



ASSESSMENT OF LAND SERVICE QUALITY DIMENSIONS BASED ON COMMUNITY PERCEPTIONS

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ABSTRACT

Objective: The objective of this research is to assess the land service quality dimensions based on the community perceptions.

Theoretical Framework: TERRA dimensions (Tangibility, Empathy, Responsiveness, Reliability, and Assurance) are used to assess the land service quality based on the community perceptions.

Method: The descriptive assessment was conducted to the perceptions of 300 respondents of the community as the customers of land services at two land offices in West Java, Indonesia. The data were collected by the questionnaires and analyzed by Weight Mean Score to count the mean of all options of respondents then qualitatively interpreted.

Research Results: The community perceives the good result of the land service quality based on TERRA dimensions. The comparative assessment based on TERRA dimensions indicates that the community has highest perceptions on empathy and then tangibility, whereas the community's lowest perceptions are reliability and then responsiveness and assurance.

Research Implications: This research contributes to the body of knowledge by knowing the TERRA dimensions of public service quality. The two land offices in West Java, Indonesia, demonstrate a commitment to improve the land service quality.

Research Originality: This research modifies ServQual model from RATER to TERRA. TERRA dimensions assume that the community as customers perceives the land service quality starting from tangibility, the provision of services focuses on answering the problems faced by the community (empathy) in fulfilling the needs of the community (responsiveness), and then the quality is followed by reliability and assurance.

Keywords: Administrative Service, Land Service, Public Sector, Service Quality, TERRA Dimensions.

AVALIAÇÃO DAS DIMENSÕES DA QUALIDADE DO SERVIÇO TERRESTRE COM BASE NAS PERCEPÇÕES DA COMUNIDADE

RESUMO

Objetivo: O objetivo desta pesquisa é avaliar as dimensões da qualidade do serviço fundiário com base nas percepções da comunidade.

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Quadro teórico: As dimensões TERRA (Tangibilidade, Empatia, Capacidade de Resposta, Confiabilidade e Garantia) são usadas para avaliar a qualidade do serviço fundiário com base nas percepções da comunidade.

Método: A avaliação descritiva foi conduzida às percepções de 300 entrevistados da comunidade como clientes de serviços fundiários em dois escritórios fundiários em Java Ocidental, na Indonésia. Os dados foram coletados pelos questionários e analisados pelo Weight Mean Score para contabilizar a média de todas as opções dos respondentes e depois interpretados qualitativamente.

Resultados da pesquisa: A comunidade percebe o bom resultado da qualidade do serviço fundiário com base nas dimensões do TERRA. A avaliação comparativa baseada nas dimensões TERRA indica que a comunidade têm percepções mais elevadas sobre empatia e depois tangibilidade, enquanto as percepções mais baixas da comunidade são fiabilidade e depois capacidade de resposta e garantia.

Implicações de pesquisa: Esta pesquisa contribui para o corpo do conhecimento ao conhecer as dimensões TERRA da qualidade do serviço público. Os dois escritórios fundiários em Java Ocidental, na Indonésia, demonstram o compromisso de melhorar a qualidade do serviço fundiário.

Originalidade da pesquisa: Esta pesquisa modifica o modelo ServQual de RATER para TERRA. As dimensões TERRA assumem que a comunidade como cliente percebe a qualidade do serviço terrestre a partir da tangibilidade, a prestação de serviços centra-se na resposta aos problemas enfrentados pela comunidade (empatia) no atendimento das necessidades da comunidade (responsividade), e depois a qualidade é seguida pela confiabilidade e segurança.

Palavras-chave: Serviço Administrativo, Serviço Terrestre, Setor Público, Qualidade de Serviço, Dimensões TERRA.

EVALUACIÓN DE LAS DIMENSIONES DE LA CALIDAD DEL SERVICIO TERRESTRE BASADA EN LAS PERCEPCIONES DE LA COMUNIDAD

RESUMEN

Objetivo: El objetivo de esta investigación es evaluar las dimensiones de la calidad del servicio territorial a partir de las percepciones de la comunidad.

Marco teórico: Las dimensiones de TERRA (tangibilidad, empatía, capacidad de respuesta, confiabilidad y garantía) se utilizan para evaluar la calidad del servicio territorial en función de las percepciones de la comunidad.

Método: La evaluación descriptiva se realizó a partir de las percepciones de 300 encuestados de la comunidad como clientes de servicios territoriales en dos oficinas territoriales en Java Occidental, Indonesia. Los datos fueron recopilados por los encuestadores y analizados mediante la puntuación media del peso para contar la media de todas las opciones de los encuestados y luego se interpretaron cualitativamente.

Resultados de la investigación: La comunidad percibe el buen resultado de la calidad del servicio territorial basado en las dimensiones de TERRA. La evaluación comparativa basada en las dimensiones de TERRA indica que la comunidad tiene las percepciones más altas sobre empatía y luego tangibilidad, mientras que las percepciones más bajas de la comunidad son confiabilidad y luego capacidad de respuesta y seguridad.

Implicaciones de la investigación: Esta investigación contribuye al cuerpo de conocimientos al conocer las dimensiones TERRA de la calidad del servicio público. Las dos oficinas territoriales en Java Occidental, Indonesia, demuestran un compromiso para mejorar la calidad del servicio terrestre.

