



# ISEB-2012

International Seminar on Entrepreneurship and Business  
“Entrepreneurship and Innovation for  
Global Competitiveness: Issues and Challenges”

23 April 2012

Universiti Malaysia Kelantan  
Malaysia

# PROCEEDING



Universitas Negeri  
Jakarta



Universitas Negeri  
Malang



Universitas Lambung  
Mangkurat



Universitas Negeri  
Surabaya



Universitas Diponegoro



Universitas Sanata  
Dharma Yogyakarta



Universitas Pendidikan  
Indonesia



Sekolah Tinggi Ilmu  
Ekonomi Banten



Pemerintah Kabupaten  
Kulon Progo



Pemerintah Kota  
Yogyakarta

## UMK's Vice Chancellor Welcome Note

Dear respected delegates of ISEB 2012,

It is my great pleasure to welcome all of you at the Universiti Malaysia Kelantan (UMK) to attend our joint-managing international seminar with eight Indonesian universities and two Indonesian regencies on "Entrepreneurship and Innovation for Global Competitiveness: Issues and Challenges", on April 23, 2012.

The organization of this international seminar at UMK comes from the overall vision of cultivating and inculcating entrepreneurial aspiration among in- and off-campus communities with the aim to produce entrepreneurial society capable of generating wealth for the country.

The goal of hosting this international seminar is to shed light on the vision of UMK to become a leading institution for entrepreneurship education, research, consultancy, publishing, and entrepreneur development. The international seminar focuses on three important objectives:

1. To explore and expand entrepreneurial knowledge and business management through sharing knowledge and experiences among all participants.
2. To foster smart partnerships with local and international organizations that are directly involved in entrepreneurship education and the development of small and medium-sized industries.
3. To be the main catalyst in developing and advancing the field of entrepreneurship and the management of small and medium-sized industries.

The conference is expected to attract about 150 researchers from academia and industry representing more than 50 universities, institutes, research centers, companies, and governmental agencies from more than six countries in the Southeast Asian region.

We hope this international seminar will help us to develop strong relations with the participants in the conferences in order to explore and advance opportunities for joint cooperation in research and professional development in the foreseeable future.

Finally, on behalf of UMK management, faculty, staff, and students; I welcome all of you on UMK campus and wish you a great international seminar participation and pleasant stay in Kota Bharu, Kelantan, Malaysia.

Sincerely,

**Professor Dr. RaduanChe Rose**  
Vice Chancellor  
Universiti Malaysia Kelantan

## ISEB 2012's Chairman Welcome Note

First of all let me congratulate all of you who have been able to send your seminar papers to be selected and published in our inaugural conference proceedings. We have received an overwhelming response from the first day we call for papers, however, due to several reasons our review committee has to decline some of the submitted papers.

International Seminar on Entrepreneurship and Business (ISEB 2012) is set to be an annual event for the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan and we are proud to launch the first issue of our International Journal of ASEAN Entrepreneurship and Business Development (IJAEBD). Twelve of the best papers from the proceedings will be published in this inaugural issue. The international seminar is organized as a platform for academicians, practitioners, policy-makers, students and other stakeholders to discuss and debate issues pertaining to a very important agenda in any region, especially in the Southeast Asian region currently i.e. entrepreneurship agenda.

Many countries in the Southeast Asian region have embarked on entrepreneurial policies that are targeted towards reforming the respective nation's economy. Malaysia, as an example is in the process of extensive transformation and specifically the New Economic Model that was formulated a decade ago to adopt entrepreneurial strategies that can bring Malaysia out of the middle income trap and propels its economy to becoming a high income nation by 2020.

ISEB 2012 also serves as a platform for participants to propose new ideas, share best practices, exchange thoughts and professional discussions and develop networking among them. It is my sincere hope that ISEB 2012 will be able to achieve its intended objectives and participants will be able to acquire the utmost benefit from the discussions and deliberations.

Finally, I would like to take this opportunity to thank all of you that have participated in the seminar and may the event be a successful one.

Thank you.

