



THE PHENOMENON OF FOOD CREATION BUSINESSES WITH CITY'S NAMES AS SOUVENIRS

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Abstract

This research studies the challenge of traditional culinary in the form of new food creation from some cities in Indonesia which claim themselves as special souvenirs and put the city's name in naming the food. As souvenirs differentiation, it is a good news. However, these food creations are neither the traditional food from the cities nor using local ingredients for the materials. This research studies 3 food creations namely Jogja Scrummy, Malang Strudel and Surabaya Snowcake. Then, it questions the origin of the food creation, the reason of putting the city's name, and the response of the tourists. The methods used in the research are observation, interview and documentation. The data were analyzed by descriptive qualitative technique. The results show that the food creations claim as special souvenirs to the city as they can not be found in other cities. However, they fulfill the characteristics of souvenirs. Therefore, as the time goes by, these food creations will be recognized as typical souvenirs of the city.

Keywords: *souvenirs, food creation, tourism, phenomenological study, qualitative*

Introduction

Tourism in Indonesia is currently considered to be one of the important productive sectors that supports the development. Indonesian government actively supports local governments to develop tourism in accordance with their respective potential. In addition to development to improve tourism supporting facilities and infrastructure, improving accessibility, and supporting accommodation development, souvenir variation development is also needed. This is because in addition to enjoying tourist destinations, a thing that has become a culture when traveling is to buy souvenirs.

Souvenirs are usually a typical item of a tourist destination that tourists buy when traveling as a memento or proof of having visited the tourist area (Pitana, 2009: 22). The forms of souvenirs range from goods (clothes, fashion apparels, decoration) or knick knacks (jewelry, accessories) to culinary (snacks, heavy foods, real fruit, drinks). For long-distance

travelers, there must be some special characteristics of souvenirs that are desirable to be bought by the tourists. They are handy, practical, long lasting, not too heavy, not too big so that the souvenirs remain safe until return to the hometown. Meanwhile, short distance travelers have more choices of souvenirs in the form of goods and food as it is easy for them to load the souvenirs to their hometown.

The souvenir in the form of food is typical and can be found in a city so that when we eat it, it reminds us about the city. However, there is a phenomenon of food creation businesses which declare themselves as souvenirs. The food creation owners come to the city for they want and build food creation business and claim them to be souvenirs. In addition, they also include the name of the region in the naming of their food creations.

Table 1. The List of Food Creations in Indonesia

No	Islands	Food Creation as Souvenirs	Amount
1	Java	Jogja Scrummy, Malang Strudel, Surabaya Snowcake, Bandung Makuta, Solo Pluffy, Surabaya Patata, Wingkorolls Semarang, Queen Apple Malang, Mamahke Jogja, Semarang Wifecake, Bogor Raincake, Cirebon Sultana, Cirebon Kelana, Bandung Kanaya, Semarang Thal Cake, Vidi Vini Vici Surabaya, Bogor Raincake, Cirebon Cinammon, Jogja Cushy Cheese	19
2	Sumatra	Banana Foster Lampung, Medan Napoleon, Palembang Lamonde, Queenroll Palembang, Jambi Jambe, Just Cake Pekanbaru,	6
3	Borneo	Lamington Pontianak, Balikpapan Paleo	2
4	Celebes	Bosang Makassar, Makassar Baklave, Milvil Manado, Boluta Makassar	4

Source: researcher's data collection

Today there are more than 30 types of food creation that use city's names and declare themselves as typical souvenir. Therefore, a study of this phenomenon must be done. In this study, there are only 3 types of food creations that will be used as research objects due to time and cost constraints. Food creations were chosen based on the longest time of business establishment, Malang Strudel (December 24, 2014); Jogja Scrummy (June 24, 2016); Medan Napoleon (September 18, 2016); Surabaya Snowcake (January 6, 2017); Makassar Baklave (January 7, 2017); Bosang Makassar (January 15, 2017). Three of the earliest food creations in its establishment were Malang Strudel, Jogja Scrummy and Medan Napoleon. However, Medan Napoleon is too far away from Yogyakarta so the researchers chose Malang Strudel, Jogja Scrummy and Surabaya Snowcake.

This study discusses the origin of food creations, the reasons for adding the city's name in branding, the reasons for declaring themselves as typical souvenirs, and the responses of the tourists. The first three questions are related to the food creation businesses. While the last question deals with the tourists' point of view regarding the new kind of souvenirs to know the position of food creations as typical food of the city.

Research Methods

The methods used to collect the data are interview, observation and documentation. The staffs of the public relations from the food creation businesses were interviewed for some questions related to the study. To know the tourists' response, some tourists who buy the food creations were also interviewed. Observation and documentation were done to gain more facts related to the food creation businesses that are able to explain the phenomenon. Observations were made to identify other facts that could explain in phenomenological research.