Originalidad de la investigación: Esta investigación modifica el modelo ServQual de RATER a TERRA. Las dimensiones de TERRA suponen que la comunidad como cliente percibe la calidad del servicio territorial a partir de la tangibilidad, la prestación de servicios se centra en responder a los problemas que enfrenta la comunidad (empatía) para satisfacer las necesidades de la comunidad (capacidad de respuesta), y luego se sigue la calidad por confiabilidad y seguridad.

Palabras clave: Servicio Administrativo, Servicio Territorial, Sector Público, Calidad del Servicio, Dimensiones TERRA



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1 INTRODUCTION

Public service based on the Law of the Republic of Indonesia Number 25 of 2009, article 1(1), is “an activity or series of activities in order to fulfill the service needs in accordance with the laws and regulations for every citizen and population on the goods, services and/or administrative services provided by the public service providers”. One of the roles of government is public service provision, hence it is classified as government service (Budiarto et al., 2005; Savas, 1987). And one of the public services or government services is the land service classified as administrative service (Budiarto et al., 2005). In Indonesia, the land service is provided by the land office in regencies/cities. Regulation of the Head of National Land Agency of the Republic of Indonesia Number 1 of 2010 regulates at least 72 types of land services in land offices, which are grouped into six service groups: (1) first time land registration services, (2) land registration data maintenance services, (3) land registration and information services, (4) land measurement services, (5) land regulation and arrangement services, and (6) complaint management services (Kusmiarto et al., 2021).

The community as customers/users of land services highly desires excellent public services. The community's response as service user to the services is a measure of service quality. The community who receives services in accordance with their expectations will give a good response. The response becomes the next customer decision (Paris, 2019). In the public sector, service quality is very important to the public. Public services need their civil servants to provide best services to the public as customers/users (Zabri et al., 2016). The public demands that the public sector provides the excellent services. Hence, the improvement of service quality can be identified as a key strategy for public sector to succeed (Cronin Jr & Taylor, 1992). The paradigm of service quality was previously defined by the service provider. Nowadays, service quality is encouraged to be able to meet customer needs (Sutawijaya et al., 2018). Service quality can be linked to the customers' perceptions which result from their actual service experiences (Akan, 1995; Parasuraman et al., 1985, 1988) and measured by ServQual dimensions (Parasuraman et al., 1988).

Numerous researches adopted ServQual dimensions to examine the perceived service quality or the customers' perceptions of service quality in the public sector: local government



(Ashraf et al., 2018a, 2018b; Scott & Shieff, 1993; Wijaya et al., 2020), public library (Cullen, 2001), custom (Hadiyati, 2014a), immigration (Hadiyati, 2014b), road transport (Zabri et al., 2016), CIAC visa (Turay et al., 2017), telecommunication (Pratama & Sulisworo, 2018), civil servant (Martini et al., 2018), land certificate (Bernardianto & Fitriyah, 2018; Paris, 2019; Sari et al., 2022), transportation license (Nasyita et al., 2019), civil administration (Ridwanullah et al., 2019), land administration (Salbiah et al., 2019, 2020), population administration (Muttaqin et al., 2020). The perceived service quality has been examined in the numerous researches conducted in the various public service settings. All these researches support the perceived service quality in the public sector based on ServQual dimensions. This research focuses on assessing the land service quality dimensions in public sector based on the community perceptions.

2 THEORETICAL FRAMEWORK

Service quality focuses on the difference between customer expectations and perceptions of services received (Parasuraman et al., 1985). The perceived service quality is the customer evaluation about overall excellency of a service. The customer evaluation of service quality is not only about service attributes but also involves the customer thought and memorable service experiences (Parasuraman et al., 1988). Service quality is defined as customer's perception of how well a service meets or exceeds his/her expectation. Service quality is an important factor of customer perceptions and become a significant element in customer's evaluation of a service. The importance of ServQual approach is when it comes in measuring customer perception of service quality (Zeithaml et al., 1990). Service quality is perceived by the customer as the degree and direction of discrepancy between service perceptions and expectations (Parasuraman et al., 1985). The customer perceives "high service quality", that is, delivery of service perceived as equal to or better than expected service (Woodside et al., 1989). Service quality is defined as the brilliance or excellence of a service, and perceived service quality as the assessment of the largely value of an entity by a purchaser (Zeithaml, 1988).

Service quality refers to the overall measurement of a service by the customer (Eshghi et al., 2008). The measurement of service quality can be traced to the researches of Parasuraman et al. (1985, 1988). Parasuraman et al. made a substantial contribution to measure service quality. In the 1985 original study, Parasuraman et al. (1985) identified ten determinants of service quality: tangibles, reliability, responsiveness, competence, courtesy, credibility,



security, access, communication, and understanding the customer (Buttle, 1996; Jabnoun & Al-Tamimi, 2003; Saleh & Ryan, 1991; Woodside et al., 1989). In the 1988 study, Parasuraman et al. (1988) reduced ten determinants into five dimensions: reliability, responsiveness, tangibles, assurance, and empathy, that have widely been used to measure the service quality (Jabnoun & Al-Tamimi, 2003).

Parasuraman et al. constructed a model that provided theoretical insight to measure the service quality (ServQual). This model developed five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988; Zeithaml et al., 1990). In the perspective of Parasuraman et al. (1988), the customer’s perception of service quality (the perceived service quality) was a function of the magnitude and direction of five quality perceptual dimensions: (1) perceived quality of tangibles, (2) perceived quality of reliability, (3) perceived quality of responsiveness, (4) perceived quality of assurance, and (5) perceived quality of empathy (Finn & Lamb, 1991). Parasuraman et al. (1988) developed ServQual model based on five RATER dimensions to measure customers’ perceptions of service quality (Buttle, 1996). This research modifies ServQual model from five RATER dimensions to five TERRA dimensions to measure customers’ perceptions of service quality, particularly perceptions of the community as customers of land services, as shown in Table 1.