**Prof. Dr. Mohamed Dahlan Ibrahim**

Seminar Chair

International Seminar on Entrepreneurship and Business (ISEB 2012)

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No	Paper Code	Title
1	E1-01	The Role of Social Entrepreneurship in Changing the Malay Small Business in Terengganu Fishery-Based Industry <i>(Muhammad AbiSofian Abdul Halim&amp;ShaladdinMuda)</i>
2	E1-02	KOOP Guru's Social and Co-Operative Strategies that Boost Entrepreneurial Ventures <i>(SitiSarwaniMohamadSalleh)</i>
3	E2-01	Enhancing the Standards of Professionalism and Education for Student Entrepreneurship and Soft Skills Development in Universiti Putra Malaysia <i>(Zulhamri b Abdullah, Mohamad Shatar b Sabran &amp; Mohd Fauzi Ramlan)</i>
4	E2-02	KajianPengesanan Program IjazahSarjanaMuda-Keusahawan:KesUniversiti Utara Malaysia <i>(Syahrina Abdullah, HabshahBakar, NorashidahHashim, ArmanurahMohamad&amp;OoiYengKeat)</i>
5	E2-03	Entrepreneurship Education Conceptual Model: Towards Improving Community Education and Entrepreneurship Training <i>(MohdAzian bin Husin @ CheHamat, NailaAajjaz &amp; Mohamed Dahlan Ibrahim)</i>
6	E3-01	The Role of Financing Islamic Bank "X" in the Empowerment of MSMEs in Surabaya <i>(Sri Herianingrum&amp;IrhamZaki)</i>
7	E3-02	Venture Philanthropy and other Determinants in Influencing Zakat Paying Intention <i>(Nor Hayati Samba Mohamed, Nor AsiahIdris&amp;NurfazilahainiMuhamadHanafi)</i>
8	E4-01	Integrated Definition of Corporate Entrepreneurship <i>(Harry Entebang&amp; Richard T Harrison)</i>
9	E4-02	Accountability and Transparency: Application of Good Educational Governance <i>(DarmawanSoegandar)</i>
10	E4-03	CabaranPerniagaandanPengalamanPeralihan: FaktorPenentuBagiKejayaanPerniagaanKeluarga <i>(SitiNurHanisbtZahari&amp; Wee Yu Ghee)</i>
11	E4-04	Sustaining the Business Growth of Terengganu Tourism Industry: A Conceptual Framework <i>(ZainuddinZakaria, Muhammad AbiSofian Abdul Halim, MohdTajulHasnan&amp;SyafiniMuda)</i>
12	E4-05	Integrating Corporate Governance in the SMEs: A Challenge of Construction Companies in Terengganu <i>(HasyanizaYahya)</i>
13	E5-01	Healthy Food Entrepreneurship as an Alternative <i>(Trisninawati&amp;AndrianNoviardy)</i>

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14	E5-02	Household Industry on Plastic Waste in Sukunan Village, Yogyakarta, Indonesia (EviGravitariani)
15	E5-03	Marketable Wastes in Selected Philippine Higher Education Institutions (HEIs): Implications for HEIs in the ASEAN Region as Green Industries (DanestoBacdayanAnacio)
16	E5-04	The Utilization of Social Network in Supporting the Competitive Advantage (Lin Yan Syah)
17	E5-05	Information Technology Entrepreneur Opportunities on Economic Development (Anton Adibroto&MohdHafizie Bin Suhaimi)
18	E5-06	PersonalitiUsahawandanOrientasiKeusahawanan Terhadap PrestasiPerniagaanUsahawan Batik Malaysia: SatuKerangkaKonseptual (TengkuKhairi A Rahman&Ghazali Ahmad)
19	E6-01	Applying the Theory of Planned Behavior on Entrepreneurial Intent among Malay Accounting Students in Malaysia (ZainolBidin, FaridahwatiMohdShamsudin&Zainudin Othman)
20	E6-03	Self-Efficacy of Small Entrepreneurs and Its Relationship with Success of Small Medium Industries in Peninsular Malaysia (Suhaila Abdul Kadir& M MohdRosli)
21	E6-04	Dimensions of Entrepreneurial Skill among Student Enterprise: The Case of Universiti Utara Malaysia (ArmanurahMohamad, Nor AishahBuang, Muhammad Hussin)
22	E6-05	Factor Analysis of Determinants Entrepreneurship Intention at SebelasMaret University's Students (AsriLaksmiRiani, Herulrianto&AgusWidodo)
23	E6-06	Exploring the Inter Relationship of Unit Trust Investors and Entrepreneurs: Are Investors "Investopreneurs"? (Tan Boon Pin & NailaAajjaz)
24	E6-07	Code of Conduct for SME in Bali and Makassar Indonesia: An Experimental Research (YantoSidikPratiknyo, HenkySatrio&Riana Sinaga)
25	E6-08	Family Occupation is a Contributing Element Towards Students Entrepreneurial Inclination (Norshalizabt Abdul Razit @ Abdul Razak, NailaAajjaz&Ghazali b Ahmad)
26	E6-09	Entrepreneurial Competencies and Sustainability of Small Medium Enterprises in Malaysian Tourism Industry (ZalehaMohamad& Anita MdShariff)