Phenomenological research tries to explain or reveal the meaning of the concept or phenomenon. This research is conducted in a natural situation, so there is no limit in interpreting or understanding. After having collected the data, the researcher analyzes the data in the following stages (Utama, 2012), namely:

- organizing all data or an overall picture of the experience phenomenon of data that had been collected.
- Reading the data entirely and making marginal notes on data that is considered important.
- Finding and classifying the meaning of statements expressed by respondents by doing horizontalizing, i.e. each revelation was initially treated to have the same value. Subsequent statements that are not relevant to the topic are removed so that the remaining statements of horizons (textural meaning and the elements of phenomenon that are not deviated)
- Collecting the statement into the unit of meaning and then writing a description of how the experience occurred.
- Developing a description of the phenomenon as a whole in order to find the essence of the phenomenon.
- Giving a narrative explanation of the essence of the phenomenon being studied to gain meaning of the respondent's experience regarding the phenomenon.
- Writing experience report of each participant. There the combination of the depiction is written.

Literature Review

The Definition

Souvenirs are usually typical items of a tourist destination that tourists buy when traveling as a memento or proof of having visited the tourist area (Pitana & Diarta, 2009: 22). According to KBBI (2018), a souvenir is something that you bring from travelling (it can be long trip for vacation, visit or short trip to leave home only to work). The forms of souvenirs range from goods (clothes, fashion apparels, decoration) or knick knacks (jewelry, accessories) to culinary (snacks, heavy foods, real fruit, drinks). For long-distance travelers, there must be some special characteristics of souvenirs that are desirable to be bought by the tourists. They are handy, practical, long lasting, not too heavy, not too big so that the souvenirs remain safe until return to the hometown. Meanwhile, short distance travellers have more choices of souvenirs in the form of goods and food as it is easy for them to load the souvenirs to their hometown. The souvenirs in the form of goods are able to make us remember the places where the souvenirs come from. While the souvenirs in the form of food are typical and can be easily found in a destination. Therefore, when we eat them, they remind us about the destination.

Phenomenon is a fact that is extraordinary and can be explained scientifically. It can be seen, felt, tasted (KBBI, 2018). We can say that something is a phenomenon if it is extraordinary. In this research, the establishment of many food creation businesses in Indonesia that happen to be mushroomed during these three years must make us wonder. Moreover, they have so many similarities which are in the form of cake and claim to be owned by famous Indonesian figures (actor/actress).

According to Creswell in Utama (2012), the phenomenological approach delays all judgments about natural attitudes until found a certain basis. This delay is usually called the "epoche" (time period). The concept of "epoche" is at the center where researchers construct and classify early guesses about phenomenon to understand what respondents are saying. Phenomenological research tries to explain or reveal the meaning of the concept or phenomenon. This research is conducted in a natural situation, so there is no limit in interpreting or understanding.

Altintzoglou, Heide, and TrudeBorch (2016) study the context in which tourists choose food during holidays and the associated food-cultural distance involved in this context. The study was based on data collected by using a questionnaire completed by 277 tourists on board a small Norwegian cruise ship sailing along the coast of Norway. The questionnaire focused on the factors that influenced when considering buying food in general and food souvenirs in particular. The study found that food souvenirs should be adapted to the needs of tourists with high and low innovativeness to fulfill the needs of the whole targeted tourists. It concluded that the main factors influencing tourists in choosing and buying food in general and food souvenirs on holiday were quality, taste, local origin and the perceived authenticity of the food.

Kencana (2015) in her research studied the souvenir of bakpia, especially Bakpia Pathuk 75. The research discusses the marketing strategy applied by Bakpia Pathuk 75 management in an effort to maintain its existence as Yogyakarta specialty culinary from time to time based on 3Cs analysis (Customer, Company, and Competitor). The research method used is qualitative. This research concluded that marketing strategy implemented by Bakpia Pathuk 75 is consistency in maintaining, improving and evaluating all aspects in requirement of customers, companies, and competitors from time to time.

A study by Desisavitri (2015) examined the marketing conducted by Cokelat Monggo as a souvenir product of Yogyakarta. In the study, it was found that Cokelat Monggo has implemented its product marketing in accordance with the target market and product positioning determined through the 7P marketing mix variables (Product, Price, Place, Promotion, People, and Physical Evidence). In carrying out its marketing activities Cokelat Monggo also applies company values consisting of Care, Unique, Educate, Genuine, and Share (CUEGS).

Amuquandoh and Asafo-Adjei (2013) analyzed the tourists' preference to be appropriate food for them. They studied the traditional foods consumed by international tourists during their stay in Ghana. The data were collected from a random sample of 675 out-bound international tourists in Ghana at the departure lounge of Kotoka International Airport. The study found that 17 traditional foods were popular among Ghana's international tourists. Red red was the most favoured food while imputoputu was the least preferred food. It concluded that Ghana has the potential to have a thriving local food industry that could be based on the seven top most foods.

