere Communications ($\lambda_5 = 0.572$); Provided Information ($\lambda_2 = 0.512$); and Quality Communicators ($\lambda_1 = 0.507$).

Coefficient of measurement of Quality of Public Service (KUPP) and its significance test results can be seen in the following figure. The first diagram in the figure shows the measurement coefficient value of each measuring element reflectively on its dimension or variable, while the second diagram shows the t value of the measurement coefficient.

Figure. Diagram of Public Service Quality Measurement Model and Significance Test



(a) Coefficient of Measurement (b) Result of Significance Test

Source: Processed Data of Researcher, Year 2016

In the form of equation, the measurement model of Quality of Public Service in which is gained from the analysis result can be restated in this following equation.

$$\text{Physical Evidence} = 0,590 * \text{KUPP} + \delta_{51}, R_{Y1}^2 = 0,348 (\lambda_6 = 0,590)$$

$$Y_1 = A_{Y1} * \text{Physical Evidence} + \delta_{Y1}, R_{Y1}^2$$

$$\text{Reliability} = 0,733 * \text{KUPP} + \delta_{52}, R_{Y2}^2 = 0,537$$

$$Y_2 = A_{Y2} * \text{Reliability} + \delta_{Y2}, R_{Y2}^2$$

$$\text{Responsiveness} = 0,916 * \text{KUPP} + \delta_{53}, R_{Y3}^2 = 0,838$$

$$Y_3 = A_{Y3} * \text{Responsiveness} + \delta_{Y3}, R_{Y3}^2 = 0,570$$

$$\text{Warranty} = 0,755 * \text{KUPP} + \delta_{54}, R_{Y4}^2 = 0,570$$

$$Y_4 = A_{Y4} * \text{Warranty} + \delta_{Y4}, R_{Y4}^2$$

$$\text{Empathy} = 0,706 * \text{KUPP} + \delta_{55}, R_{Y5}^2 = 0,498$$

$$Y_5 = A_{Y5} * \text{Empathy} + \delta_{Y5}, R_{Y5}^2$$

The evaluation result of convergent validity in a measurement model above, it shows that all measurement coefficient has a positive value and significantly proven ($|t \text{ hitung}| > t \text{ table} = 1,96$). The majority of the measurement element has a measurement coefficient value above 0,70. Even though,

there are some measurement element with a measurement coefficient value below 0,70; yet, that measurement element can be accepted for its convergent validity because it is significantly proven (*marginal fit*). Responsiveness appears to be the dominant characteristic of Quality of Public Service with measurement coefficient in the amount of $\lambda_8 = 0,916$; after that Warranty ($\lambda_9 = 0,755$); Reliability ($\lambda_7 = 0,733$); Empathy ($\lambda_{10} = 0,706$); and Physical Evidence ($\lambda_6 = 0,590$).

The discriminant validity from each indicator to the dimension is evaluated based on the comparative of AVE (*square root of Average Variance Extracted*) from a construct with a correlation value between constructs. If the square of AVE, one construct is bigger than the correlation between constructs, so the indicators in the dimension block has a discriminant validity. The result of PLS-SEM shows that square root of AVE, these indicators in each dimension block has a discriminant validity.

The evaluation result of discriminant validity through square root of AVE, it shows that all the indicators from each block of dimension of Bureaucracy Communication compositely can be accepted from the discriminant validity. Especially for the indicators in the dimension block of Means of Communication, in which is categorized to *be marginal fit*. Because even though the value of square root of AVE (0,713) smaller than the value of correlation between the dimension block of the Delivery of Information and Means of Communication

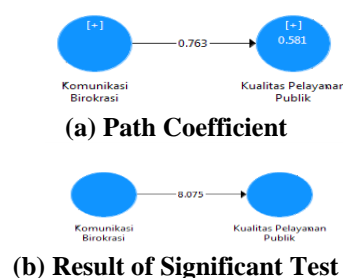
(0,741), it is still bigger than the correlation between other dimension blocks.

The evaluation result of discriminant validity through the square root of AVE, it shows that all variable in each dimension block of the variables from the Quality of Public Service compositely can be accepted for the discriminant validity.