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28	B1-02	Financial Ratio to Distinguish Islamic Banks, Islamic Business Units and Conventional Bank in Indonesia <i>(Ulfi Kartika Oktaviana &amp; Fitriyah)</i>
29	B1-03	Analysis of Integrity of Company's Financial Statement Listed in Corporate Governance Perception Index (CGPI) <i>(Maria Natalia, Golrida Karyawati &amp; Budi Hermawan)</i>
30	B1-04	The Influence of Direct Labor Cost to Gross Profit of Aerostructure Division of Dirgantara Indonesia, Ltd <i>(Wulan Sari Astami)</i>
31	B1-05	A Comparison of Islamic Portfolio and Market Portfolio at Indonesian Market <i>(Fajri Adrianto)</i>
32	B1-06	The Corporate Investment Participation in Developing Waqf Properties in Malaysia <i>(Hydzulkifil bn Hashim &amp; Asmak Ab Rahman)</i>
33	B1-07	Strategic Considerations Impacting Survival of Venture Capitalist in Malaysia <i>(Badruddin A Rahman)</i>
34	B1-15	Money Illusion: The Incurable and Non-Exception Financial Phenomenon (A Case of Jakarta Metropolis Middle-Lower Group) <i>(Agung Dharmawan Buchdadi, Dedi Purwana, Ari Warokka &amp; Umi Mardiyanti)</i>
35	B2-01	Validating the ISO9001:2000 Quality Management System in Assessing Teacher Performance of SMKN 3 and SMKN 11 Bandung <i>(Maria Ulfah Catur Afriasih)</i>
36	B2-02	Examining the Relationship among Talent Retention, Job Satisfaction and Turnover Intention: A Conceptual Framework <i>(Chee-Wee Tee)</i>
37	B2-03	Management Control System, Dysfunctional Behavior and National Culture <i>(Lili Sugeng Wiyantoro &amp; Tubagus Ismail)</i>
38	B2-04	Managing "the H/P culture": A comparative study <i>(Mohd Hakim Abdul Hamid, Mohd Rafi Yaacob &amp; Mohd Nazri Muhayiddin)</i>
39	B2-05	A Model of the Quality Management System Outcomes at the Public University: A Case Study at UiTM <i>(Azman Che Omar)</i>

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41	B2-08	Corporate Resources Portfolio as a Determination Strategy Basis in Improving Competitive Advantage ... <i>(Purwohandoko, Sri Setyolriani, Andre DwijantoWitjaksono)</i>
42	B2-09	The influence of Service Quality Perception and Relationship Quality toward Customer Loyalty: A Research on Cellular Providers in West Java <i>(WasesoSegoro&amp;NandanLimakrisna)</i>
43	B2-10	Human Resource Recruitment in Islamic Management Perspective <i>(Sri Herianingrum&amp;Meri Indri Hapsari)</i>
44	B2-11	Empowering Small and Medium Enterprises in West Sumatra: Towards Sustained Competitive Advantage <i>(RebiFaraHandika)</i>
45	B2-12	Analysis of Information Technology User Behavior Model by Creative Economy-Based Entrepreneurs <i>(RatihHurriyati)</i>
46	B2-13	Organizational Commitment and job Satisfaction as Consequences of Empowerment and Transformational Leadership (Case in AndalasUniversity) <i>(Fadhilalrwany)</i>
47	B2-14	The Re-Engineering of Training Implementation Management of Entrepreneurship Class on Vocational High School as a Model of Youth Entrepreneur Invention in East Java <i>(Anik Lestari Andjarwati)</i>
48	B2-15	Analysis on the Quality of Educational Services in a Effort to Improve the Image of Higher Education <i>(PuspoDewiDirgantari)</i>
49	B2-16	Analysis of the Application of Total Quality Management on the Internal Audit Function (A Case Study on SMEs in Palembang) <i>(Poppy Indriani&amp;Harnovinsah)</i>
50	B2-17	The Effect of Training and Compensation on Employee's Productivity: An Empirical study at AJB BUMIPUTERA, Operations Division, Branch Office Rawamangun, Jakarta <i>(Agung AWSWaspodo, AgungWahyuHandaru&amp;AndhikaWahyuT'rtayasa)</i>
51	B2-18	Personal Knowledge Management (PKM): A Proposed Conceptual Framework <i>(MohdMison Omar, RomizaMdAkhir, Noor Raihan Abdul Hamid)</i>