Discussion

1. Food Creation Businesses Identity

1.1 Malang Strudel

Malang Strudel is a food creation that can be found in Malang. It was first launched on December 24, 2014 by PT Khasanah Ukhuwah Bertiga with the owners are Teuku Wisnu, Donny Kris Puryono, and Deni Deliandri. Strudel is pastry filled with various fruits. This cake is a popular food in the Hasburg Empire era (1278-1780) in Austria. The beginning of this food is thought to be found by the Greeks and Turks known as Baklava. Strudel is a favorite food of the people of Austria, Germany and other European countries. (Source: www.malangstrudel.com) In Europe, the famous and favorite strudel is one that contains apples.

When Teuku Wisnu (one of Malang Strudel owners) and Shiren (Teuku Wisnu's wife) visited Europe, both love strudel. They brought this cake as a souvenir for family and friends who then also liked this cake. Several years later, Teuku Wisnu thought that it might be suitable to make Malang's distinctive strudel because the city is famous as a producer of apples. A typical Austrian strudel is modified with a local taste by a professional chef so that it becomes Malang Strudel.

Malang Strudel has many flavour variants, namely Taro Strudel, Mango Strudel, Dates Strudel, Pineapple Strudel, Mixfruit Strudel, Orange Strudel, Chocolate Banana Strudel, Strawberry Strudel, and Apple Strudel. These food creations are sold at varying prices according to taste, starting from IDR 45,000 to IDR 65,000. Malang Strudel currently has 6 outlets, namely in Ardumulyo Raya Street; Soekarno Hatta Street kav 6; Soekarno Hatta Street Kav D.408; WR Soepratman Street No 15; Diponegoro Street Batu; and Semeru Street. Detailed information about Malang Studel can be found at www.malangstrudel.com

1.2 Jogja Scrummy

Jogja Scrummy is a food creation which consists of steamed brownie and filled puff pastry on the top. The fillings are various, they are cheese, chocolate, srikaya, mango, caramel and taro. It is a new innovation which is especially made as one of souvenir choices in Yogyakarta. Jogja Scrummy is special and exclusive as it can only be found in Yogyakarta. The price for a box of Jogja Scrummy is IDR 45.000.

Jogja Scrummy was established on June 24th 2016 by Dude Herlino, an actor. He loves Jogja so much as Jogja gives sweet memories to him. One of his movies has the setting in Yogyakarta. Since then, he has a dream to come back to Yogyakarta and start a business there. According to Dude, Yogyakarta has many uniqueness from the culture, history, religion, society and tourism. He hopes that this new food creation will be another choice of souvenirs instead of bakpia.

Jogja Scrummy is produced by PT Ukhuwah Berlapang. It has its first outlet in Kaliurang street km 5,5 Yogyakarta. As the time goes by, it widens the market by opening more outlets. Jogja Scrummy now has 4 outles around Yogyakarta. They are in Kaliurang street km 5,5, Katamso street, Jogonegaran street (Malioboro), and Adisucipto street. The complete information about Jogja Scrummy can be found at their website www.jogjascrummy.com .

1.3 Surabaya Snowcake

Surabaya snowcake is a food creation consisting of spiku or lapis Surabaya and pastry layer on top and bottom. The texture of this cake is crispy on the outside and soft spiku inside. Surabaya Snowcake has many flavour variants that are sold with prices ranging from IDR 75,000 to IDR 79,000. They are Snowmiss, Red White, Crunchy, Caramel, Cheese, Coco Banana, Choco Greentea, Vanilla, O Cheese. Surabaya Snowcake which was established on January 6, 2017 has 2 outlets on Flores Street and Jemursari Street. The owner of Surabaya Snowcake is Zaskia Sungkar, a famous actress.

2. The Phenomenon of Food Creation Businesses

2.1 The Similarities

Based on the result of the observation, there are some similarities among Malang Strudel, Jogja Scrummy and Surabaya Snowcake.

No	Category	Explanation
1	Material	These food creations have the similarity in the material, which are made from a combination of pastry and softcake. Jogja Scrummy and Surabaya Snowcake combine puff pastry with soft softcake. Jogja Scrummy uses brownies and Surabaya Snowcake uses spiku.
2	Brand naming	These food creations use the name of the city in naming the brand and declare themselves as a typical souvenir. Instead of only call the food as Strudel, Scrummy and Snowcake; they brand their name by calling Malang Strudel, Jogja Scrummy and Surabaya Snowcake. The reason for using the name of the city because according to them, the food creation is only found in the city so that it becomes a distinctive one.
3	Promoting the tourism	In addition to selling food creations, these three businesses also promote tourism in the city. Malang Strudel shows many videos about tourism in Malang, organizes Malang Strudel Carnival event, even sponsors a Malang sitcom. Jogja Scrummy also shows some articles about tourism in Yogyakarta on www.jogjascrummy.com website while Surabaya Snowcake puts some posters of Surabaya tourist destinations in the outlet.
4	Celebrity Branding	As we know, celebrities are often pointed as brand ambassador for particular products. These food creations also have a celebrity branding where the celebrity promotes and shows as if they were their company. a. Malang Strudel: Teuku Wisnu b. Jogja Scrummy: Dude Herlino c. Surabaya Snowcake: Zaskia Sungkar Based on the interview with the management of those food creation businesses, the celebrities are also the owners.
5	Packaging	The food packaging model also has many similarities. namely: a. It has a distinctive color (green for Malang Strudel, orange for Jogja Scrummy, black and white for Surabaya snowcake) b. Easy to carry (lightweight packaging and size make it easy for tourists to carry wherever they go)