Table 1
Service Quality Dimensions from RATER to TERRA

Original ServQual: RATER		Modified ServQual: TERRA	
Dimension	Definition	Dimension	Definition
Reliability (R)	The ability to perform the promised service dependably and accurately	Tangibility (T)	The appearance of physical facilities, equipment, personnel and communication materials
Assurance (A)	The knowledge and courtesy and ability to convey trust and confidence	Empathy (E)	The provision of caring, individualized attention to customers
Tangibles (T)	The appearance of physical facilities, equipment, personnel and communication materials	Responsiveness (R)	The willingness to help customers and to provide prompt service
Empathy (E)	The provision of caring, individualized attention to customers	Reliability (R)	The ability to perform the promised service dependably and accurately
Responsiveness (R)	The willingness to help customers and to provide prompt service	Assurance (A)	The knowledge and courtesy and ability to convey trust and confidence

Source: Parasuraman et al. (1988), Modified by researchers

The modification from RATER to TERRA assumes that (1) the community as customers perceives the land service quality starting from the tangibles (*tangibility*), (2) the provision of service focuses on answering the problems faced by the community (*empathy*) in



fulfilling the needs of the community (*responsiveness*), and then (3) the quality assurance is followed by *reliability* and *assurance*. The five dimensions of service quality are elaborated in Table 2.

Table 2

Review of Selected Literatures on Service Quality Dimensions

Dimension	Description	Author
Tangibility	The appearance of physical facilities, equipment, personnel and communication materials	Parasuraman et al., 1988; Zeithaml et al., 1990
	The physical facilities, equipment, appearance of personnel, and communication materials	Hoe & Mansori, 2017; Jabnoun & Al-Tamimi, 2003; Kumar et al., 2019; Muttaqin et al., 2020; Nasyita et al., 2019; Pratama & Sulisworo, 2018; Puri & Singh, 2018; Ridwanullah et al., 2019; Romle et al., 2016; Saad & Alshehri, 2021; Salbiah et al., 2019; Turay et al., 2017; Wang et al., 2013; Zabri et al., 2016
Empathy	The provision of caring, individualized attention to customers	Parasuraman et al., 1988; Zeithaml et al., 1990
	The level of caring and individual attention provided by service provider to customers	Hoe & Mansori, 2017; Jabnoun & Al-Tamimi, 2003; Kumar et al., 2019; Muttaqin et al., 2020; Nasyita et al., 2019; Pratama & Sulisworo, 2018; Puri & Singh, 2018; Ridwanullah et al., 2019; Romle et al., 2016; Saad & Alshehri, 2021; Salbiah et al., 2019; Turay et al., 2017; Wang et al., 2013
Responsiveness	The willingness to help customers and to provide prompt service	Parasuraman et al., 1988; Zeithaml et al., 1990
	The awareness and desire of service provider to help customers and provide services quickly	Ashraf et al., 2018a, 2018b; Hoe & Mansori, 2017; Jabnoun & Al-Tamimi, 2003; Kumar et al., 2019; Muttaqin et al., 2020; Nasyita et al., 2019; Pratama & Sulisworo, 2018; Puri & Singh, 2018; Ridwanullah et al., 2019; Romle et al., 2016; Saad & Alshehri, 2021; Salbiah et al., 2019; Turay et al., 2017; Wang et al., 2013; Zabri et al., 2016
Reliability	The ability to perform the promised service dependably and accurately	Parasuraman et al., 1988; Zeithaml et al., 1990
	The ability to perform the service dependably and accurately	Ashraf et al., 2018a, 2018b; Hoe & Mansori, 2017; Jabnoun & Al-Tamimi, 2003; Kumar et al., 2019; Muttaqin et al., 2020; Nasyita et al., 2019; Pratama & Sulisworo, 2018; Puri & Singh, 2018; Ridwanullah et al., 2019; Romle et al., 2016; Saad & Alshehri, 2021; Salbiah et al., 2019; Turay et al., 2017; Wang et al., 2013; Zabri et al., 2016
Assurance	The knowledge and courtesy and ability to convey trust and confidence	Parasuraman et al., 1988; Zeithaml et al., 1990
	The personnel knowledge, courtesy and ability to convey trust and confidence	Ashraf et al., 2018a, 2018b; Hoe & Mansori, 2017; Jabnoun & Al-Tamimi, 2003; Kumar et al., 2019; Muttaqin et al., 2020; Nasyita et al., 2019; Pratama & Sulisworo, 2018; Puri & Singh, 2018; Ridwanullah et al., 2019; Romle et al., 2016; Saad & Alshehri, 2021; Salbiah et al., 2019; Turay et al., 2017; Wang et al., 2013; Zabri et al., 2016

Source: Reviewed by researchers



Five service quality dimensions represent the important dimensions in the customer eyes as reference point of customer perception. The measurement of service quality is based on how the customers perceive the service (Parasuraman et al., 1988). Therefore, the purpose of examining the service quality is to measure the customer perception by referring to five service quality dimensions.