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54	B2-23	Exploring Critical Success Factors for a Customer Relationship Management in a Cooperative ( <i>Yasmin Hassan &amp;SarwaniMohamadSalleh</i> )
55	B2-24	BudayaKeselamatanDalamIndustriPembuatan: PerananPenguatkuasaanUndang-UndangdanPersekitaranKerjaDalamMeningkatkanTahapKeselamatan ( <i>Nor AzmabtRahlian, Nik Wan bin Omar, AzizahEndut&amp;NurHaizalbt Mat Yaakob</i> )
56	B2-25	Competitive Advantage through Organizational Learning: To What Extent Does It Influence Employees' Competency? ( <i>NorudinMansor&amp;AzyaneeLuqman</i> )
57	B2-26	A Test of Mediating Role of Job Satisfaction in the Relationship between Job Stress and Perceived Organizational Support: Evidence from Indonesians' Nurses ( <i>RendiJenesa&amp;HarifAmaliRivali</i> )
58	B2-27	ArsitekturStrategik Unit Usaha Syariah PT Bank X ( <i>AdhySuryadi</i> )
59	B3-01	Implementation of Experiential Marketing for Loyalty Creation in Humaira Salon ( <i>Christianingrum</i> )
60	B3-02	Influence of Awareness, Perceived Importance and Perception Towards Others on Intention to Implement Tourism Marketing: Evidence from Indonesian Tourism Small and Medium Enterprises ( <i>Ike JanitaDewi</i> )
61	B3-03	The Implementation of Marketing Factors and Social Networking Affecting the Success of Bag and Suitcase Industry in Tanggulangin-Sidoarjo ( <i>Nadia Asandimitra, Tri Sudarwanto&amp;Widyastuti</i> )
62	B3-04	The Influence of Price Perception and Advertising Purchasing Decision ( <i>MohamadRizan, AgungKresnamurti&amp;GhassanyHasyati</i> )
63	B3-05	Academic Performance Cannot be Mediating Self Variables on Consumption Behavior: Empirical Study Senior High School Student in Surabaya ( <i>Jun Surjanti, Sanaji&amp;DwiarkoNugrohoseno</i> )



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66	B3-08	The Effect of Experiential Marketing on Branded Customer Experience and Restaurant and Café's Customer Loyalty and Its implication on the Image of Bandung as Indonesian Tourism Destination (LiliAdiWibowo)
67	B3-09	Analysis of Product Attributes in Cihampelas Area as a Shopping Tourism Destination in Bandung Indonesia (Vanessa Gaffar&RiniAndari)
68	B4-01	The Role of Innovation in Economic Growth: Evidence From Malaysia (NurNaddiaNordin&NurHaizaNordin)
69	B4-02	Role of Human Capital, Foreign Direct Investment (FDI) and Innovation on Economic Growth in BRIC Countries (NurHaizaBintiNordin&NurNaddiaBintiNordin)
70	B4-04	Government and Entrepreneur's Concern in Overcome the Poverty Level on the Banks of Musi River (Heriyanto&AprilyantiPratiwi)
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73	B4-07	MenekanLajuInflasiDenganPemerataanWaktuProyekPemerintahSebagaiUpayaMempertahankanStabilitasKurs Rupiah (DarmawanSoegandar)
74	B4-08	Fairness and Moral Hazard as New Themes in Public Service Quality: Evidence from Entikong, Official Indonesia-Malaysia Land Transport Crossing-Point (DediHerdiansyah&ArifPerdana)

