

POLICE AND PUBLIC IMAGE SATISFACTION ON QUALITY OF SERVICE IN CORNER DRIVER'S LICENSE UNIT

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Abstract. This research discusses, the influence of physical environmental, technical and functional quality toward customer satisfaction and Police institution image (study at SIM Corner in Indonesia). This purposed of this research to evaluate and analyze. The population of this research is the customer's as the applicant extension of SIM A and SIM C and also SIM A and SIM C at the service management of SIM Corner in Indonesia, as respondent being analyzed are 150 customer's at SIM Corner in Surabaya city and Sidoarjo district, and using non-probability sampling, besides it also using accidental sampling. Date tool using the Structural Equation Modelling (SEM) with path analysis, and the result of this research show that: physical environmental quality proven that it improve the customer satisfaction at SIM Corner; technical quality proven that it improve the customer satisfaction at SIM Corner; physical environmental quality proven that it improve the Police institution image; technical quality proven that it improve the Police institution image; functional quality proven that it improve the Police institution image; consumer satisfaction proven that it improve the Police institution image in Indonesia.

Keywords: quality of physical environmental, technical, functional, customer satisfaction, institution image

Introduction

Police Institution is an institution or organization whose function is to provide protection and services to the public, as well as the complaints and solving problems that arise in the community. But as is well known, that lately the image of the National Police declined slightly because of the many legal cases involving multiple elements at the same lack of ability Police to solve the problems such as corruption, drugs, terrorism, and so forth, to the maximum to make the level of trust and satisfaction of the people to the service Institutions Police slightly reduced which results in decreased image or image INP itself. In order to enhance the image or image, this time the Police Institute strives to improve its services back to the community. In East Java, especially in the city of Surabaya and Sidoarjo regency, various program services again encouraged and enabled such as the

application of safety belt, "Click" on the helmet, program two wheels in the left lane, and so forth. One of the programs that currently stand out is the implementation of mobile SIM and SIM Corner is to provide convenience for people who want to extend SIM A and SIM C. However, whether a given service has been able to satisfy customers or service users SIM Corner, which will then have an impact on enhancing the image of the Police is to be investigated further.

The public image of the police is measured a number of different ways. Sometimes surveys ask about "local" police, police in "your neighborhood" or police in "your area," while other surveys ask about the police as a general institution. The terminology used to gauge public support also varies widely, with questions asking about whether respondents "approve of" or "trust" the police, have "confidence in" or "respect for"

the police, or whether they “support” or have “favorable” views of the police. What makes these terms “general” is that the criteria or standards of performance remain unspecified. They do not ask the public to focus on either police processes or outcomes. The person answering this question could in good conscience choose both, neither, or perhaps something else entirely. And without additional information, we are unable to determine how much weight the survey respondent gives to specific aspects of police performance. Such questions are like those that ask the public to indicate whether they approve of the job that the president of the United States is doing – without specifying any particular aspect of that job. Such questions are useful, however, in that they give the survey respondent an opportunity to offer a summary that takes all of those aspects that are relevant to his or her view into account, weighting each, at least implicitly, as he or she prefers.

Not surprisingly, the terminology used in public opinion polls seems to make a difference in measuring the general image of the police. Another important element to consider in public opinion polls is whether citizens are voicing an opinion about their own previous experiences with the police, those of their neighbors, friends or family members, or simply general impressions based on a number of sources, from television and the media to opinions shared within the subcultures in which they are immersed. With all these questions in mind, it is difficult to come to terms with what constitutes the “general image” of police.

Why is the “general image” of police worth measuring? There are a number of important reasons. First, an understanding of the general image of the police among citizens provides an important indicator of support for the institution among its constituents. Understanding how the public views the police is a crucial first step in improving relationships between the police and communities. This is why community surveys are a prominent component of the community policing movement. Similarly, measurements of the public image of the police can be compared. By producing such measures, agencies can learn whether their image is improving or declining over time, or whether they are held in higher or lower esteem by their citizens than police in other communities.