3 METHODOLOGY

This research was conducted at two land offices of Cianjur Regency and Bogor City, West Java, Indonesia. It determined 300 respondents as the customers of land services stemming from 150 respondents of the Land Office of Cianjur Regency and 150 respondents of the Land Office of Bogor City. This research is descriptively and qualitatively designed and uses both primary and secondary data. The primary data are collected by the questionnaires distributed to the respondents. The secondary data are collected by desk study that uses literatures and documentations.

The details of five dimensions of land service quality are operationally defined in Table 3.

Table 3

Operational Definitions of Land Service Quality Dimensions

Dimension	Definition	Indicator
Tangibility	The appearance of physical facilities, equipment, personnel, and communication materials (physical components)	Appearance of physical facilities Appearance of equipments Appearance of communication materials Appearance of personnels
Empathy	The attitude of caring and special attention given by service provider to its costumers (caring and individualized attention)	Prioritizing interests and needs of land service customers Helping land service customers when facing difficulties Communicating well with land service customers when serving Serving equally to all land service customers
Responsiveness	The willingness of service provider to help its customers and provide prompt services in order to respond customer needs (promptness and helpfulness)	Simple requirements of land certificate management Prompt process of land services Impartial settlement of land issues Pro-active provision of land services
Reliability	The ability of service provider to perform promised services dependably and accurately (accuracy of performance)	Clear rules of land services Measurement of right and correct land areas Completion of land certificate management process on time Clear cost of land certificate
Assurance	The knowledge and courtesy of service provider and its ability to	Issuance of land certificates in accordance with eligible customer applications



convey trust and confidence among customers (knowledge and courtesy of personnels)	Issuance of land certificates by considering all eligible heirs of customers Courtesy of personnels in providing land services to customers Confidence of personnels in providing land services to customers
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Source: Composed by researchers

The questionnaires are designed to measure the land service quality based on the community perceptions as the customers of land services. They include the dimensions of tangibility (4 items), empathy (4 items), responsiveness (4 items), reliability (4 items), and assurance (4 items). Each question provides five alternative options based on Likert’s scale and then given score as shown in Table 4.

Table 4

Options in Questions and Score

Option	Strongly agree	Agree	Undecided/ neutral	Disagree	Strongly disagree
Score	5	4	3	2	1

Source: Sugiyono (2007), Warmbrod (2014)

The primary data collected by the questionnaires are analyzed on Weight Mean Score to count the mean/average of all options of respondents. The mean/average result is interpreted on the following category as shown in Table 5.

Table 5

Interpretation of Mean Score

Interpretation	Very good	Good	Moderate	Bad	Very bad
Category	4.20 – 5.00	3.40 – 4.19	2.60 – 3.39	1.80 – 2.59	1.00 – 1.79

Source: Salbiah et al. (2019), Ridwanullah et al. (2019)

The results are used to analyze and then to conclude the land service quality based on all respondents’ perceptions.

4 RESULTS AND DISCUSSIONS

This research assesses the land service quality by measuring and analyzing five TERRA dimensions (Tangibility, Empathy, Responsiveness, Reliability, Assurance) based on the community perceptions.

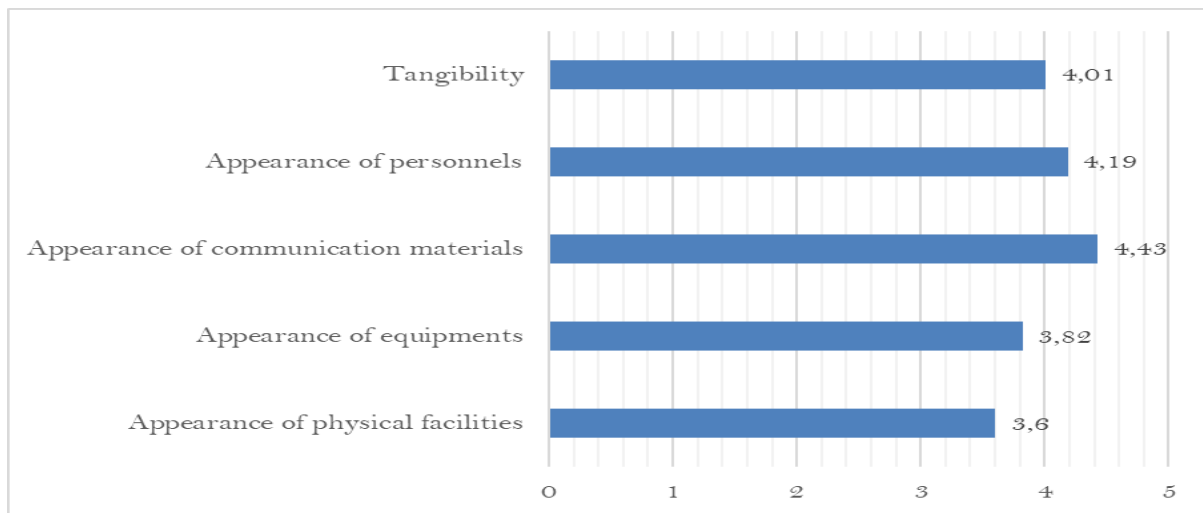


4.1 TANGIBILITY DIMENSION

Tangibility as dimension of land service quality refers to the appearance of physical facilities, equipment, personnel, and communication materials. The community perceptions on tangibility dimension of land service quality are shown in the mean score in Figure 1.

