RELIABILITY AND VALIDITY TESTS TO SERVQUAL INSTRUMENTS FOR EVALUATING PUBLIC SERVICES PERFORMED BY TUNJUNGTIRTO VILLAGE GOVERNMENT OFFICE AT MALANG REGENCY, EAST JAVA, INDONESIA

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ABSTRACT: The Ministry decree No.63/KEP/M.PAN/7/2003 of Republic of Indonesia gives liberty to local government over villages or urban districts to strive for creating excellent society services according to service standard and its basic principals of qualified service quality. The purpose of this research is determining reliability and validity of ServQual Instruments applied for measuring quality of public service performed by village (local) government office. This research reported the result from reliability and validity test on service quality instruments (ServQual), which eventually will be employed to evaluate the village or local government office when perform or carry out any governmental service throughout Indonesia. Result of these instruments' test declares that ServQual instruments are reliable and valid to apply for measuring or evaluating any public services performed by the village (local) government office with few adjustments to several dimensional items.

Keywords: Public service, Reliable, ServQual instruments, Valid

1. Introduction

The essence of public services implementation by the Indonesia Government becomes a prominent factor in every effort to fulfill society's rights as citizenship of Indonesia. Citizen always demand qualified services from government. The Ministry decree No.63/KEP/M.PAN/7/2003 as referral to public service guidance mentions about explanation of public service standards which ranging from service procedures, service time, services fees, service products, facilities and infrastructure, also staff competencies in providing requested services. This decision gives liberation to local government, whether municipal or regency government to strive for creating an excellent quality of public service for their communities with reference to qualified service standards along with its basic principals in establishing a qualified service for the community. Local communities of Tunjungtirto village, Sub Region of Singosari at Malang Regency, while doing their daily activities were inevitably attached to public services carried out by their local government offices. These offices provide administrative systems and staffs to interact or making direct effort with their communities to convey any administrative services needed by the villagers. Parasuraman et. al (1990) reported that ServQual considers as one useful starting point to investigate any service quality because its flexibility to be equipped with further or more advance researches to delve deeper for searching the real problem as source that cause the quality gap. He also suggested that ServQual questionnaire design with test and psychometric tryouts could be applied in a broader range within service organization.

This research tries to report the result of reliability and validity tests conducted to ServQual instruments for measuring its quality which eventually will be used to evaluate the village (local) government office when carrying out their governmental services throughout Indonesia.

Result of this research will evaluate and provides beneficial information about the office reputation and its local government implementation from their villagers perspective that can be useful for management division of this village (local) government office. This research employs ServQual approaches to measure the reliability and validity of ServQual instruments to be use with selected object (public service) from Tunjungtirto Village Government Office as implementer of government services for its community. The purpose of this research can be stated in problem statements as follow: how to determine reliability and validity of Service Quality Instrument that applied for measuring the quality of public service performed by village (local) government office? To find out or determine the reliability and validity of Service Quality Instrument that applied for measuring quality of public service prominently performed by village (local) government office.

2. Literature Review

ServQual Instruments has been implemented to evaluate the service quality in many business organizations and government organizations. It is a technique to measure service quality by employing 22 instruments which able to assess or measure the customer's expectation and their perceptions along its five quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Zeithalm et al, 1990)

The central idea of SERVQUAL model is to capture the quality of services in a form of function as seen from score differences between Perception and Expectation (P – E) of the respondents. Each attribute of Service Quality puts into category of these following dimensions:

- Tangibles, Appearance of physical facilities, equipment, personnel, and communication materials.
- Reliability, Ability to perform the promised service dependably and accurately.
- Responsiveness, Willingness to help customer and provide prompt service.
- Assurance, Knowledge and courtesy of employees and their ability to convey trust and confidence.
- Empathy, Caring, individualized attention the firm provides its customer.

In relations to Public Service, Zamil (2011) explains that the government as a big organization has its customers; those customers are citizens, businesses and public. Government through its agencies, departments, and ministries provides information and services for each group of its customers, and as a result this performance can be judge fairly only by the customers.

3. Research Method

ServQual instruments were utilized to acquire opinion statements from villagers of Tunjungtirto as respondents who receive any kind of public service from their village (local) government office. These villagers were treated as object in this research. While as data for this research was taken from questionnaire spreadsheets to 20 respondents (The respondents were selected as they were the customer local government office).

The ServQual scale was selected to give a solid foundation in measuring service quality in this research, although in its implementation some adjustments were made to unsure the readiness of this scale to be applied in public service area of (local) village government office. However, its five quality dimensions (tangible, reliability, responsiveness, assurance, and empathy) were still employed in this research. Next, overall items undergo a measurement for Five Point Likert's Scale placement. These selected scales consist of statements from: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. These options are expected to provide respondents with

specific choice to choose over statements inside the research's instrument. Respondents are requested to contact the researcher at any needed time when they encounter a problem during filling in the questionnaire. Then, researcher will conduct the following procedure, Reliability and Validity's Instrument test by employing Cronbach's Alpha and Kaiser–Meyer–Olkin (KMO) tests.

4. Results and Discussion

ServQual instruments have been deployed to 20 respondents in random sequence and they were requested to fill the 22 statement items inside ServQual instruments according to their opinions. The expected result of this research was to gain degrees of stability, consistency, accuracy of the employed research instruments. This research yielded score of Cronbach's Alpha value and Kaiser-Meyer-Olkin (KMO) Coefficient's value. Data analysis result of reliability instruments is presented in Table 1.