Second, the general image of the police may affect the sorts of behaviours by the public that greatly interest the police. These include supporting tax initiatives or referenda designed to enhance the resources of local police agencies, to participate in co-production activities like neighbour hood watch, providing the police with information useful to solving crime or improving the quality of life in neighbour hoods. Communities with a poor image of the police will be less likely to support and help the police do their jobs, and more likely to file complaints, launch civil suits, rebel against the police, and produce media problems. Whether there is indeed a strong relationship between these public behaviours and the overall image of the police is an untested, but certainly plausible, thesis.

Finally, there is a small but growing body of evidence that those who view the authority exercised against them as illegitimate are more likely to rebel against authority, or in the case of the police, violate the law. For instance, research has shown that while arrest deters spouse assault among some offenders, it leads others to become even more angry and defiant, which actually increases their recidivism rates. Other research has found that domestic violence arrestees who thought they were treated fairly by police were least likely to reoffend (Paternoster, et al., 1997). While much research remains to be done on the link between the perceived legitimacy of the police and crime rates, there is some evidence to suggest that as institutions like the police lose legitimacy, an increase in crime and rebellion against the police and other legal and political institutions might result (LaFree, 1998; Tyler, 1990).

B. Review of Literature

Public service

Conceptually management of public services by Norman (Nawawi, 2014) states that, the service is a social process, and management is the ability to direct social processes. In the public service, management creates a system of moral values or to serve, not to be served (to serve not to be served). Strength in the public policy making process is one way to create a management and service excellence (excellent service management). Improving the ability of public sector management in achieving

employment levels are high, such as the activity time (delivery on time), superior quality products (high quality of product), reduction of costs for obtaining services (cost reduction) and treatment are increasingly placing the consumer or the people as a party which has dignity, is essential in order to realize the quality of service. According to Savas (Nawawi, 2010) in the public sector, the terminology of government services (government service) is defined as the delivery of services by government agencies through their employees (the delivery of service by a government agency using its own employees). Zeithaml and Bitner (2013) suggested that quality of service is a total experience that can only be evaluated by the customer. Smith and Ennew (Ojo, 2013) argues that the quality of service is an important factor for the performance of the company and a source of competitive advantage.

This study tried to look at the quality of service (service quality) is based on three variables of service quality, an adaptation of the opinion Hutchinsona(2015) and Lovelock(Shanka, 2015), namely:

- a. The quality of the physical environment, related to the physical environment Corner SIM services. Indicators for measuring physical qualities include the environment and supporting facilities, such as: spatial, beauty, cleanliness, and comfort Corner SIM services.
- b. Technical quality, technique or procedure relating to the SIM services Corner.

Technical indicators for measuring the quality of cover: SIM printing machines (machines), a computerized system (computerized system), direct face to face (know-how), and technical problem solving (technical solution).

- c. Functional quality, with regard to SIM services Corner functionally. Indicators to measure the functional qualities include: the ease (assesbility), the appearance of officers (appearance), the behavior of the officer (behavior), internal relations (internal relationship), the attitude of officers (attitudes), contact the customer (consumer contact), and knowledge officer (service-mindedness).

It is difficult to draw sweeping conclusions about changes in the general image of police over time because there are few data sets that collect comparable information over time. There are several reasons why these “longitudinal” data sets are rare. The primary reason is that designing survey questions is a demanding, technical task – one that requires repeated testing among respondents to ensure that they understand the question, that it is not confusing, that the response options make sense, and that it measures the phenomenon of interest. Survey questions, or the response options that go along with them, frequently change format based on feedback from survey respondents, the whims of the researcher, a lack of awareness of prior research, or any

one of several other possible explanations. Readers need to use caution when the format of a question changes even slightly, since any deviation from the trend may be due to the change in the question format rather than a change in the quantity being measured (such as the public image of the police).