2.2 The Differences

No	Category	Explanation
1	The outlet concept	Both Malang Strudel and Jogja Scrummy have the same outlet concept. Their outlets do not only sell their products, but also provide other kinds of souvenirs. The outlets look like souvenirs shop providing various kinds of souvenirs, including the food creation. However, Surabaya Snowcake has different concept for its outlet. It is small outlet and only sells Surabaya Snowcake.
2	Promotion Media	For the promotion media, both Malang Strudel and Jogja Scrummy manage websites and some social media. On the other hand, Surabaya Snowcake only has social media for their promotion. It doesn't have website.
3	Company concept	Both Malang and Jogja Scrummy were welcome for academic relations; the manager were interviewed about the business concept. Then, it was revealed that they had relation each other as the manager unintentionally said that she would visit another city to have meetings. However, Surabaya Snowcake kept silent about their company. It was proven when we applied for interview as a part of the data collection for the research. Surabaya Snowcake didn't allow its marketing staff to be interviewed by the researcher while the marketing staff himself warmly welcomed the researchers.

3. The Characteristics of Souvenirs

Souvenirs are usually a typical item of a tourist destination that tourists buy when traveling as a memento or proof of having visited the tourist area (Pitana, 2009). Therefore, there are some following characteristics that must be owned by souvenirs:

a. Only found in a city, as a proof of visiting that city

An item will be considered as a souvenir when it is only found in certain cities / destinations. Malang Strudel can only be found in Malang city, as well Jogja Scrummy and Surabaya Snowcake. Therefore, the reason they call themselves as a typical souvenir is quite acceptable. The demand of having that food creations is also increasing as many people are curious about the food.

b. As a memento

Souvenirs bring identity. When we receive souvenirs from friends / family, we will immediately know where they just went. If a friend gives a pack of Surabaya Snowcake, we will immediately know that he was just from the city of Surabaya. As the celebrity becomes the ambassador and massively promotes these food creations, many people know and these food creations play the role as a memento.

c. Handy

Souvenirs are purchased and taken to their hometown by the tourists. Souvenirs in the form of goods or food will be taken away along their trip. Therefore, one of the requirements of a good souvenir is practical, light-weight so that it is easy to take away. The packaging of Malang Strudel, Jogja Scrummy and Surabaya Snowcake is interesting and handy as they always provide plastic bags even if people only buy one box.

Based on the above explanation, the three food creations can be categorized as typical souvenirs because they can only be found in the certain city, memento of the city and practical to be carried on the trip. In addition, the trend of the phenomenon of souvenirs of food creations shows that a typical souvenir can be made as long as it is in accordance with the eligibility requirements referred to as souvenirs.

4. The Tourists' Response

The tourists' response dealing with the food creation businesses in this research can be seen from some factors; they are motivation of buying the food, preference on the taste, originality and appropriateness as souvenirs. Some tourists (buyers of the food creations are mentioned as tourists) were interviewed to gain their response dealing with the food creation businesses.

Most of the tourists buy the food creations due to their curiosity as they are massively promoted by the famous public figure. They want to buy and try the taste of the food creation by themselves. Some of them buy the food creation before going out of the city for other people who requested. The repeated buyer tourists come back to the outlet because they enjoy the food creation and want to try other taste. Surabaya Snowcake is the youngest among three food creation businesses, yet it already has many customers. However, the two food creation businesses whose outlet concepts are souvenirs center sometime come to buy other souvenirs instead of the food creation. Talking about the taste, most of the tourists enjoy the food creations. Only some do not enjoy them. They enjoy the food creations as they are new and the tourists are interested to try all the taste, even they already have the favourite flavor.

Talking about souvenirs and originality, most tourists agree that those three food creation businesses actually do not resemble the city. There are a lot souvenirs that are more typical to the city. They buy the food creation only because of the famous figures or trying new kinds of food creations. Eventhough, they welcome the existence of the food creations and approve if someday in the future those food creations, as the time goes by, will be able to compete as typical souvenirs of the city.

Conclusion

Among the three food creations, no one of them is originally from Indonesian cuisine. Strudel is from Austria while Snowcake and Scrummy are kinds of food creation. The reason for putting the city's name in branding, according to the management, is because the food creations can be found only in the certain cities. It is a part of marketing strategy. Although they are not originally local food creations; Malang Studel, Jogja Scrummy and Surabaya Snowcake fulfill the characteristics to be souvenirs. The response of the tourists is good. Many people buy them as souvenirs and the demand for them is increasing. As the time goes by, they will be widely available in their cities and people won't recognize that they are actually new food creations, not originally from the city. Furthermore, the existence of these three food creation businesses has varied food souvenirs in Indonesian tourism. It leads to a new fact that souvenir can be made, even though, at first, it doesn't reflect the city. However, as the time goes by, people will recognize it as a typical souvenir.

