



Analysis of Service Quality of Indonesian Workers Placement and Protection Service Center Semarang in Placement of Indonesian Migrant Workers

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Abstract

The Indonesian Workers Placement and Protection Service Center Semarang is the Indonesian Workers Placement and Protection Service Center which houses Indonesian labor services in the Central Java Province. The problem of the rise of illegal migrant workers, the processing of documents which still requires a long time, the high placement of Indonesian workers in the informal sector and the still high complaints of Indonesian workers in the Semarang Indonesian Placement and Protection Workforce Service Center show that there are still many problems with migrant workers. This study aims to identify the service quality of the Semarang Indonesian Workers Placement and Protection Service Center provided to Indonesian workers. This type of research is qualitative research. Data collection techniques used through interviews, observation and documentation. Sources of data used through primary and secondary data. The results of this study are the responsiveness dimension of the Indonesian Workers Placement and Protection Service Center can realize the pre-departure process in an average of one month, the insurance dimension is still a problem related to service convenience, tangibles dimension has been effectively seen from the competency test facilities and the final debriefing, the empathy dimension needs a little improvement on the acceptance of service input, the reliability dimension is quite good with the certainty of costs but an evaluation of HR related needs.

Keywords: Quality of service, Placement, Indonesian Migrant Workers

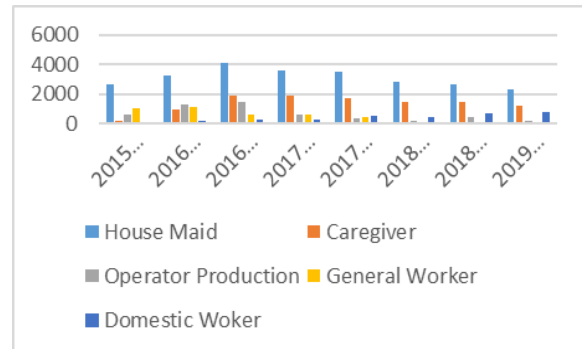
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INTRODUCTION

Indonesia is one of the countries with the largest population in the world, which occupies number 4 with a population of approximately 269.1 million people (Hadya, 2019). In the year 2030 Indonesia will welcome the biggest demographic bonus throughout the history of Indonesia, namely in that period the productive age population is predicted to reach 64 percent of the total projected population of 297 million people (Bappenas.go.id). The abundance of the productive age population is certainly something that must be utilized as well as possible in order to increase positive achievements in various fields. The demographic bonus that will be felt by Indonesia will have various impacts, both positive and negative impacts, which must be given special attention by the government as soon as possible.

The negative impact that becomes the biggest bad shadow of this demographic bonus is the increase in unemployment in Indonesia. If at the productive age the community is not ready to conduct global competition this will become an additional burden on the country. Limited employment opportunities in Indonesia mean that some Indonesian people must become migrant workers in other countries. This was also emphasized by Azam (2014), lack of job opportunities, low wages, poverty are the reasons workers choose to become migrant workers in other countries. This also happened in Central Java as one of the regions sending overseas Indonesian workers. The labor itself according to Law No. 13 of 2003 Chapter I Article 1 paragraph 2 is every person who is able to do work to produce goods and or services both to meet their own needs and society. But what is still quite alarming is the tendency for the placement of Indonesian workers from Central Java in the informal

sector. The following can be placed based on the position of Indonesian Workers

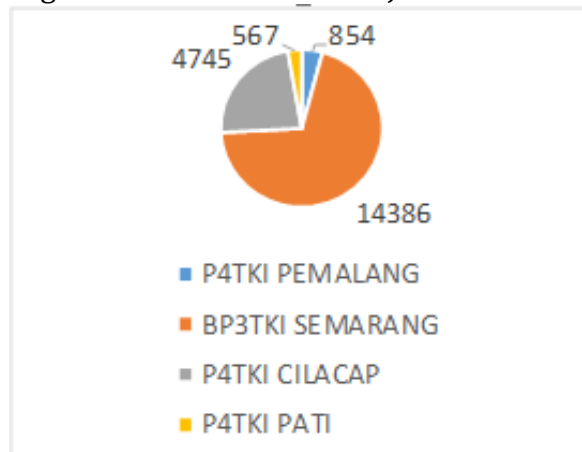


Picture 1. Graphic of Position of TKI Position for 2015-2019 in Central Java

Source: Indonesian Workers Placement and Protection Service Center in Semarang

Based on the graph above it can be seen that the top five positions occupied by Indonesian workers are house maids, caregivers, production operators, general workers and domestic workers, where the work is unskilled work.