To illustrate this point, consider a set of polls conducted in the early 1980s using the same questions on equivalent samples of respondents, but with a slight difference in the response options. In 1981, CBS News and the New York Times polled a national random sample of adults about the degree of confidence they had in the police in their community. The response options were: A Great Deal, Quite a Lot, Some, Very Little, and No Opinion. Fifty-five percent of respondents reported that they had a great deal or quite a lot of confidence. When the survey was repeated about 8 months later in 1982 by the Gallup Corporation, the response options changed: A Great Deal, Quite a Lot, Not Very Much, None at All, and No Opinion. Now 76% of respondents reported having a great deal or quite a lot of confidence. A 1984 survey having the same format as the 1982 survey found similar results, with 75% of respondents reporting a great deal or quite a lot of confidence in police. Then in 1991 the original question format was adopted again, and once again in this poll, 55% of respondents had a great

deal or quite a lot of confidence in the police. It is unlikely that there was a sharp increase in public confidence in the police from 1981 to 1982, which then leveled off until 1984, followed by a gradual reduction through 1991. The more plausible interpretation is that a small adjustment in the response options provided to the survey respondents made an enormous difference in the findings. In this case, "some" was replaced with "not very much" and "very little" was replaced with "none at all." Terminology matters.

Despite the problems with compiling a longitudinal data series, we do have some limited information on trends in the general image of the police. The data series are imperfect; they are missing data for some years, while in other instances polls were conducted twice in the same year. As we have already shown in Exhibit 1, public confidence in the police from 1993 to 2000 has not experienced dramatic changes. An average of about 56% of respondents have a great deal or quite a lot of confidence in the police. In 1993, this figure was 52%, rising to 60% in 1996, and declining back to 54% in 2000.

There are a number of plausible explanations for these changes, such as highly publicized crises and crime trends. These influences have not been explored with rigor, but we can offer an illustration to show how one type of explanation might

be explored in future research. Exhibit 2 shows the relationship between public confidence in the police and crime rates for the 1993-2000 period depicted earlier in Exhibit 1. In this chart, crime rates and public confidence rates for 1994-2000 are expressed in percentage increments above or below their 1993 levels. If declining crime rates promote higher levels of public confidence, then as the yellow and green lines (crime rates) decline, the red line (public confidence) should rise. The chart fails to show the predicted relationship across the entire time period. Even as crime declined at a fairly steady rate during these years, public confidence either remained the same or declined for five of the seven time periods. Public confidence rose only between 1994 and 1996, early in the process. What could account for this pattern? It is possible that the public adjusts its expectations over time, requiring increasingly greater levels of performance to express confidence in police. This is only speculative, however, based on a very limited illustration. We would prefer to have a much longer time period to compare these trends. Also, it is more plausible that if citizens hold police accountable for the crime rate, this relationship would be more readily discernable if we were comparing confidence in the public's assessment of its own police department to the crime rate in that jurisdiction. Perhaps too the

relationship would be clearer if we had data over this time period for the public's assessment of the police ability to reduce crime (rather than a general image question).

It is important to note that although the general image of police is fairly good and fluctuations from year-to-year tend to be quite small, it has been declining steadily since 1996 when measured in terms of public confidence. This is a particularly noteworthy pattern when one considers the enormous investment that the police profession and taxpayers have made in community policing reforms. During this period, billions of federal dollars have been spent to promote community policing, and according to surveys of police leaders, nearly all support it. The press on community policing has been almost entirely positive (Mastrofski and Ritti, 1999). Under this onslaught of good feelings about community policing, it is remarkable that general attitudes about police have changed so little and in fact have declined over the last five years.

Another indicator of how the general image of the police is changing over time comes from a series of public opinion polls on the public's respect toward the police. Exhibit 3 shows that in the 1960s, a period of turbulence for the American police, two public opinion polls found that an average of 74% of respondents had a great deal of

respect for the police. When the polls were repeated four more times in the 1990s, the average number of respondents with a great deal of respect for the police had dropped to just under 59%. The surveys were not conducted in equal time intervals, and they skipped more than two decades, so Exhibit 3 may be masking a much more complicated story. Nonetheless, the decline in respect for police from the 1960s to the 1990s is still quite striking. It tracks fairly closely with another public opinion trend during that period, which is a decline in the percent of Americans who trust their government to do what is right (LaFree, 1998:102).[2]

The most complete longitudinal series on the general image of the police results from the yearly Monitoring the Future surveys conducted by the University of Michigan (Pastore and Maguire, 1999). Since 1987, a nationally representative sample of at least 2,300 high school seniors is asked to report "how good or bad a job is being done for the country as a whole by the police and other law enforcement agencies?" Exhibit 4 shows that the perceived performance of the police declined from 1987 to 1992, fluctuated erratically through 1996, and then began to increase again through 1999. On average, only about 31.4% of seniors surveyed during this period view the police as doing a good or very good job. The remainder, nearly 70% on average, view the

police as doing a fair, poor, or very poor job. The difference between the general image of the police among random samples of high school seniors and adults is pronounced. Age is one of many variables thought to influence the public image of the police. It is to these variables that we now turn.