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FAKTOR PENENTU KEPUASAN MASYARAKAT PADA PELAYANAN KARTU TANDA PENDUDUK ELEKTRONIK (E-KTP) DI KECAMATAN PRACIMANTORO, KABUPATEN WONOGIRI

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Abstract

This research is used to know and analyze any determinant factors that affect Quality of Identity Card (E-KTP) Service to Satisfaction of Society in Pracimantoro Sub-district, Wonogiri Regency. The method used in this research is the method of observation and questionnaire by using Likert scale. Sampling method used using convenience sampling method as many as 100 samples. The method of analysis used is the test of validity, reliability test, classical assumption test, multiple linear regression test. The result of multiple linear regression test shows that the service quality consisting of Tangibles (X1), Assurance (X2) and Empathy (X3) partially or individually has a significant influence on the satisfaction of society. Where the regression equation $Y = 1.853 + 0.251X1 + 0.106X2 + 0.162X3 + 0.207X4 + 0.196X5$. The result of t test shows that the quality of service consisting of Tangibles (X1), Assurance (X2) and Empathy (X3) has significant effect on the satisfaction of the community is shown by significant of each variable $<0,05$. In the F test results obtained value obtained Fcount value of 22.732 with a significance level of 0.000 <0.05 this means that the variables together have a significant influence on community satisfaction.

Keywords: consumer satisfaction, tangibles, assurance, empathy.

Pendahuluan

Kedaulatan Negara dalam arti luas, adalah suatu kekuasaan penuh dan tertinggi dalam suatu Negara untuk mengatur seluruh Wilayahnya tanpa campur tangan dari pemerintah Negara lain. Hubungan antara pemerintah dan masyarakat merupakan salah satu bentuk dari kedaulatan Negara. Pemerintah merupakan wadah bagi aspirasi masyarakat sebagai upaya pemenuhan kebutuhan masyarakat dan pelaksanaan ketentuan peraturan Negara yaitu Perundang-undangan. Pelayanan masyarakat yang baik sangat dibutuhkan dalam suatu pemerintahan. Hal ini bertujuan untuk mensejahterakan masyarakat dalam memenuhi kewajibannya sebagai warga Negara Indonesia. Kebijakan yang dibuat oleh pemerintah berdasarkan keputusan menteri Pendayagunaan Aparatur Negara Nomor: 63/KEP/M. PAN/7/2003 tentang pedoman umum Penyelenggaraan Pelayanan Publik, yang merupakan

sebagai acuan bagi seluruh penyelenggara pelayanan publik dalam pengaturan dan pelaksanaan kegiatan pelayanan publik sesuai dengan kewenangannya, serta mendorong terwujudnya penyelenggaraan pelayanan publik yang prima dalam arti memenuhi harapan dan kebutuhan baik bagi pemberi maupun penerima layanan.

Dalam menerapkan pelayanan masyarakat, Indonesia mempunyai lembaga-lembaga yang didalamnya terdapat aparatur Negara dan mempunyai tugas, tanggung jawab, dan hak nya diatur dalam UUD Tahun 1945, UU, Peraturan Pemerintah, dan Peraturan Menteri. Menurut Widjaja (1995) yang dikutip oleh (Apriliani;2016) dalam keseluruhan pejabat Negara atau organ Pemerintah yang bertugas melaksanakan suatu kegiatan yang berhubungan dengan tugas dan kewajiban sebagai tanggung jawab yang dibebankan oleh Negara kepadanya. Kecamatan merupakan bagian dari lembaga Negara yang berfungsi melayani segala kepentingan masyarakat dalam ruang lingkup Daerah.

Terdapat tujuan dari suatu Organisasi Kecamatan yaitu melayani segala aspek kebutuhan masyarakat. Seperti perijinan, kependudukan (Kartu Tanda Penduduk, Kartu Keluarga, Akte Kelahiran) dan lain sebagainya. Menciptakan tata pemerintahan yang baik merupakan tujuan pemerintah untuk membentuk kualitas pelayanan yang terdiri dari: *assurance* (jaminan), *empathy* (perhatian), *tangibles* (berwujud). Maka dari itu pemerintah membuat e-KTP sebagai kartu tanda penduduk pengenal setiap warganya, pelayanan e-KTP Kecamatan dilakukan oleh seksi pelayanan umum.