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BUSINESS TRACK**

NO.	Code	Author	Paper Title
1.	B1-01	<b>Rahmad Effendi</b> <a href="mailto:rahmad_effendi@mail.binadarma.ac.id">rahmad_effendi@mail.binadarma.ac.id</a> (Binadarma University, Indonesia)	Analysis of Role of Microfinance Institutions in Improving Small Micro Enterprises Funding: A case Study of Palembang
2.	B1-02	<b>Ulfi Kartika Oktaviana</b> <a href="mailto:ulfiko@yahoo.com">ulfiko@yahoo.com</a> <b>Fitriyah</b> <a href="mailto:Urannia_uin@yahoo.com">Urannia_uin@yahoo.com</a> (Islamic State University Maulana Malik Ibrahim Malang, Indonesia)	Financial Ratio to Distinguish Islamic Banks, Islamic Business Units and Conventional Bank in Indonesia
3.	B1-03	<b>Maria Natalia</b> <a href="mailto:marianatalia90@hotmail.com">marianatalia90@hotmail.com</a> <b>Golrida Karyawati</b> <a href="mailto:golrida@yahoo.com">golrida@yahoo.com</a> <b>Budi Hermawan</b> <a href="mailto:budi.hermawan@ibii.ac.id">budi.hermawan@ibii.ac.id</a> (Institut Bisnis dan Informatika Indonesia)	Analysis of Integrity of Company's Financial Statement Listed in Corporate Governance Perception Index (CGPI)
4.	B1-04	<b>Wulan Sari Astami</b> <a href="mailto:wulansariastami@yahoo.com">wulansariastami@yahoo.com</a> (Indonesia University of Education Bandung, Indonesia)	The Influence of Direct Labor Cost to Gross Profit of Aerostructure Division of Pt.Dirgantara Indonesia (Ltd.)
5.	B1-05	<b>Fajri Adrianto</b> <a href="mailto:fajri.adrianto@hotmail.com">fajri.adrianto@hotmail.com</a> → Department of Management, Faculty of Economics, Andalas University Padang, Indonesia	A Comparison of Islamic Portfolio and Market Portfolio at Indonesian Market
6.	B1-06	<b>Hydzulkifli Ibn Hashim</b> <a href="mailto:hydzulkifli@gmail.com">hydzulkifli@gmail.com</a> <b>Asmak Ab. Rahman</b> <a href="mailto:asmak@um.edu.my">asmak@um.edu.my</a> → Faculty of Syariah (Syariah & Economy) Universiti Malaya, Malaysia	The Corporate Investment Participation in Developing Waqf Properties in Malaysia
7.	B1-07	<b>Badruddin A. Rahman</b> <a href="mailto:badruddin@uum.edu.my">badruddin@uum.edu.my</a> → School of Business Management, Universiti Utara Malaysia	Strategic Considerations Impacting Survival of Venture Capitalist in Malaysia
8.	B1-08	<b>Rida Rahim</b> <a href="mailto:rida_rahim95@yahoo.com">rida_rahim95@yahoo.com</a> Management Department Faculty of Economics Andalas University Padang	The Effect Of Capital Structure With The Cost Of Capital As A Moderating Variable, Development Policy And Dividend Policy Of The Company's Investment In Consumer Goods Industries That Listing On The Indonesia Stock Exchange (BEI)
9.	B1-15	<b>Agung Dharmawan Buchdadi,</b> <b>Ari Warokka, Haryo Kuncoro &amp; Umi Mardiyanti</b> Management Department Faculty of Economics	Money Illusion : The Incurable and Non-Exception Financial Phenomenon ( A Case of Jakarta Metropolis Middle-Lower Group)