We conclude this section with another methodological caveat. All of the survey questions we have considered (and will consider) tend to “force” or “channel” respondents to offer an opinion, when they may have no opinion or one that was so weak as to manifest itself only because the issue was raised by the survey researcher. What this means is that potentially many respondents who had not heretofore given the question (e.g., confidence in the police) much thought are now placed in a psychological state by virtue of being questioned that they feel pressure to offer an opinion. One of the ways survey researchers have developed to relieve that artificial pressure to offer an opinion that is weak or nonexistent is to replace “no opinion” with “...or haven’t you thought much about this recently?” The latter provides those with very weakly held views to select a “face-saving” option, and it more accurately portrays the state of the public’s mind about the issue. Another option is to preface all questions about the police with a general question about how much the

respondent has recently thought about the performance of the police. This allows researchers to distinguish views based on how important the topic has been to the respondent. If researchers are attempting to predict what citizens will do as a consequence of their opinions about police (e.g., how they will vote, whether they will participate in police programs, whether they will obey the law), knowing how important this topic is to each citizen would be a valuable piece of information.

Consumer satisfaction

Wellington (2015); Oliver (Payne, 2010); and Tjiptono (2011) reported feeling satisfied consumers arises when consumers compare their perceptions of the performance of the product or service to their expectations. Consumer satisfaction and dissatisfaction is the consumer response to the evaluation of nonconformity (disconfirmation) perceived between prior expectations or other work norm (Cheng, et., al, 2014), with actual performance product that is felt after use. Kotler and Keller (2014), satisfaction is feeling happy or disappointed someone who emerged after comparing the performance or the result of a product that is considered to performance or outcomes. Payne (2010), and Tjiptono (2011), explains that the customer perceived service quality will determine the customer's perception of the performance / results of the service,

which will ultimately have an impact on customer satisfaction or customer satisfaction.

Image of the police

Image or image according to Kotler (2014) is defined as the set of beliefs, ideas, and impressions regarding a persons hold an object. Peoples attitudes and actions toward an object are highly conditioned by that object image. Citra according Khasali (Kelvin, 2014) is an impression arising from understanding reality. The company's image to show the impression of an object against a company formed by processing information at any time from a variety of sources of reliable information. According to Katz (Huang, *et.,al*, 2014), the image is how others see the company, a person, a committee, or an activity. Kotler (2014), customer delivered value (the value received by consumers) are the difference between total customer value with a total customer cost. Total customer value is a bundle (bundle) benefits (profit) expected from a product. Source of total customer value is the product itself, services, personnel, as well as image (image). Suwandi (2011); and Wellington (2015), states that the purpose of a good corporate image for the company to stay alive and the people in it continue to develop creativity even more significant benefits for others.

C. Methods

Sampling

Types of sampling techniques in this study included in non-probability sampling, and

sampling by accidental sampling. During the research conducted, the number of respondents is not known for certain. According to Hair et al. (2012), if the sampling is not localized in one area, then the recommended sample size is between 100-200; or the sample size is approximately 5-10 existing parameters in the model to be estimated, then the sample set of 150 samples were deemed meet the required number of samples to be able to use analytical techniques Structural Equation Modeling (SEM).

Personal Characteristics of the Citizen

Research on the factors influencing the public image of the police typically draws on the “usual suspects”: age, race, sex, income and socio-economic status, victimization history (which will be explored later), and other individual level factors thought to influence attitudes more generally. Since in matters of policing, race is a crucial variable, we examine it apart from the others shortly.