The Semarang Indonesia Placement and Protection Workforce Service Center has a big role in managing Indonesian workers in the Central Java area, this is because the Semarang Indonesia Placement and Protection Workforce Service Center is the largest supplier of Indonesian workers from the Central Java area to work abroad. The following is the data on the placement of Indonesian Migrant Workers in Central Java.



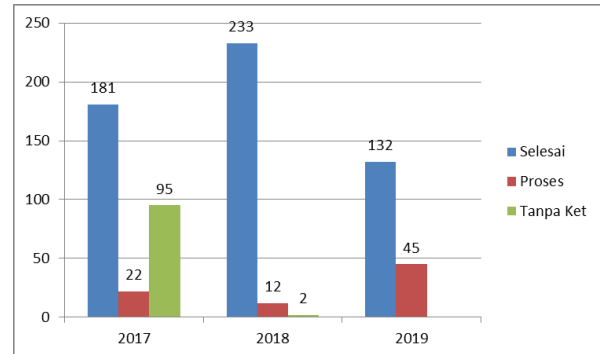
Picture 2. Graphic Data on Placement of Indonesian Migrant Workers in Central Java Based on Indonesian Workers Placement and Protection Service Center / LP₃TKI / P₄TKI in 2018

Source: Indonesian Workers Placement and Protection Service Center Semarang

Various services are provided by the Semarang Indonesia Placement and Protection Workforce Service Office in the process of placement until after placement. The Semarang Indonesia Placement and Protection Workforce Service Office has the main task in the pre-departure process, which is the placement process. But there is a problem that is a scourge of Indonesian workers is the rampant illegal workers who are placed abroad. Illegal workers are a major problem in improving migrant worker placement services, the high number of illegal workers indicates the lack of good placement services. The process of obtaining documents still requires a long time and the many requirements for the completeness of the required Indonesian workers are the trigger for Indonesian workers to avoid and choose a faster way, namely through illegal channels. Migrant workers assume services that are ineffective and require a long process that will prolong the time of departure, although in the implementation of the Semarang Indonesia Placement and Protection Workforce Service Center has implemented services in the One-Stop Integrated Service in several migrant worker pockets, but these services have not been widely utilized. The placement process that did not go through the procedure became the starting point for the problems of the next Indonesian workers, both in the period of placement until the pre-placement period, this is seen from the still high complaints of Indonesian migrant workers in Central Java.

The Semarang Indonesia Placement and Protection Workforce Service Office experienced an increase in complaints of Indonesian workers from 2017 to 2019,

the following graphs related to the Number and Process of Complaints of Indonesian Workers in the Semarang Indonesian Placement and Protection Workforce Service Center.



Picture 3. Graph of the Number and Process of Complaints of Migrant Workers in Indonesian Workers Placement and Protection Service Center Semarang in 2017 - July 2019

Source: Indonesian Workers Placement and Protection Service Center Semarang

Based on the graph above the number of complaints increased from 2017 to 2018 as many as 52 complaints that have been completed and there have been recorded 132 complaints as of July 2019. In 2017 there were 95 complaints that did not have further information so that indicated complaints services at the Placement and Protection Service Center Indonesian Workers in Semarang have not been maximized.

The Indonesian Manpower Placement and Protection Service Center Semarang has the responsibility in the placement service process as the initial spearhead before Indonesian workers are placed. Quality of service The Semarang Indonesia Placement and Protection Workforce Service Center is one of the benchmarks of organizational success, according to quality (Kotler, 2004) is the overall characteristics and nature of a service that has an influence on its ability to satisfy the needs of both implied and not implied. The maximum service delivery and ease of the filing process are expected to reduce the

number of illegal workers and complaints, but this cannot yet be carried out by the Semarang Indonesia Placement and Protection Workforce Service Center by looking at existing conditions. This study analyzes the Service Quality of the Semarang Indonesian Workers Placement and Protection Service Center in Improving Governance of the Placement of Indonesian Migrant Workers in Central Java.