Table 1 Result Measurement of Reliability and Validity Instruments

No.	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha	Decision
1	8.478947	3.084211	0.10409	0.778083	0.7790	Reliable
2	8.463158	0.291345	0.237713	0.777489	0.7790	Reliable
3	8.494737	2.827485	0.395382	0.766381	0.7790	Reliable
4	8.478947	2.828655	0.423883	0.764761	0.7790	Reliable
5	8.515789	0.305848	0.023855	0.796033	0.7790	Not Reliable
6	8.484211	2.936257	0.369731	0.769359	0.7790	Reliable
7	8.457895	2.892398	0.481896	0.764466	0.7790	Reliable
8	8.468421	2.878363	0.453212	0.764781	0.7790	Reliable
9	8.468421	2.833918	0.539997	0.760307	0.7790	Reliable
10	8.463158	3.091228	0.046175	0.785613	0.7790	Not Reliable
11	8.463158	2.802339	0.73848	0.754194	0.7790	Reliable
12	8.489474	2.909942	0.209904	0.780748	0.7790	Not Reliable
13	8.531579	2.611696	0.413863	0.767398	0.7790	Reliable
14	8.489474	2.776608	0.621304	0.755213	0.7790	Reliable
15	8.463158	2.802339	0.73848	0.754194	0.7790	Reliable
16	8.473684	2.920468	0.636642	0.763426	0.7790	Reliable
17	8.473684	2.953801	0.345901	0.77061	0.7790	Reliable
18	8.468421	2.845029	0.518171	0.761439	0.7790	Reliable
19	85	3.155556	-0.0776	0.800927	0.7790	Not Reliable
20	8.473684	2.831579	0.603583	0.75855	0.7790	Reliable
21	8.468421	2.889474	0.431729	0.765877	0.7790	Reliable
22	85	2.911111	0.160467	0.788027	0.7790	Not Reliable

From the 22 variables, only 17 variables were scores of 0.779. The score is under the overall value of Cronbach's Alpha. It means that from 22 original statement items from Parasuraman concept employed in this research instrument's test, 17 statement items are passed the validity and reliability test. In other words, there are 5 statements items that failed from this test, which must be eliminated or expelled from this instrument.

This elimination step is made based on the result of Cronbach's Alpha consistency Internal Testing to assure this measurement conducted in a consistent and precise manner. When the value of Deleted Item of Cronbach's Alpha found to be lesser (<) than the Overall Value of

Cronbach's Alpha, then these variables are declare as reliable for this research. On the contrary, when value of Deleted Items of Cronbach's Alpha yields bigger value than Overall value of Cronbach's Alpha then these variables declare as unreliable for this research. These values will indicate two next steps, whether the researcher must conduct sample re-collection or expel the related variable out from the instrument. Then, a decisive action for this research will be expelling that variable out from research's instrument. This decision is aimed to increase the Cronbach's Alpha overall values. When Cronbach's Alpha value is at range of 0.70 then this score is acceptable whereas above 0.80 is consider as good value (Handoko, 2014; 2016; Hair, 2006; 2010). Then, from result testing are found that 17 variables are adequate to be declared as reliable instruments for measuring or evaluating public service quality of village (local) government office.

The ServQual instruments were constructed from reliability analysis results by employing Cronbach's Alpha value. The result measurement is presented in Table 2.

Table 2 Result Measurement of Reliability Analysis

Dimension	*Items in each dimension*
Tangibles	
1	Has up to date equipment
2	Physical Facilities are visually appealing
3	Employees are neat in appearance
4	Materials are visually appealing
Reliability	
6	Shows sincere interest to solve your problems
7	Performs the service right the first time
8	Provides services at the time it promises
9	Keep accurate records
Responsiveness	
1	Give prompt services
1	Never too busy to respond to your requests
Assurance	
1	Employees can be trusted
1	Feels Safe in your interaction with employees
1	Consistently courteous
1	Has knowledge to answer your Question
Empathy	
1	Gives Individual Attention
2	Employees gives personal attention
2	Has your best interests at heart

Dimension's items number 5,10,12,19 and 22 are expelled from construct variables of SERVQUAL dimension, hence the remaining variables are 17 items which found to be reliable and ready to be used as measurement instruments. From recalculation result to 17 items of quality dimension above then yielded 0.847 as the Cronbach's Alpha value. This score is escalating from the previous score of 0.779 while the overall score is presented in Table 3.

Table 3 Result Measurement of 17 ServQual Dimension Items

Result Measurement of 17 ServQual Dimension Items	
Cronbach's Alpha =0.847	N of Items = 17

The result score from Kaiser-Meyer-Olkin (KMO) coefficient is 687 > 5 while score of Bartlett's Test of Sphrericity has a significant value on level of 0.00. Therefore, 17 indicator

variables from 5 dimensions of SERVQUAL can be declared as reliable and valid to be employed as instruments for evaluating the service quality in village (local) government office in Indonesia.

5. Conclusion

The result testing for ServQual instruments are sufficient, reliable and valid to be applied as instruments to measure the quality of public services of the (local) village government office. These 17 variables of service quality dimensions are suitable to use in evaluating services provided by this local government office. These instruments could be applied in other local government office regarding to the similarity of services characteristic, due to the public services standardization. For future research, is necessary to consider the involvement of numerous of local governments from other provinces of Indonesia to strengthen the reliability and the validity of these ServQual instruments, and also for the generalization of the result. It is also important to involve more respondents due to the limited number of the sample of this research. Therefore, for the future research, it is expected to use broaden samples to every villager who needs help in handling any business permit or business investment license in that (local) village government office's area (as demographic factor).

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