Race. One of the most persistent findings in public opinion polls about the police is that whites are more satisfied with police than nonwhites. This finding has been consistent over the past four decades, emerging from dozens of studies and polls, both in the United

States and abroad (Bayley and Mendelsohn, 1969; Bradley, 1998; Cao, Frank, and Cullen, 1996; Huang and Vaughn, 1996). For instance, in a study of citizen satisfaction with police in 12 cities, conducted by the Bureau of Justice Statistics in 1998, 90% of whites were satisfied with police, compared with 76% of blacks and 78% of those of other races (Bureau of Justice Statistics, 1999). These aggregate racial differences held in 10 of the 12 cities. In Madison, Wisconsin, an equal number of blacks and whites (97%) were satisfied with police, while in Tucson, Arizona more blacks (91%) were satisfied than whites (88%).

Age. Most of the research shows a positive relationship between age and attitudes toward police. Younger people routinely report less satisfaction with the police than older people (Brown and Coulter, 1983; Hindelang, 1974; Jesilow, Meyer, and Namazzi, 1995; Huang and Vaughn, 1996; Smith and Hawkins, 1973). The one study not reporting such an effect was based on a sample of juveniles, suggesting that age may matter when comparing juveniles to adults, but among juveniles, age may not matter as much (Hurst and Frank, 2000). Since this conclusion is based on one study in a single city, it should be viewed with caution. Another study reported that elderly respondents held less favorable attitudes toward the police than younger adults (Huang and Vaughn, 1996;

Zevitz and Rettammel, 1990). These last two research findings suggest that the relationship between age and attitudes toward the police may be curvilinear. In practical terms, this means that juveniles are less satisfied with the police than adults, but that among juveniles, age does not matter. Then, as people age, their satisfaction with police continues to increase, until a certain age level, beyond which attitudes toward the police begin to decrease again. This is mere speculation on our part, since the research on the effects of age on satisfaction with police is not sufficiently developed to warrant firm conclusions.

Gender. The relationship between gender and satisfaction with police is unclear. At least two studies have found that males hold more positive views than females (Brown and Coulter, 1983; Thomas and Hyman, 1977). Other studies have found that females hold more positive views than males (see Huang and Vaughn, 1996, p. 35). Still another study has found that gender had no effect (Hurst and Frank, 2000). We are not sure why the effects of gender are so erratic across different studies.

Socio-economic Status. Poorer people, and those from lower socio-economic classes tend to report less satisfaction with police than those

who are wealthier. For instance, Benson (1981) found that respondents from lower social classes were less satisfied with police. Similarly, Brown and Coulter (1983) found that income and education both had a positive effect on satisfaction with treatment by the police (a variable that can be viewed as both an indicator of the general image of the police and as an indicator of the image associated specifically with police process). However, both Hindelang (1974) and Jesilow, Meyer, and Namazzi (1995) report that education had no effect on attitudes toward police. Decker (1981) notes an important concern about the role of socio-economic status (SES). As we will discuss shortly with regard to race, it is not clear whether it is the individual's socio-economic status that influences attitudes toward police, whether it is the status of the neighborhood, or whether these two variables interact. As we will demonstrate shortly, if SES works in the same fashion as race, neighborhood effects may be more important than individual attributes like SES.

Other influences. Race, age, gender, and SES are the individual variables most commonly considered in research on citizen satisfaction with police. Nonetheless, there are other scattered research findings that may be important to consider. For instance, several researchers have found that people living in the suburbs have better attitudes toward the police than people living in urban areas (Hindelang, 1974; Hurst and Frank, 2000; Thomas and

Hyman, 1977). Another study confirms what might be viewed as common sense, that juveniles with a commitment to delinquent norms are less satisfied with police (Leiber, Nalla, and Farnworth, 1998).

Social scientists have not confirmed what these kinds of differences mean, but there are two theoretical approaches worth considering. One is that people with different characteristics have different experiences and that their opinions about the police are grounded in the objective reality of those experiences. If youths are more likely to be stopped, searched, cited, arrested, and warned than elderly people, then their negative views of police are perfectly understandable as an outgrowth of the different experiences of these two groups. The other theoretical perspective is that people with different backgrounds have different expectations or standards for police – and different ways to interpret events. If a person brings a negative preconception of the police to an experience, then they may be more inclined to focus on police actions that are consistent with that viewpoint and ignore those which are not, or they may simply interpret a given police action in a way that is consistent with that viewpoint.