RESEARCH METHODS

This type of research is a research with a qualitative approach, where qualitative research is research with the philosophy of postpositivism used in natural object conditions and researchers as key informants, data collection techniques with triangulation and qualitative data analysis so that the results of qualitative research emphasize the meaning rather than just a generalization so that the process and meaning are always highlighted in the qualitative research process (Sugiyono, 2015). Types and sources of data from this study are classified into two categories, namely primary data where the data is data obtained directly and collected through observation and interviews, then secondary data is data obtained from reading sources and other sources can be from personal letters, diaries and official documents from government agencies (Moeloeng, 2012).

The data collection method used was through an interactive interview with the Head of the Indonesian Manpower Placement Section, the Head of Manpower Protection and Empowerment Section for Indonesian Migrant Workers, Staff at the Indonesian Workers Placement and Protection Service Office in Semarang, the Owner of the Implementing Task of Private Indonesian Workers, Prospective Indonesian Workers, Indonesian Workers and Former Indonesian Workers.

Analysis of the data that researchers conducted using an interactive model (Miles, Huberman, and Saldana, 2014) in which data analysis activities consisted of data reduction activities, data presentation, and drawing conclusions.

RESULTS AND DISCUSSION

Research on Service Quality of Indonesian Workers Placement and Protection Services Office Semarang in Improving Governance of the Placement of Indonesian Migrant Workers in Central Java was analyzed based on theory (Parasuraman 2007) where the concept of service quality is determined by five elements commonly known in the term "RATER", namely (Responsiveness, Assurance, Tangible, Empathy, Reliability). The main core in the concept of service quality is showing all forms of actualization of service activities to satisfy service recipients in accordance with responsiveness, growing the existence of guarantees, can show physical evidence (tangible) that can be seen by service recipients, according to (empathy) of the officers who provide services in accordance with their obstacle (reliability) carry out the service duties consistently so as to satisfy the recipients of services at the Semarang Indonesian Placement and Protection Workforce Service Center. Customer satisfaction is the recipient's perception of the reality of existing reality compared to expectations, or the difference between customer expectations of a service provided by service providers (Fitzsimmons, 2001).

The conventional definition of quality according to Parasuraman is not much different from the definition of quality according to (Gasperz, 1997) where quality usually describes the direct characteristics of a product, namely, reliability, performance, easy to use, aesthetics (esthetics). but in this study the analysis used is based on the Parasuraman

theory which is deemed to have fulfilled the scope related to quality assessment.

Responsiveness. The first dimension in the analysis of the service quality of the Semarang Indonesian Workers Placement and Protection Service Center is the responsiveness dimension. Responsiveness is a form of employee attitude that consciously and wants to help consumers by describing services properly (Sedarmayanti, 2010). This dimension of the researcher discusses the waiting time for placement services at the Semarang Indonesian Workers Placement and Protection Service Center as a form of employee attitude in providing services because punctuality is an important factor for customers (Wawan ed, 2016).

The pre-departure process as outlined in the master plan of the Indonesian Manpower Placement and Protection Service Center Semarang applies an average time of one month before the departure period with the availability of fast and easy services from the administration of Indonesian Manpower administration, preparation for departure until the departure of migrant workers to the placement country. Based on the results of research conducted in the pre-departure process at the Semarang Indonesian Placement and Protection Workforce Service Center in accordance with the stipulation of the strategic plan, some migrant workers have even been dispatched within a period of under one month. This is consistent with the interview with informant X of a prospective Indonesian worker where the departure service process is quite fast if the file has been fulfilled from the beginning of the competency test submission process until departure, this is also influenced by the completeness and suitability of the administrative document files that must be completed by the Prospective Indonesian Workers (prospective Indonesian Workers) so that if there are constraints to the inclusion of

administrative data entered, the pre-departure service delivery period may exceed the stipulated time.