Pemerintah menerbitkan e-KTP sebagai identitas diri rakyat Indonesia yang tercantum pada UU Nomor 32 tahun 2004 pasal 14 ayat 1 huruf I, yang menyatakan bahwa salah satu urusan wajib yang menjadi kewenangan pemerintah daerah untuk Kabupaten/Kota, adalah pelayanan kependudukan dan catatan sipil sehingga menerbitkan Kartu Tanda Penduduk Elektronik e-KTP. Dengan adanya e-KTP maka seluruh rakyat Indonesia mempunyai identitas resmi yang bersifat elektronik yaitu mengetahui data kependudukan secara demografi dengan database berdasarkan populasi nasional. Hal ini memungkinkan masyarakat membutuhkan pelayanan yang baik seperti yang tercantum dalam keputusan menteri Nomor: 63/KEP/M.PAN/7/2003 mengutamakan pelayanan masyarakat yang optimal, yaitu pelayanan masyarakat yang dapat memenuhi asas-asas pelayanan, yaitu: Transparansi sifat terbuka, Akuntabilitas dapat dipertanggung jawabkan, Kondisional sesuai kondisi dan kemampuan pemberi dan penerima pelayanan dengan tetap berpegang pada prinsip efisien dan efektifitas, partisipatif mendorong peran serta masyarakat dalam penyelenggaraan pelayanan publik dengan memperhatikan aspirasi, Kesamaan Hak tidak deskriminatif dalam arti tidak membedakan (suku, ras, agama, golongan, gender dan status), Keseimbangan Hak dan kewajiban.

Sarana dan prasarana (*tangibles*) yang ada di Kecamatan Pracimantoro kebanyakan masih tradisional, sehingga kenyamanan yang dirasakan konsumen kurang dan pelayanan juga lambat.

Tidak berlakunya fungsi *assurance* (jaminan) merupakan hal yang membuat warga masyarakat Kecamatan Pracimantoro menjadi resah. Masyarakat beranggapan bahwa pemerintah adalah wadah untuk menyejahterakan rakyatnya namun dalam kenyataannya hal ini belum bisa dirasakan terutamanya pada pembuatan Kartu Tanda Penduduk Elektronik (e-KTP). Tidak segala pelayanan dapat dilayani secara maksimal didalam lembaga pemerintahan Kecamatan/Daerah sering terdapat keluhan yang tidak ditanggapi secara

serius dan kurangnya *empathy* (empati) pada pelayanan e-KTP. Namun perlu diakui bahwa kinerja birokrasi di Indonesia memang belum optimal.

Menurut Abisin (2002: 13) yang dikutip oleh (Apriliani, 2016) menyatakan bahwa "Birokrasi pemerintah bersifat kaku, berbelit-belit, dan cenderung tidak melayani rakyat, tetapi minta dilayani". Sedangkan menurut Kaloh (2002: 111) yang dikutip oleh (Apriliani: 2016) menyatakan bahwa "Dalam aspek pelayanan masyarakat sehari-hari terkesan bahwa hampir setiap warga masyarakat yang datang berurusan dengan birokrasi akan bertemu dengan pegawai yang berseragam, kurang ramah, kurang informatif, lambat dalam pemberian pelayanan, mata duitan, dan kurang profesional".

Dalam kasus ini perlu adanya peningkatan birokrasi terutama dalam upaya pembuatan Kartu Tanda Penduduk Elektronik (e-KTP).

Metode

Tujuan penelitian ini adalah untuk menguji signifikannya terhadap keputusan kepuasan masyarakat terhadap pelayanan (e-KTP) dari dimensi *tangibles*, *assurance*, dan *empathy*. Jumlah sampel penelitian adalah 100 orang. Adapun yang dilakukan dalam mengambil sampel yang akan diteliti yaitu masyarakat dari 18 desa di Kecamatan Pracimantoro yang terdiri atas Desa Gedong, Sumberagung, Petirsari, Gambirmanis, Joho, Watangrejo, Suci, Jimbar, Smbiroto, Pracimantoro, Sedayu, Banaran, Trukan, Tubokarto, Lebak, Gebangharjo, Glinggang, dan Wonodadi. Teknik pengambilan sampel menggunakan teknik *convenience sampling*. Teknik analisis dalam penelitian ini adalah regresi linier berganda dengan pengujian *instrument*: uji validitas dan uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F dan uji R^2 , sehingga dapat diperoleh gambaran perilaku obyek penelitian.

Hasil Penelitian

Dari hasil analisis statistik diperoleh *output* penelitian sebagai berikut:

1. Uji Reabilitas

Reabilitas untuk masing-masing variabel yaitu pada Tabel 1 berikut ini.

Tabel 1. Hasil Uji Reabilitas

No	Variabel	Cronbach Alpha	Keterangan
1.	Tangibles (X_1)	0,656>0,60	Reliabel
2.	Assurance (X_4)	0,663>0,60	Reliabel
3.	Empathy (X_5)	0,669>0,60	Reliabel
4.	Kepuasa Masyarakat (Y)	0,672>0,60	Reliabel

Dari Tabel 1 di atas dapat dijelaskan bahwa yang diukur (*observased*) adalah reliabel (tingkat konsisten /*stability*) yang artinya bahwa *instrument* atau item pertanyaan dapat mengukur suatu variabel yang diukur secara konsisten dari waktu ke waktu.