Neither of the above theories has been thoroughly tested. However, a growing body of evidence suggests that racial differences in

attitudes toward the police may not be a simple function of individual race, but that they are also influenced by broader social structural issues like (1) subcultural attitudes toward the police that are independent of individual experiences, and (2) the characteristics of the neighborhoods where respondents live. Decker (1981) found that community level predictors of individual attitudes toward the police included neighborhood culture and community beliefs about the police. Apple and O'Brien (1983:83) found that "an increase in the number of blacks in the neighborhood increases the opportunity for blacks to associate with others who have negative attitudes toward the police, and this results in an overall increase in their negative sentiment toward the police." Jesilow, Meyer, and Namazzi (1995) found that not liking things about one's neighborhood was associated with negative attitudes about the police. Leiber, Nalla, and Farnworth (1998:169) concluded that "the imposition of legal authority and social control in certain neighborhoods engenders a pervasive resentment and resistance, and that youthful residents of those neighborhoods harbor a general disrespect for the law itself."

Neighborhood Effects. The most striking (and convincing) evidence for neighborhood effects comes from a massive study called the Project on Human Development in Chicago Neighborhoods. Sampson and Bartusch (1999) found that:

Once neighborhood economic disadvantage is taken into account, blacks' views are found to be similar to whites'. Blacks appear to be more cynical toward or dissatisfied with the police only because they are more likely to live where disadvantage is concentrated. Even in neighborhoods where the rate of violent crime is high, there is no difference between the races in attitudes toward the police. Racial differences disappear when neighborhood context is considered. Thus, residents' estrangement from the police is better explained by neighborhood context than race.

Although this is one of the largest and most carefully constructed studies of attitudes toward the police, it is still important to keep in mind that it is based on only one city. One of the enduring lessons of social science is that research evidence – even good research evidence – needs to be replicated over place and time before it can be generalized.

Data retrieval

The primary data is done through personalized technical questionnaires making it possible to give an explanation to the respondents in the questionnaires. Measurements for each variable is in the form of scoring according to Likert scale.

D. Data analysis

Data analysis was performed using path analysis (path analysis) to test the feasibility of the model developed by a structural equation model, it will use some of the eligibility index

that will be used to see the evaluation criteria-models with goodness of fit indices.

It can be seen from Figure 1 which shows that fit the criteria for a model has RMSEA value of 0.077 or less than the cut-off value that is 0.080 and the value of DF / Chi Square of 1.880 or less than the cut-off value which is 2,000. So there are two criteria for goodness of fit index that had been met.

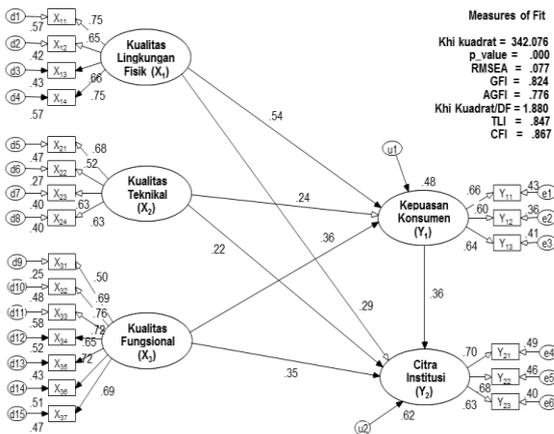


Figure 1

Test the goodness of fit index

E. Research Result

Hypothesis testing is done by t-test at each track direct effect partially. While the hypothesis indirect effect demonstrated through proof of each lane direct effect, which can be seen as follows.

table 1

Regression Line Coefficient

Variabel Independen	Variabel Dependen	Regre ssion Weigh t	P- Value (P<0, 05)
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physical env	Satisfactio n	0,53	0,001
technical	image of police	0,24	0,001
functional	image of police	0,36	0,043
physical env	image of police	0,28	0,032
technical	image of police	0,21	
functional	image of police	0,34	
Satisfaction		0,36	
n		2	

Table 1 shows the quality of the physical environment has a coefficient regression lines amounting to 0.538; $p = 0.001$ ($p < 0.05$), which means the physical environment positively affects customer satisfaction. This means that the higher the quality of the physical environment, the higher the level of customer satisfaction SIM Corner.