The obstacle that often arises is the inconsistency of the place of birth of the Prospective Indonesian Workers in the file with one another, although the application of a single identity using the Population Registration Number has been carried out, the Indonesian Workers who are former illegal Indonesian Workers have different data so that they will take longer to provide pre-departure services. If the administrative documents provided by Indonesian Prospective Workers are complete, the Prospective Indonesian Workers can continue the service process at the Semarang Indonesian Workers Placement and Protection Service Center before departure which consists of a competency test and Final Procurement Process.

Assurance. In this dimension, the researcher analyzes the quality of service of the Semarang Indonesian Workers Placement and Protection Service Center, seen from the indicators of feeling safe and comfortable in obtaining placement services. The guarantee itself according to (Sedarmayanti, 2010) is the attitude and knowledge of the employees shown by having broad insight, polite, confident, respectful attitude towards the recipient of the service in the quality of service.

The placement service process at the Semarang Indonesia Placement and Protection Workforce Service Center is given to Indonesian Workforce Candidates both independent Indonesian Workforce Candidates, the Indonesian Workforce Candidate for the G to G program and Indonesian Workforce Candidates through the Task for Implementing Private Indonesian Workers Placement. One of the obstacles in the field in the assurance dimension is the G to G or Government to Government program. Based on field research the new G to G program implemented at the Semarang Indonesia

Placement and Protection Workforce Service Center is Korea's G to G program. The first service delivery is file verification. In one day the Semarang Indonesian Workers Placement and Protection Service Center serves 500 registrants, from the quite large number of registrants the comfort level provided is still insufficient. The capacity of the number of workers who are still lacking in serving at least 500 registrants and the absence of a comfortable and adequate waiting room is one of the highlights so that the complaints of the Prospective Indonesian Workers are at the convenience of the process of providing G to G. file verification services.



Picture 4 G to G program file verification process
Source: Author's Documentation

The absence of a waiting room or chair decreases the comfort level of service recipients, in the security indicators are good enough because the process that is carried out online is online so as to minimize the existence of illegal practices by irresponsible persons and show the reliability of the employee's employees in adopting technological advances.

Direct evidence (Tangibles). The tangibles dimension is a clear dimension where can be seen from the equipment / equipment owned by the Semarang Indonesian Placement and Protection Workforce Service Office in serving Indonesian Prospective Workers. According to (Sedarmayanti, 2010) direct evidence can be analyzed including the appearance of officers and other physical facilities, such as equipment that supports the service process. In this dimension the

researcher discusses the physical facilities involved in the placement service process, namely the competency test room, filing room and final debriefing room.

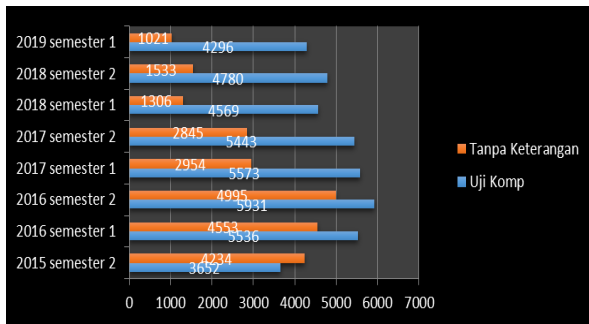
Indicators of physical facilities in the placement service process were first seen from the testing room. The Ujikom itself is a process of providing competency test services that must be carried out by prospective Indonesian Workers in the informal sector or households to obtain a competency test certificate and are declared to have skills in the field.

The implementation of the competency test is in one service unit building at the Semarang Indonesia Placement and Protection Workforce Service Center The physical facilities in the test are sufficient and meet the standards set by the National Agency for the Placement and Protection of Indonesian Workers, although not all props are the same as those in the destination country.



Picture 5. Competency Test Facilities
Source: Author's Documentation

Based on the picture above, it can be seen that the competency test facilities are sufficient, this also affects the number of competency test participants in the Semarang Indonesia Placement and Protection Workforce Service Center.