		State University of Jakarta <a href="mailto:agungdharmawan@feuni.ac.id">agungdharmawan@feuni.ac.id</a>	
10.	B2-01	<b>Maria Ulfah Catur Afriasih</b> <a href="mailto:cherie_959@yahoo.com">cherie_959@yahoo.com</a> → School of Post Graduate Study, Magister of Business Managemen, UPI Bandung, Indonesia	Validating the ISO9001:2000 Quality Management System in assessing teacher performance of SMKN 3 and SMKN 11 Bandung
11.	B2-02	<b>Chee-Wee Tee</b> <a href="mailto:teecw@utar.edu.my">teecw@utar.edu.my</a> → Faculty of Business and Finance, Universiti Tunku Abdul Rahman, Malaysia	Examining the relationship among talent retention, job satisfaction and turnover intention: A conceptual framework
12.	B2-03	<b>Lili Sugeng Wiyantoro</b> <a href="mailto:li2k_feuntirta@ymail.com">li2k_feuntirta@ymail.com</a> <b>Tubagus Ismail</b> <a href="mailto:ismailtb@yahoo.com">ismailtb@yahoo.com</a> → Sultan Ageng Tirtayasa University, Indonesia	Management control system, dysfunctional behavior and national culture
13.	B2-04	<b>Mohd. Hakim Abdul Hamid</b> <a href="mailto:mohdhakim@gmail.com">mohdhakim@gmail.com</a> <b>Mohd. Rafi Yaacob</b> <a href="mailto:rafi@umk.edu.my">rafi@umk.edu.my</a> <b>Mohd. Nazri Muhayiddin</b> <a href="mailto:mnazri@umk.edu.my">mnazri@umk.edu.my</a> → Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan, Malaysia	Managing Phreakers Attack: A comparative Study
14.	B2-05	<b>Azman Che Omar</b> <a href="mailto:cheomaradr346@gmail.com">cheomaradr346@gmail.com</a> → Faculty of Business Management, UiTM Kelantan, Malaysia	A model of the quality management system outcomes at the public university: A case study at UiTM
15.	B2-07	<b>Nur Haizal Mat Yaakob @ Ariffin (UnisZA)</b> <a href="mailto:haizal@unisza.edu.my">haizal@unisza.edu.my</a> <b>Prof. Dr. Muhammad Hariri Abdullah</b> (UiTM, Shah Alam, Malaysia) <a href="mailto:mhariri2003@yahoo.co.uk">mhariri2003@yahoo.co.uk</a> <b>Prof. Dr. Marzuki Ibrahim</b> (UiTM, Machang, Malaysia) <a href="mailto:marzukiibrahim@kelantan.uitm.edu.my">marzukiibrahim@kelantan.uitm.edu.my</a> <b>Firoz @ Mohd Firoz bin Ahmat Basri</b> (UnisZA, Malaysia) <a href="mailto:firoz@unisza.edu.my">firoz@unisza.edu.my</a> <b>Fauzilah binti Salleh</b> (UnisZA, Malaysia) <a href="mailto:fauzilah@unisza.edu.my">fauzilah@unisza.edu.my</a>	The Important Of Design Knowledge For Decision Maker
16.	B2-08	<b>Purwohandoko</b> <a href="mailto:warogpurwo2008@yahoo.co.id">warogpurwo2008@yahoo.co.id</a> <b>Sri Setyolriani</b> <a href="mailto:srisetyo2009@gmail.com">srisetyo2009@gmail.com</a> <b>Andre DwijantoWitjaksono</b> <a href="mailto:dwiyanto23@yahoo.co.id">dwiyanto23@yahoo.co.id</a> → Faculty of Economic, Universitas Negeri Surabaya, Indonesia	Corporate Resources Portfolio As A Determination Strategy Basis In Improving Competitive Advantage

17.	B2-09	<b>Waseso Segoro</b> (Gunadarma University) <a href="mailto:waseso@staff.gunadarma.ac.id">waseso@staff.gunadarma.ac.id</a> <b>Nandan Limakrisna</b> (Persada Indonesia University) <a href="mailto:amarta.nandan@gmail.com">amarta.nandan@gmail.com</a>	The influence of Service Quality Perception and Relationship Quality toward Customer Loyalty: A Research on Cellular Providers in West Java
18.	B2-10	<b>Sri Herianingrum</b> <a href="mailto:sriheria@yahoo.co.id">sriheria@yahoo.co.id</a> <b>Meri Indri Hapsari</b> <a href="mailto:meryn_04@yahoo.com">meryn_04@yahoo.com</a> → Economics and Business Faculty, Universiti Airlangga, Indonesia	Human Resource Recruitment in Islamic Management Perspective
19.	B2-11	<b>Rebi Fara Handika</b> <a href="mailto:rhandika@gmail.com">rhandika@gmail.com</a>	Empowering Small and Medium Enterprises in West Sumatra: Towards Sustained Competitive Advantage
20.	B2-12	<b>Ratih Hurriyati</b> <a href="mailto:ratih@upi.edu">ratih@upi.edu</a> → Indonesia University of Education, Bandung, Indonesia	Analysis of Information Technology User Behavior Model by Creative Economy-Based Entrepreneurs
21.	B2-13	<b>Fadhilla Irwandy</b> <a href="mailto:fhadilla.irwandy@gmail.com">fhadilla.irwandy@gmail.com</a> → University of Andalas, Indonesia	Organizational Commitment and job Satisfaction as Consequences of Empowerment and Transformational Leadership (Case in Andalas University)
22.	B2-14	<b>Anik Lestari Andjarwati</b> <a href="mailto:yessy.artanti@gmail.com">yessy.artanti@gmail.com</a> → Faculty of Economy UNESA, Indonesia	The Re-Engineering of Training Implementation Management of Entrepreneurship Class on Vocational High School as a Model of Youth Entrepreneur Invention in East Java
23.	B2-15	<b>Puspo Dewi Dirgantari</b> <a href="mailto:dewiez_thea@yahoo.co.id">dewiez_thea@yahoo.co.id</a> → Department of Management Science Indonesia University of Education, Bandung, Indonesia	Analysis on the Quality of Educational Services in a Effort to Improve the Image of Higher Education
24.	B2-16	<b>Poppy Indriani</b> <a href="mailto:poppy_ucat@yahoo.com">poppy_ucat@yahoo.com</a> <b>Harnovinsah</b> <a href="mailto:noviuib@gmail.com">noviuib@gmail.com</a> → Faculty of Economics, University of Bina Darma, Palembang, Indonesia	Analysis of the Application of Total Quality Management on the Internal Audit Function (A Case Study on SMEs in Palembang)
25.	B2-17	<b>Agung A.W.S. Waspodo</b> <a href="mailto:awaspodo@gmail.com">awaspodo@gmail.com</a> <b>Agung Wahyu Handaru &amp; Andhika Wahyu T'rtayasa</b> → Faculty of Economics, Universitas Negeri Jakarta, Indonesia	The Effect of Training and Compensation on Employee's Productivity : An Empirical study at AJB BUMIPUTERA, Operations Division, Branch Office Rawamangun, Jakarta
26.	B2-18	<b>Mohd Misron Omar</b> <a href="mailto:misronomar@gmail.com">misronomar@gmail.com</a> <b>Romiza Md Akhir</b> <a href="mailto:romiza@umtech.edu.my">romiza@umtech.edu.my</a> <b>Noor Raihan Abdul Hamid</b>	Personal Knowledge Management (PKM): A Proposed Conceptual Framework