Figure 1

Community Perceptions on Tangibility Dimension of Land Service Quality



Based on the community perceptions presented in Figure 1, the comparative assessment based on the mean score category of tangibility indicators of land service quality indicates that the community as customers of land services has highest perceptions on the appearance of communication materials and then followed by the appearance of personnels, whereas the community's lowest perceptions are the appearance of physical facilities and then followed by the appearance of equipments. Although there are the community's lowest perceptions on some indicators, the tangibility dimension of land service quality indicates the mean score 4.01 interpreted as good. The community as service customers perceives the tangibility dimension of land service quality as good. This research finds that the community perceptions on the tangibility dimension are related to the land service quality.

The findings of this research regarding the tangibility dimension of service quality align with the conclusions of previous researches. Romle et al. (2016) stated that the tangibility dimension labeled as static services indicated the proper level like the safe and comfortable equipment to provide the public service. Hoe & Mansori (2017) indicated the tangibility that affected the service quality. Hardiyansyah et al. (2018) found that the tangibles dimension had



a positive score that was the dimension of direct evidence of the overall quality of services provided by the land office. Ashraf et al. (2018a, 2018b) found the tangibility or logistic supports as the significant factor influencing the perceived service quality in the public sector.

Nasyita et al. (2019) found that the physical or tangible evidence dimension based on the indicators like ease of service, employee discipline, use of assistive devices in service, cleanliness and comfort of the waiting room, and the tidiness of the appearance of employees, indicated the mean score 4.05 interpreted as good. Salbiah et al. (2019) stated the tangibles obtaining the mean score 4.00 interpreted as good. Ridwanullah et al. (2019) revealed that the community perceived the tangibles dimension indicating the mean score 3.98 interpreted as good. The research of Muttaqin et al. (2020) found the tangibility dimension gaining the mean score 3.51 interpreted as good. Sari et al. (2022) stated that the tangible influenced the service quality. Mulyana & Jamaludin (2023) found that the use of electronic services (e-services) in the public sector as a vehicle (tangibility/equipment) for delivering various public services, including public administration services, effectively improved the service quality in the public sector.

4.2 EMPATHY DIMENSION

Empathy as dimension of land service quality is related to the attitude of caring and special attention given by service provider to its costumers. The community perceptions on empathy dimension of land service quality are shown in the mean score in Figure 2.

Figure 2

Community Perceptions on Empathy Dimension of Land Service Quality





Based on the community perceptions presented in Figure 2, the comparative assessment based on the mean score category of empathy indicators of land service quality indicates that the community as customers of land services has highest perceptions on communicating well with land service customers when serving (serving with friendly attitude and courtesy) and then followed by prioritizing interests and needs of land service customers, whereas the community's lowest perceptions are serving equally to all land service customers (serving with no discrimination, serving and valuing every land service customer) and then followed by helping land service customers when facing difficulties. Although there are the community's lowest perceptions on some indicators, the empathy dimension of land service quality indicates the mean score 4.04 interpreted as good. The community as service customers perceives the empathy dimension of land service quality as good. This research finds that the community perceptions on the empathy dimension are related to the land service quality.

The findings of this research regarding the empathy dimension of service quality align with the conclusions of previous researches. Turay et al. (2017) found the impact of empathy dimension on the service quality. Ashraf et al. (2018a, 2018b) found the empathy dimension as the significant factor influencing the perceived service quality in the public sector. Martini et al. (2018) indicated that the empathy dimension had a significant effect on the service quality. Nasyita et al. (2019) found that the empathy dimension based on the indicators of prioritizing the interests of community, serving with a friendly attitude, serving with an attitude of courtesy, serving with no discrimination, serving and valuing every community, indicated the mean score 3.76 interpreted as good. Salbiah et al. (2019) stated the empathy gaining the mean score 4.04 interpreted as good. Ridwanullah et al. (2019) revealed that the community perceived the empathy dimension indicating the mean score 3.83 interpreted as good. Muttaqin et al. (2020) found the empathy dimension obtaining the mean score 3.61 interpreted as good. Saad & Alshehri (2021) indicated the empathy dimension that had positively affected the service quality.