The reliability of each construct in a measurement model is evaluated based on the value of AVE (*Average Variance Extracted*), *Composit Reliability*, and *Cronbachs Alpha*. The expected value for AVE is $> 0,5$; *Composit Reliability* $> 0,60$, and *Cronbachs Alpha* $> 0,60$. If all of the coefficient value of this reliability completed so one construct is decided to have the degree of desirable reliability (*fit*). While if it is completed for one coefficient of reliability so one construct is decided to have degree of reliability that can be accepted (*marginal fit*). The analysis result of PLS-SEM shows that if all construct of measurement has a degree of satisfying reliability (*fit*), where all the coefficient value of reliability is completed.

The evaluation of structural model is done by testing the significance of path coefficient path that show how strong one variable influences the other variables. This path coefficient of influence from Bureaucracy Communication to the Quality of Public Service and the result test of significance can be seen in the following figure. The first diagram in the figure shows that the value of path coefficient, while the second diagram shows the value of t count of that path coefficient.

Figure. Diagram Model of Structural Influences between Variables and The Significance Test





Source: Processed Data of Researcher, Year 2016

In the form of equation, the structural model of influence from Bureaucracy Communication to the Quality of Public Service gained from the analysis result can be restated in the following equation.

$$KUPP = 0,763 * KOMB + \zeta, R^2 = 0,581$$

$$(\gamma = 0,763)$$

The value of γ shows that path coefficient of variable from Quality of Public Service. The value of $\gamma = 0,763$ shows that there is positive and strong effect from the Bureaucracy Communication to the Quality of Public Service. The direction of positive effect refers to the positive value of γ . It means that the better Bureaucracy Communication, the better Quality of Public service will be. While the degree of strong

influence refers to the value of γ which lies between 0,60 – 0,799. On the other hand, the value of R^2 shows that the determination coefficient from structural model. The value of $R^2 = 0,581 = 58,1\%$, it means that the amount of proportion from the Quality of Public Service variable that can be explained from Bureaucracy Communication in a structural model in a number of 58,1%. The remaining variation of Quality of Public Service that can be explained by error (other factors) is in the amount of $(1 - R^2) = (1 - 0,581) = 0,419 = 41,9\%$.

The following is the detail of analysis result from path coefficient between variables and the significance test as shown in the table.

Table of Path Coefficient and The Test of Significance

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Komunikasi Birokrasi -> Kualitas Pelayanan Publik	0,763	0,756	0,094	8,075	0,000

Source: Processed Data from Researcher, Year 2016

The result of significance test of structural model shows that path coefficient of Bureaucracy Communication towards the Quality of Public Service is proven significant ($|t_{count}| > t_{tabel} = 1,96$). Based on the result of significance test and findings about the dominant influence from Bureaucracy Communication to the Quality of Public Service ($R^2 = 58,1\%$), it can be concluded that Bureaucracy Communication is a dominant factor that has positive influence significantly to the Quality of Service in the Advertisement Permit in the Integrated Licensing Service Department from Local Government, Bandung City.

II. CONCLUSION

The result of the research can be concluded that the service of licensing of advertisement in Bandung City is not optimally conducted. Due to the majority of respondents' answer that state enough or less

than enough. It is also strengthened by the quantitative research result from the service quality that shows the total score of presentation with 51,8% lies between the limit of median and quartile III ($50\% < 75\%$) that explains the degree of quality of service as enough. The finding of research from the dominant factor that cause the not optimal of service in the licensing of advertisement is Bureaucracy communication factor.

Strengthened by the result of quantitative research, all the item of Bureaucracy Communication is proven to be valid. The correlation coefficient between the score items with the total score of all positive and significant item. The factor of Bureaucracy Communication is influenced significantly to the Quality of Service. It can be seen that $|t_{count}|$ from the path coefficient of Bureaucracy Communication to the Quality of Service is bigger than $t_{table} = 1,96$. It shows that positive and strong influence from



Bureaucracy Communication to the Quality of Service. The direction of positive influence refers to the positive value of γ . It means that the better Bureaucracy Communication, the better of Quality of Service. Based on the significance test with the finding of the dominant influence of Bureaucracy Communication toward the Quality of Service ($R^2 = 58,1\%$); it can be concluded that Bureaucracy Communication is the dominant factor that influences positively and significantly to the Quality.

On the basis of these conclusions the researchers can put forward their suggestions further research to determine the factors other than the communication factor bureaucracy that is the dominant factor that determines not optimal service advertisement operating license in Bandung in order to enrich the scientific development of the Science of Government. So also researchers can suggest the need for good communication between service providers and users of the service through the establishment of a standard communication model so that it can improve the quality of service permit for the implementation of advertising in Bandung.

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