2. Analisis Regresi Linier Berganda

Tabel 2. Regresi Linier Berganda

Model	Sig
1(Model)	0,692
Tangibles	0,817
Assurance	0,801
Empathy	0,736

Berdasarkan tabel di atas dapat diketahui persamaan regresi yang terbentuk adalah:

$$Y=1,853+0,215X_1+0,207X_2+0,196X_3$$

Dari persamaan tersebut dapat dijelaskan bahwa:

- α = konstanta regresi sebesar 1,853 menunjukkan besarnya nilai dari kepuasan (Y) apabila variable *tangibles*, *assurance*, *empathy* adalah konstan, maka Y sebesar 1,853;
- b_1 = koefisien regresi variabel *tangibles* (X_1) sebesar 0,251, hal ini menunjukkan bahwa variabel *tangibles* (X_1) berpengaruh positif terhadap kepuasan masyarakat di Kecamatan Pracimantoro, Kabupaten Wonogiri;
- b_2 = koefisien regresi variabel *assurance* (X_2) sebesar 0,162, hal ini menunjukkan bahwa variabel *assurance* (X_2) berpengaruh positif terhadap kepuasan masyarakat di Kecamatan Pracimantoro, Kabupaten Wonogiri;
- b_3 = koefisien regresi variabel *empathy* (X_3) sebesar 0,162, hal ini menunjukkan bahwa variabel *empathy* (X_3) berpengaruh positif terhadap kepuasan masyarakat di Kecamatan Pracimantoro, Kabupaten Wonogiri;
- Regresi yang terbesar 0,215 adalah pada variabel (X_1) *tangibles*, hal ini berarti bahwa kepuasan masyarakat terhadap pelayanan E-KTP di Kecamatan pracimantoro yang paling dominan.

3. Uji Hipotesis

- Uji (t)

Uji (t) digunakan untuk mengetahui atau menguji pengaruh dari satu variable independen terhadap variabel dependen secara persial. Adapun hasil uji (t)

Tabel 3. Hasil Uji (t)

Coefficients

Mode	T	Sig
1(Constant)	1,471	0,145
Tangibles	2,703	0,008
Assurance	1,996	0,049
Empathy	2,138	0,035

Dari Tabel 3 di atas dapat dijelaskan:

- a. Pengaruh *Tangibles* terhadap Kepuasan Pelayanan E-KTP
 Dari hasil uji t persamaan dilihat bahwa nilai t hitung *tangibles* dengan nilai signifikan $0,008 < 0,05$ berarti bahwa *tangibles* berpengaruh signifikan terhadap kepuasan masyarakat dalam pembuatan E-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri. Berarti kesimpulan dari pengujian ini adalah hipotesis 1 diterima.
- b. Pengaruh *Assurance* terhadap Kepuasan Pelayanan e-KTP
 Dari hasil uji t persamaan dilihat bahwa nilai t hitung *assurance* dengan nilai signifikan $0,049 < 0,05$ berarti bahwa *assurance* berpengaruh signifikan terhadap kepuasan masyarakat terhadap pembuatan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri. Berarti kesimpulan dari pengujian ini adalah hipotesis 4 diterima.
- c. Pengaruh *Empathy* terhadap Kepuasan Pelayanan e-KTP
 Dari hasil uji t persamaan dilihat bahwa nilai t hitung *empathy* dengan nilai signifikan $0,035 < 0,05$ berarti bahwa *empathy* berpengaruh signifikan terhadap kepuasan masyarakat terhadap pembuatan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri. Berarti kesimpulan dari pengujian ini adalah hipotesis 5 diterima.

b. Uji F

Tabel 4. Hasil Uji F

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig
1 Regression	159,680	5	38,616	22,732	0,000 ^a
	116,510	94	1,699		
	276,190	99			

a. Kepuasan Masyarakat

Hasil uji secara serempak (Uji F) diketahui besarnya nilai $F = 22,732$ dengan signifikansi $0,000 < 0,05$ maka dapat disimpulkan secara bersama sama bahwa *tangibles*, *assurance*, dan *empathy* berpengaruh signifikan terhadap kepuasan masyarakat.

b. Koefisien Determinasi (R^2)

Nilai koefisien determinasi ditentukan dengan nilai *Adjusted R Square* sebagaimana data dilihat pada Tabel 5.