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# Fairness and Moral Hazard as New Themes in Public Service Quality

## Evidence From Entikong: Official Indonesia-Malaysia Land Transport Crossing-Point

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*Abstract*— This research is an attempt to better understand the dimension of public service quality. A phenomenological study was conducted at the Entikong border checks point. Entikong is a part of transportation services between Indonesia and Malaysia. Data in this study were collected from five participants who have had experiences in receiving services at the Entikong border. Based on the interviews conducted, in-depth analyses were then performed to determine the dimensions of service quality that emerged in the public service. Interestingly, the study highlights two new themes appeared from the analysis. The authors offer fairness and moral hazard as new dimensions in public service quality. These dimensions are then suggested to be important things to understand public service quality. The current paper also discusses implications for policy making, practice, and research related to service quality and social entrepreneurship.

*Keywords:* public service quality; fairness; moral hazard; Entikong border; phenomenology

### I. INTRODUCTION

No one can deny that the current global phenomenon shows that placing a high priority on customer satisfaction is very important in improving organizational performance (Magesh, 2010). Satisfied customers are central to optimal performance and financial benefits. All business organizations over the world have raised the customers' role as a major stakeholder since the last twenty years. Customers should be viewed as a group which is satisfied by organization's programs and services. Therefore this should be included in organizational strategic planning. Organizations that have a vision for the future will obtain the value directly through the measurement and tracking of customer satisfaction as an indicator of the success of strategic importance.

A better understanding of customer perception is the pre-requisite of future action of a company to meet customers' demands. Taking this factor into account, they can identify their own strengths and weaknesses, where they are compared with their competitors as well. Subsequently, they can map out strategies for future business process development and improvement. Customer satisfaction measurement will result in an increased focus on outcomes obtained by the customer, as well as stimulating improvements in practices and work processes within the organization.

Unlike the private organization, service quality in public sector organizations are often ignored (Haley and Grant, 2011). This is due to competitiveness occurred in the public sector is lower than the private sector. Public sectors seem they are not really require a service quality, because they perceived that there is no other choice for their customer to switch to a similar service as it happens in private sector (Gowan et al. 2001). There are many public services that could be investigated further; one of them is

transportation services. Quality of transport services is important because it is closely linked to population movements from one place to another which certainly occurs from time to time. Good transport services will also affect other life events such as timeliness in the distribution of goods and services.

There are quite a few researches that investigated the indicators of service quality in public transport. Thus, there has been a paucity of qualitative or quantitative research providing insight into this problem. The use of SERVQUAL model to measure customer satisfaction of public transportation had been implemented by Simona (2011) in Romania. Availability, convenience and satisfaction are the key dimensions that must be considered in public transport services. Randheer et al. (2011) apply the SERVQUAL model to analyze the customer's perception of public transport services in the twin cities of Hyderabad and Secunderabad, India. The results of this study suggested the need for improvements in the SERVQUAL measurement by adding cultural dimensions in its application to the public sector. Meanwhile, Lai and Chen (2011) attempts to analyze the perceptions and satisfaction of consumers of public transportation in Taiwan in a more comprehensive way by using multiple dimensions which will be the antecedents of behavioral in using the transportation services. The dimensions are service quality, perceived value, satisfaction, and involvement.