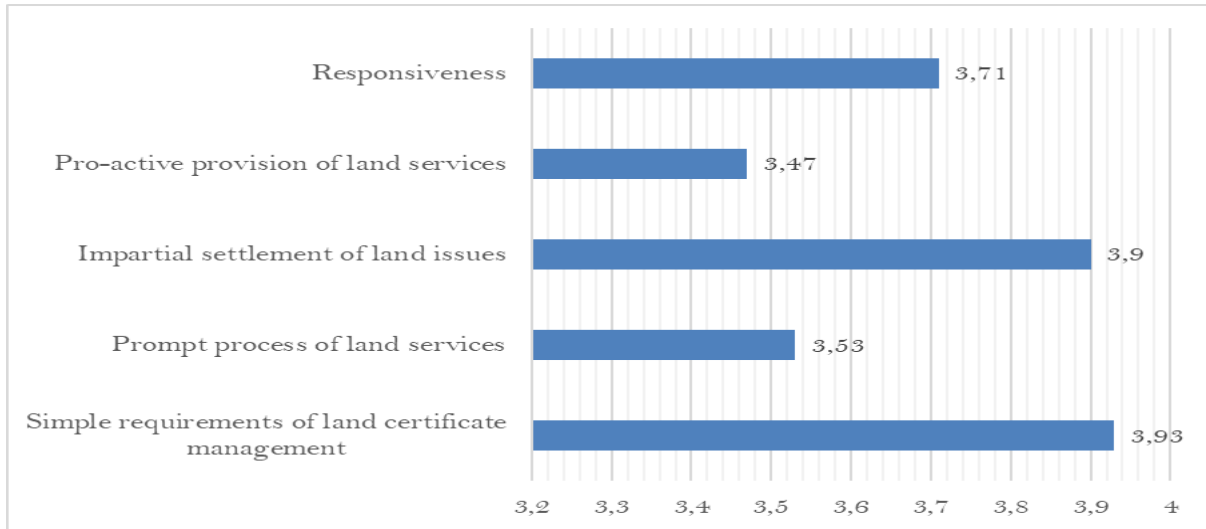
4.3 RESPONSIVENESS DIMENSION

Responsiveness as dimension of land service quality provides the willingness of service provider to help its customers and provide prompt services in order to respond customer needs. The community perceptions on responsiveness dimension of land service quality are shown in the mean score in Figure 3.



Figure 3

Community Perceptions on Responsiveness Dimension of Land Service Quality



Based on the community perceptions presented in Figure 3, the comparative assessment based on the mean score category of responsiveness indicators of land service quality indicates that the community as customers of land services has highest perceptions on the simple requirements of land certificate management and then followed by the impartial settlement of land issues, whereas the community's lowest perceptions are the pro-active provision of land services and then followed by the prompt process of land services. Although there are the community's lowest perceptions on some indicators, the responsiveness dimension of land service quality indicates the mean score 3.71 interpreted as good. The community as service customers perceives the responsiveness dimension of land service quality as good. This research finds that the community perceptions on the responsiveness dimension are related to the land service quality.

The findings of this research regarding the responsiveness dimension of service quality align with the conclusions of previous researches. Hadiyati (2014a) indicated that the responsiveness dimension gave the greatest impact on the service quality. Turay et al. (2017) found the impact of responsiveness dimension on the service quality. Hoe & Mansori (2017) indicated the responsiveness that affected the service quality. Ashraf et al. (2018a, 2018b) found the responsiveness dimension as the significant factor influencing the perceived service quality in the public sector. Nasyita et al. (2019) found that the responsiveness dimension based on the indicators of officers in responding to questions and complaints of taxpayers as well as speed, accuracy, and accuracy in processing vehicle tax payments, indicated the mean score 3.55 interpreted as good. Salbiah et al. (2019) revealed the responsiveness obtaining the mean score



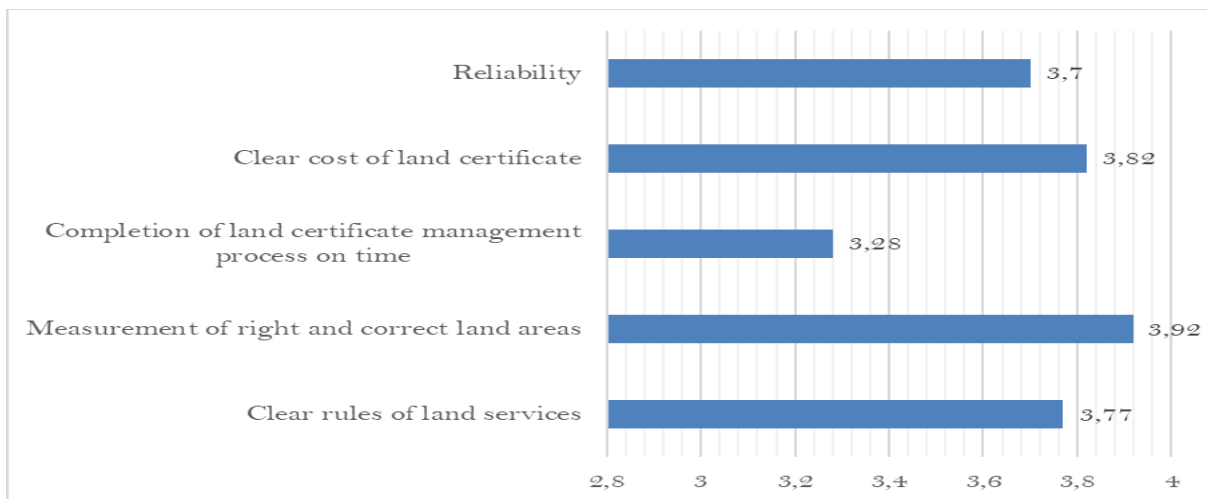
3.71 interpreted as good. Ridwanullah et al. (2019) stated that the community perceived the responsiveness dimension indicating the mean score 3.93 interpreted as good. Muttaqin et al. (2020) found the responsiveness dimension gaining the mean score 3.45 interpreted as good.

4.4 RELIABILITY DIMENSION

Reliability as dimension of land service quality means the ability of service provider to perform promised services dependably and accurately. The community perceptions on reliability dimension of land service quality are shown in the mean score in Figure 4.

Figure 4

Community Perceptions on Reliability Dimension of Land Service Quality



Based on the community perceptions presented in Figure 4, the comparative assessment based on the mean score category of reliability indicators of land service quality indicates that the community as customers of land services has highest perceptions on the measurement of right and correct land areas and then followed by the clear cost of land certificate, whereas the community's lowest perceptions are the completion of land certificate management process on time and then followed by the clear rules of land services. Although there are the community's lowest perceptions on some indicators, the reliability dimension of land service quality indicates the mean score 3.70 interpreted as good. The community as service customers perceives the reliability dimension of land service quality as good. This research finds that the community perceptions on the reliability dimension are related to the land service quality.