Tabel 5. Hasil Uji Koefisien Determinasi (R^2)

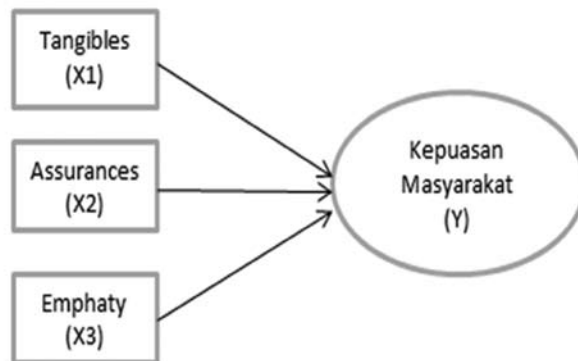
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin-Watson
1	,740 ^a	,547	,523	1,303	1,646

- a. Productors: (Constant), *Empathy*, *Tangibles*, *Assurance*, *Responsiveness*, *Reliability*;
 b. Dependen variabel: Kepuasan Masyarakat.

Dari hasil perhitungan regresi dapat diketahui bahwa koefisien determinasi (*Adjusted R Square*) yang diperoleh sebesar 0,523. Hal ini berarti 52,3% variasi variabel kepuasan masyarakat dapat dijelaskan oleh *tangibles*, *assurance*, dan *empathy*, sedangkan sisanya sebesar 47,7% kepuasan masyarakat dapat dijelaskan oleh variabel lain yang tidak dimasukkan dalam model regresi.

Berdasarkan hasil analisis statistik yang telah diuraikan di atas diperoleh kerangka akhir atau model penelitian sebagai berikut:



Gambar 1. Model Penelitian

Sumber: Limbong dan Thomas (2016)

Pembahasan

1. Diduga Bukti fisik (*tangibles*), (X_1) berpengaruh signifikan terhadap Kepuasan pelayanan Kartu Tanda Penduduk Elektronik (e-KTP), (y) di Kantor Kecamatan Pracimantoro.
2. Diduga Jaminan (*assurance*), (X_2) berpengaruh signifikan terhadap kepuasan pelayanan Kartu Tanda Penduduk Elektronik (e-KTP), (y) di Kecamatan Pracimantoro.
3. Diduga Empati (*empathy*), (X_3) berpengaruh signifikan terhadap kepuasan pelayanan Kartu Tanda Penduduk Elektronik (e-KTP), (y) di Kecamatan Pracimantoro.

Simpulan

Berdasarkan hasil penelitian yang telah dilakukan, maka dapat diambil kesimpulan sebagai berikut:

1. Analisis Regresi Linier Berganda

Tangibles, *assurance*, dan *empathy* berpengaruh positif terhadap kepuasan masyarakat di Kecamatan Pracimantoro, Kabupaten Wonogiri.

2. Hasil uji t

Dalam uji t *tangibles*, *assurance*, dan *empathy* berpengaruh signifikan terhadap kepuasan masyarakat di Kecamatan Pracimantoro, Kabupaten Wonogiri.

3. Hasil uji secara serempak uji F

Hasil uji secara serempak uji F diketahui besarnya nilai $F=22,732$ dengan signifikansi $0,000 < 0,05$ maka dapat disimpulkan secara bersama-sama *variable tangibles, assurance*, dan *empathy* berpengaruh signifikan terhadap kepuasan masyarakat di Kecamatan Pracimantoro, Kabupaten Wonogiri.

4. Koefisien determinasi (*Adjusted R Square*) yang diperoleh sebesar 0,523, hal ini berarti 52% variasi variabel kepuasan masyarakat dapat dijelaskan oleh *tangibles, assurance*, dan *empathy*. Sedangkan sisanya sebesar 48% kepuasan masyarakat terhadap pelayanan kartu tanda penduduk di Kecamatan Pracimantoro, Kabupaten Wonogiri dimasuki oleh variabel lain yang tidak dimasukkan dalam model regresi, misalnya biaya sarana dan prasarana.

Saran

1. *Tangibles* (X_1) berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Peningkatan *tangibles* (X_1) dapat ditingkatkan melalui: meningkatkan pelayanan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri; meningkatkan penataan ruang yang membuat masyarakat merasa nyaman dalam pelayannya e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri; meningkatkan kebersihan lingkungan di Kecamatan Pracimantoro, Kabupaten Wonogiri; serta meningkatkan penampilan pegawai Kecamatan Pracimantoro agar selalu rapi.
2. *Assurance* (X_2) berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Peningkatan *assurance* (X_2) dapat ditingkatkan melalui: meningkatkan tanggung jawab atas setiap keluhan masyarakat; meningkatkan keterampilan pelayanan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri; meningkatkan pelayanan yang menyeluruh terhadap pelayanan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri; serta meningkatkan pengetahuan mengenai pembuatan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri.
3. *Empathy* (X_3) berpengaruh positif dan signifikan terhadap kepuasan masyarakat. Peningkatan *empathy* (X_3) dapat ditingkatkan melalui: meningkatkan fasilitas pelayanan masyarakat mengenai pembuatan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri; mengutamakan kepentingan pembuatan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri; meningkatkan keluhan masyarakat Kecamatan Pracimantoro, Kabupaten Wonogiri; serta meningkatkan kepedulian pelayanan e-KTP di Kecamatan Pracimantoro, Kabupaten Wonogiri.

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