Picture 6. Graphic Number of migrant workers who conducted the 2016-2019 competency test at the Semarang Indonesian Workers Placement and Protection Service Center

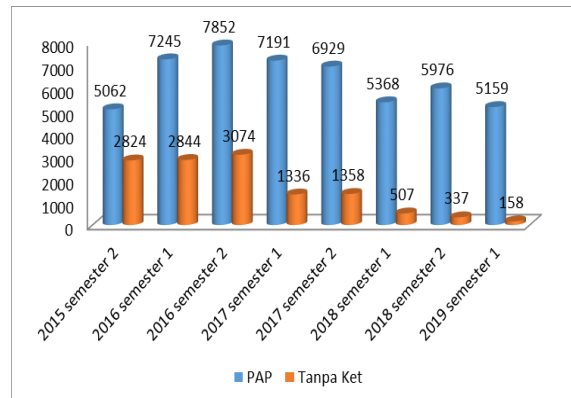
Source: Indonesian Workers Placement and Protection Service Center Semarang

Based on the competency test participant data at the Semarang Indonesia Placement and Protection Workforce Service Center from 2015 to 2019, it can be seen that the number of Indonesian Workers who are not participating in the competency test is significant. This indicates that good competency testing facilities and adequate facilities are also one of the supporting factors in the process of providing placement services at the Semarang Indonesia Placement and Protection Workforce Service Center as physical evidence that can be assessed.

The final debriefing of departure is the last door of service at the Semarang Indonesian Workers Placement and Protection Service Center before Prospective Indonesian Workers are placed in the destination country. the final debriefing of departure was carried out at the Semarang Indonesian Workers Placement and Protection Services Center for one day within 10 hours of study in which each lesson hour consisted of 45 minutes. The lessons received by migrant workers are as follows: 1) Placement State Legislation (2 Hours of service). 2) Work Agreement (4 Hours of service), 3) Placement Country Culture (2 Hours of service). 4) Personality Mental Development (1 hour service). 5) Dangers of Drugs, Healthy Lifestyle and HIV /

AIDS), Dangers of Human Trafficking / Trafficking (1 Hour of service).

The process of providing lessons by instructors from the Semarang Indonesian Workers Placement and Protection Service Center is expected to be a provision for migrant workers in the placement country later. The following is the recapitulation data for the final debriefing at the Semarang Indonesian Placement and Protection Workforce Service Center.



Grafik 7. Rekapitulasi pembekalan akhir pemberangkatan Tahun 2016 sampai dengan 2019 Indonesian Workers Placement and Protection Service Center Semarang

Sumber : Indonesian Workers Placement and Protection Service Center Semarang

Based on the summary chart of departing debriefing above, it can be seen from the number of Indonesian Workers placement during the last 5 years that the number of prospective Indonesian Workers who did not carry out final debriefing decreases every year, in 2015 there were 2824 people who did not take part in the final debriefing to 158 people in 2019. The provision of such material is considered to be able to meet the needs related to the basic understanding of migrant workers as information and provisions when in a placement country. This indicates an increase in the provisioning service at the end of departure at the Semarang Indonesian Placement and Protection Workforce Service Center. The following is the documentation of the implementation of the final debriefing at the Semarang

Indonesian Workers Placement and Protection Service Center.



Picture 1.3 Implementation of Final Procurement of Departure at the Indonesian Workers Placement and Protection Service Center Semarang

Source: Author's documentation

Physically the facilities in the final debriefing process are sufficient and can accommodate the service process at the Semarang Indonesian Placement and Protection Workforce Service Center.

Empathy, This empathy dimension of the researcher analyzes whether there is access for recipients of services to be able to provide input to the Semarang Indonesian Workers Placement and Protection Service Center, and whether staff or service providers have attention to service recipients, especially in the process of placing migrant workers. While empathy itself is the attitude of service providers to provide protection and approach and try to meet the needs and know the desires of consumers (Sedarmayanti, 2010). Basically the performance of public services can be improved if there is an "exit" and "voice" mechanism. The "exit" mechanism means that if public services are not of quality the customers can have the opportunity to choose another preferred agency. While the mechanism of "voice" means an opportunity to express dissatisfaction with public service providers. This public service approach is in line with the theory of "exit" and "voice" proposed by Albert Hirschman (in Ratminto, 2016)