The findings of this research regarding the reliability dimension of service quality align with the conclusions of previous researches. Turay et al. (2017) found the impact of reliability



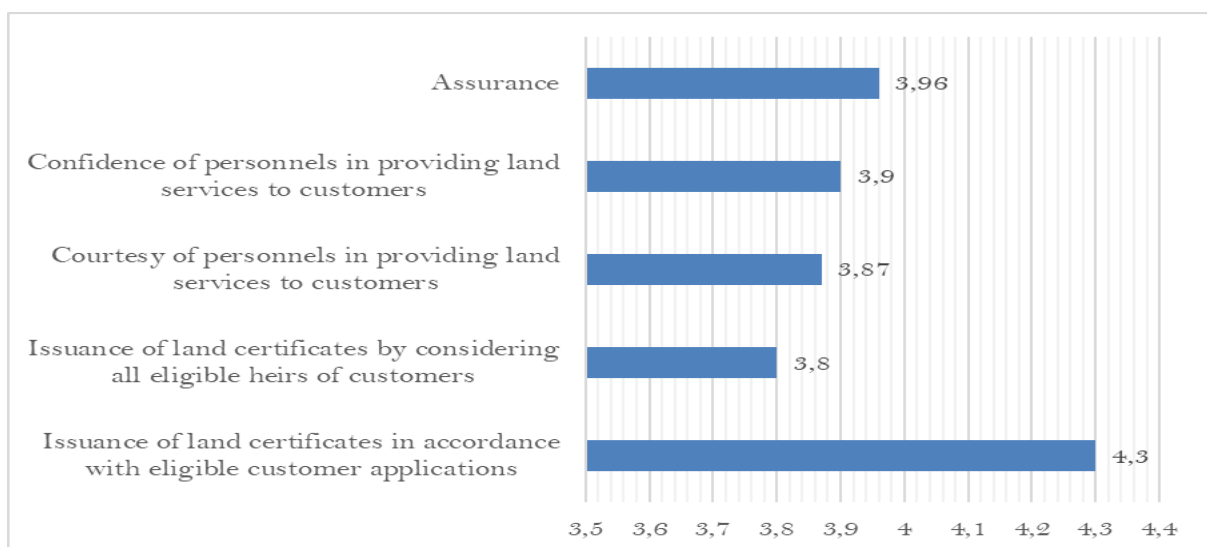
dimension on the service quality. Hoe & Mansori (2017) indicated the reliability that affected the service quality. Ashraf et al. (2018a, 2018b) found the reliability dimension as the significant factor influencing the perceived service quality in the public sector. Nasyita et al. (2019) found that the reliability dimension based on the indicators of the accuracy of officers, clear service standards, the ability of officers, and the expertise of officers in using tools in the process of paying motor vehicle tax payments on compulsory tax, indicated the mean score 3.86 interpreted as good. Salbiah et al. (2019) stated the reliability obtaining the mean score 3.68 interpreted as good. Ridwanullah et al. (2019) revealed that the community perceived the reliability dimension indicating the mean score 4.08 interpreted as good. Muttaqin et al. (2020) found the reliability dimension gaining the mean score 3.43 interpreted as good. Saad & Alshehri (2021) indicated the reliability dimension that had positively affected the service quality. Sari et al. (2022) also indicated the influence of reliability dimension on the service quality.

4.5 ASSURANCE DIMENSION

Assurance as dimension of land service quality consists of the knowledge and courtesy of service provider and its ability to convey trust and confidence among customers. The community perceptions on assurance dimension of land service quality are shown in the mean score in Figure 5.

Figure 5

Community Perceptions on Assurance Dimension of Land Service Quality





Based on the community perceptions presented in Figure 5, the comparative assessment based on the mean score category of assurance indicators of land service quality indicates that the community as customers of land services has highest perceptions on the issuance of land certificates in accordance with eligible customer applications and then followed by the confidence of personnels in providing land services to customers, whereas the community's lowest perceptions are the issuance of land certificates by considering all eligible heirs of customers and then followed by the courtesy of personnels in providing land services to customers. Although there are the community's lowest perceptions on some indicators, the assurance dimension of land service quality indicates the mean score 3.96 interpreted as good. The community as service customers perceives the assurance dimension of land service quality as good. This research finds that the community perceptions on the assurance dimension are related to the land service quality.

The findings of this research regarding the assurance dimension of service quality align with the conclusions of previous researches. Romle et al. (2016) indicated the highest score of assurance dimension in the service quality. Turay et al. (2017) found the impact of assurance dimension on the service quality. Hoe & Mansori (2017) stated the assurance that affected the service quality. Pratama & Sulisworo (2018) indicated the highest answer of assurance dimension in the service quality. Nasyita et al. (2019) found that the assurance dimension based on the indicators of providing timely guarantees, cost guarantees, legality guarantees, and guarantees of cost certainty in services, indicated the mean score 3.81 interpreted as good. Salbiah et al. (2019) stated the assurance obtaining the mean score 3.96 interpreted as good. Ridwanullah et al. (2019) revealed that the community perceived the assurance dimension indicating the mean score 3.93 interpreted as good. Muttaqin et al. (2020) found the assurance dimension obtaining the mean score 3.48 interpreted as good. Saad & Alshehri (2021) indicated the assurance dimension that had positively affected the service quality.