Table 1 shows the technical quality of the positive and significant impact on customer satisfaction with the value of regression coefficient of 0.242; and $p = 0.025$ ($p < 0.05$), which means the higher technical quality, the higher the level of customer satisfaction SIM Corner.

Table 1 shows the functional quality positively affects customer satisfaction

shown the value of a regression coefficient of 0.360; and $p = 0.001$ ($p < 0.05$), the higher the functional quality, the higher the level of customer satisfaction.

Table 1 shows the quality of the physical environment has positive influence on the image of Institutions with regression coefficient of 0.288; and $p = 0.031$ ($p < 0.05$), this means that the higher the quality of the physical environment, the higher the image of the police force.

Table 1 shows the positive effect on the technical quality of the image of the institution with a regression coefficient of 0.216; and $p = 0.043$ (0.05), which means that the higher the technical quality, the higher the image of the police institution.

Table 1 shows the functional quality positively affects the image of an institution that demonstrated the value of a regression coefficient of 0.347; and $p = 0.004$ ($p < 0.05$), this means that the higher the quality, the higher functional image of the police institution.

Table 1 shows the customer satisfaction has positive influence on the image of the institution with a regression coefficient of 0.362; and $p = 0.032$ ($p < 0.05$), ie the higher the customer satisfaction, the higher the image of the Police Institution.

Power of influence between a construct, both direct effect and indirect effect can be analyzed through the coefficients of all the lines with arrows one end. The direct effect is the latent variable factor loading of each indicator that form latent variables are analyzed. The indirect effect (standardized indirect effect) can strengthen or weaken the direct influence derived from indicators in the study (Ferdinand, 2012). The influence of direct and indirect effect is shown in the following table.

table 2

Direct influence and intervening

Exogenous variables	X-Y	Z	Σ
Physical	0,288	0,1	0,483
technical	0,216	95	0,303
functional	0,347	0,0	0,477
Satisfaction	0,362	88	0,362
		0,1	
		30	
		-	

Indirectly there is a positive and significant effect of the variable quality of the physical environment of the image of the institution through 0195 customer satisfaction. Indirectly there is a positive and significant effect on the image quality variable Technical Institute through customer satisfaction by 0087. Indirectly there is a positive and significant

effect on the image quality variable functional institution through customer satisfaction by 0.130. Directly there is positive and significant variable image to the satisfaction of consumers Institution of 0.362. This means that if the consumer satisfaction variables changed (Increased) to a more positive one level then the image of the Institution will Also Increase by 0362.

F. Discussion

Overall results of this study indicate that the quality of the physical environment, technical and functional proven to increase customer satisfaction SIM Corner. These results indicate that the quality of the physical environment, technical and functional proven to improve the image of the Police Institution. The results of this study as a whole to support or strengthen theoretical study and empirical studies that have been there. Theoretically line with Welington (2013), Payne (2010), and Tjiptono (2011). Empirically, supports research Landrum (2014), Hutchinsona et al. (2015), Mosahab, et al. (2013), Susanto (2014), Shanka(2015), Fatmaand Ali (2014), Suhartutik (2010), and Setyawati (2011).

The results of this study show that customer satisfaction SIM Corner Institusi. Result proven to improve the image of this study support and strengthen the results of research conducted by previous researchers that Landrum, (2014), Hutchinsona et al. (2015), Mosahab, et al. (2013), Susanto(2014), Shanka(2015), Fatma and Ali (2014),

Suhartutik (2010), and Setyawati (2011) which concluded that the quality of service significantly influence customer satisfaction.

G. Conclusion

Based on the results of research and discussion that was raised, it can be concluded that the environmental quality of technical quality and functional quality are proven to increase customer satisfaction SIM Corner in Indonesia. Similarly, the quality of the physical environment of technical quality and functional quality are proven to improve the image of the Police Institution in Indonesia; and customer satisfaction SIM Corner proven to improve the image of the Police Institution in Indonesia.

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