Access to inputs or complaints in the placement service process is not specifically shown. Based on the results of research that there is no routine and clear process related to providing input to the service of the Placement and Protection Agency for Indonesian Workers in Semarang. The process of providing input from service recipients, either Prospective Indonesian Workers or the Private Task Placement of Indonesian Private Workers is still in the informal form or through conversations when providing services. Based on interviews the complaints process can be done through the migrant workers' complaints unit, although this unit does not specifically handle the service process at the Indonesian Workers Placement and Protection Service Center but rather the problems faced by labor migrants both in pre-departure, placement and after-placement.

Reliable (Reability). The next dimension is the reliability dimension. Reability (Sedarmayanti, 2010) relates to providing the right and correct service that has been promised to service recipients, in which researchers discuss the certainty of costs, certainty of service delivery, and service flow in placement service activities at the Placement and Protection Service Center for Indonesian Workers in Semarang as a form of providing services correctly and correctly.

Cost certainty at the Semarang Indonesia Placement and Protection Workforce Service Office can be stated to be quite good. The certainty of determining the cost has been determined by the parent agency, namely the National Agency for Placement and Protection of Indonesian Workers so that the Semarang Placement and Protection Agency for Indonesian Workers is only tasked with carrying out what has been mandated by the center. One certainty of the costs to be

paid by service recipients is that the owners of the Indonesian Private Workers Placement Executing Task is a deposit of Rp1.5 billion, which must be paid by the Private Indonesian Workers Placement Executing Task as collateral for the license of a Limited Liability Company that it executes. With such a large deposit, it is expected that the Indonesian Private Workers Placement Task Force can always be orderly and carry out their duties according to the corridor and not misuse the placement process of migrant workers so as to reduce the number of illegal or unprocedural placement of migrant workers.

The certainty of service delivery becomes the next indicator in assessing the reliability dimension. The certainty of providing services at the Semarang Indonesia Placement and Protection Workforce Service Center is quite good and clear, this is shown from the many flow charts or service flows and information related to the details of the service process in several corners of the service room. The existence of the flow chart can facilitate the service recipients in the process of information needed services and if the implementation does not fit the established flow, the service recipient can complain about the nonconformity of the process. Because basically a quality public service does not only refer to the service alone, but also emphasizes the process of organizing or distributing the service itself to customers (Abidin, 2010).

Weaknesses in this dimension are in the factor of environmental change which is the rapidly changing technology. Changes in the environment, outside the organization is one of the triggers for the lack of service delivery. This is consistent with the results of the interview in the placement section at the Indonesian Workers Placement and Protection Service Center that there is a longstanding employee resistance to change. It cannot be denied that the organization is in the

hands of the organization itself, human resources who cannot implement change can be obstacles to service delivery. Motivating employees to have job satisfaction can be a solution because there is a significant positive relationship between job satisfaction and employee productivity, the higher employee job satisfaction will affect the higher work productivity (Nuzsep, 2004). The change in technology should be able to make the impetus for human resources Semarang Placement and Protection of Indonesian Workers Service Center to increase capacity and quality so that service delivery can be faster and more efficient.

CONCLUSION

Based on the results of the study, it can be concluded that the Quality of Service of the Semarang Indonesian Placement and Protection Workforce Service Center in Improving Governance of the Placement of Indonesian Migrant Workers in Central Java as a whole is quite good.

In the dimension of responsiveness the Indonesian Workers Placement and Protection Service Center can realize the pre-departure process for an average of one month. The assurance dimension is still a problem related to a sense of comfort that cannot yet be given to prospective Indonesian Workers in the G to G program so that there needs to be an improvement in service delivery so that comfort can be felt for all Prospective Indonesian Workers both in the program and other programs. The tangibles dimension in providing placement services has been effectively seen from the competency test facilities and adequate final debriefing. The empathy dimension needs a little improvement because there is no process of receiving input from service recipients on a particular container. The reliability dimension is good enough with the certainty of costs, but an evaluation related to HR needs to be

carried out to increase the capacity of service providers.

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