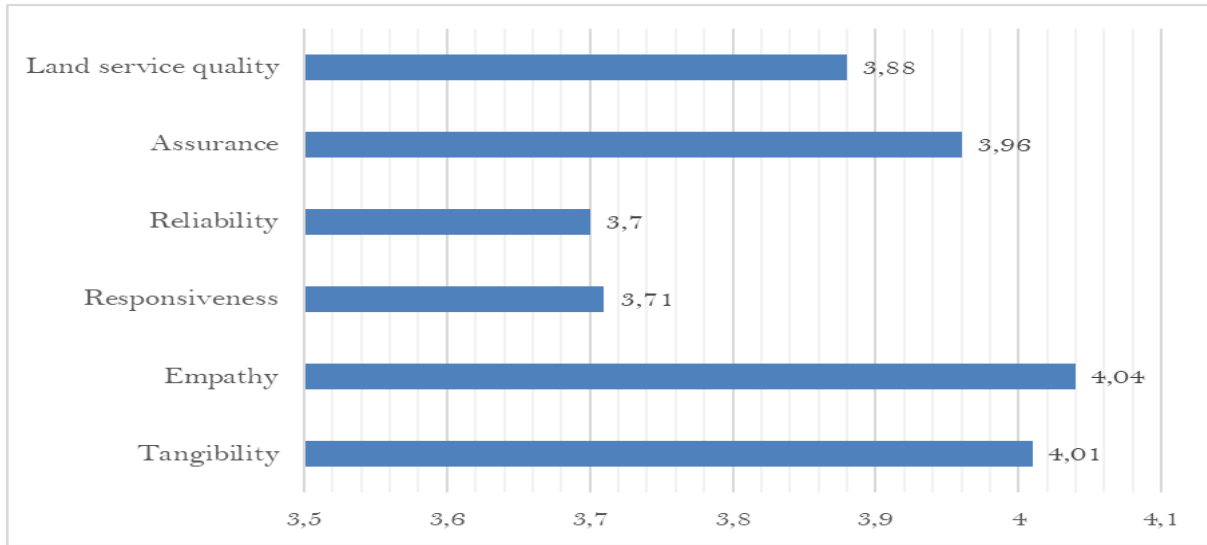
4.6 LAND SERVICE QUALITY

The community perceptions on the land service quality measured by five TERRA dimensions generally indicates the mean score showed in Figure 6.



Figure 6

Community Perceptions on Land Service Quality Dimensions



Based on the community perceptions in Figure 6, the comparative assessment based on the mean score category of five TERRA dimensions of land service quality indicates that the community as customers of land services has highest perceptions on the empathy and then followed by the tangibility, whereas the community's lowest perceptions are the reliability and then followed by the responsiveness and the assurance. Although there are the community's lowest perceptions on some dimensions, the land service quality generally indicates the mean score 3.88 interpreted as good. The community as service customers perceives five TERRA dimensions of land service quality as good. This research finds that the community perceptions on TERRA dimensions are related to the land service quality.

The findings of this research regarding the land service quality dimensions align with the conclusions of previous researches. Hadiyati (2014a) revealed the impact of the dimensions of reliability, assurance, tangible, empathy, and responsiveness on the service quality. Zabri et al. (2016) indicated the community's evaluations on TERRA dimensions of service quality. Bernardianto & Fitriyah (2018) found that the land office in providing services was sufficient to provide good quality services because it was seen from the whole as good. Nasyita et al. (2019) indicated that the service quality in the public sector could be seen from the value of the recapitulation of service quality dimensions obtaining a value of 3.80 in assessing criteria included in the good category. The research of Salbiah et al. (2019) concluded that the land service quality indicated the mean score 3.87 interpreted as good. The community perceived all dimensions of land service quality as good. Ridwanullah et al. (2019) also found that the service



quality indicated the good result by mean score 3.95. The community perceived all dimensions of service quality as good.

Based on the research of land ownership certificate services, Paris (2019) indicated the alignment of five dimensions to the service quality interpreted as good. Wijaya et al. (2020) said that the community's perception on the quality of public services indicated the mean score 3.41 interpreted as good. Muttaqin et al. (2020) in their research concluded that the service quality gained the mean score 3.50 interpreted as good. The community perceived all TERRA dimensions of service quality as good. The research of Sari et al. (2022) also indicated the influence of five dimensions on the service quality.

5 CONCLUSION

To conclude, *firstly*, the community perceptions of five TERRA dimensions of land service quality indicate the tangibility dimension obtaining the mean score 4.01 interpreted as good, the empathy dimension obtaining the mean score 4.04 interpreted as good, the responsiveness dimension obtaining the mean score 3.71 interpreted as good, the reliability dimension obtaining the mean score 3.70 interpreted as good, and the assurance dimension obtaining the mean score 3.96 interpreted as good. And, *secondly*, the comparative assessment based on the mean score category of five TERRA dimensions of land service quality indicates that the community as customers of land services has highest perceptions on the empathy and then followed by the tangibility, whereas the community's lowest perceptions are the reliability and then followed by the responsiveness and the assurance. Although there are the community's lowest perceptions on some dimensions, the community perceptions of five TERRA dimensions of land service quality generally indicate the total mean score 3.88 interpreted as good. Therefore, this research concludes that the community perceives the good result of the land service quality based on TERRA dimensions.

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