Based on the above backdrop, this study seeks to investigate in depth about the service quality for public transport services in Indonesia, especially at the Entikong border check point. Even though classifying this service as transport services seems debatable, the author would however like to say that the role of this service is very important to speed up the population movements and distribution of goods and services between Indonesia and Malaysia. Thus it can be said that this services is a part of transportation services. Entikong was chosen due to its geographical reasoning. Entikong is located on West Kalimantan region, Indonesia. It is strategic because it borders with Malaysia. In addition, Entikong is the only official Indonesia-Malaysia land transport crossing point in Indonesia. High quality of service in this transport crossing point certainly will lead to a major impact on the political aspects, economic, social and cultural resources of both countries.

In fact, service quality at the Entikong border should be improved. Among varieties of real phenomena was found regarding service quality at the border are as follows, (1) Limited queue places to check immigration documents. Therefore, the queue is often quite dense. Moreover, there are a lot of travelers' belonging which result in a crowded situation; (2) The spread of illegal money changers around the queue contributed to crowded and uncomfortable atmosphere; (3) The number of luggage scanners to examine travelers' belonging is inadequate in number. Certainly, this worsens the queue; (4) Lack of information, for instances, procedures that must be passed by travelers to be able to immediately resolve his affairs towards the destination (e.g. pamphlets, brochures, or bulletin boards); and (5) Toilet facilities are less treatment and disposal of water channels are often jammed resulting in waterlogged on the floor that cause odor. The phenomena occurred at the border is a crucial item that must be improved in order to enhance the service quality. This is in line with what has been found by dell'Olio, Ibeas and Cecin (2011). Their investigation toward public transport services revealed that waiting time, cleanliness and comfort are shown to be the public transport variables that users most valued.

In this paper, a study conducted at the Entikong border. Phenomenological qualitative research design was chosen to explain the experiences of travelers when they use one or any particular service at the Entikong border. Scarcity of research focused on the public service quality became the basis for this study. The purpose of this study is to understand the services delivery at the Entikong border and how to improve the service quality in this public sector toward proposed model relating to the service quality dimension. Previous researchers have investigated some dimension of public service quality; however, they have not found fairness and moral hazard as the dimensions. Interestingly, based on the experience of the travelers, in the current study, the new themes appeared in the dimension of service quality in the proposition. The author then proposed fairness and moral hazard dimension. Moral hazard refers to the compliance to the ethics and moral standard and regulation while people serve other people in public service. Meanwhile, fairness refers to the extent to which people believe they are treated equally. This model was developed from the perception of travelers in communicating their experiences when getting a service at Entikong border toward the service quality of its CIQ (Custom, Immigration and Quarantine) staff.

The following section first introduces background for the research and related literature review (Section 2). Then the methodology section is started by structuring describing the chosen research design, participants and data collection (Section 3). Section 4 mapping the participants' responses which continues with the propositions to solve the problems stated in this study. Discussion, implications, limitations and some future research opportunities are then examined in the Section 5 and finally the outcomes of this paper are concluded in Section 6 to summarize the analysis results.

## II. LITERATURE REVIEW

Conceptualization and measurement of perceived service quality has been the subject of the most debated and controversial in the literature of marketing services across the time. There are two important paradigms in the service quality namely the expectation-disconfirmation paradigm and the performance paradigm. Both of them has a different view, the former suggest that the quality perceptions arise because of the expectations, while the later says only performance should be considered to assess the perceived service quality. Those paradigms are further resulted in the two frameworks: SERVQUAL (Parasuraman, Zeithaml and Berry, 1985) and SERVPERF (Cronin and Taylor, 1992). The debate regarding the topics continues to rise. Some studies investigated the possibility to integrate the concept of SERVQUAL or SERVPERF into the new industries (i.e. Dean, 1999; Dabholkar et al., 1995 ; Caruana and Pitt, 1997; Durvasula, Lysonski, and Mehta, 1999) as well as to replicate the conceptual structure of SERVQUAL or SERVPERF (Marshall and Smith, 2000; Rust dan Oliver, 1994; Ekinci, Prokopaki, Cobanoglu, 2003; Caro & Garcia, 2008). Apart from that, perceived service quality has been proven to be a difficult concept to grasp (Brady and Cronin, 2001). This is because there are many subjective aspects in service quality which are difficult to measure within a quantitative framework (Carvalho, Brito, and Cabral, 2011).

Related to the dimensions of service quality, there are significant improvements in some literatures, about how the perception of service quality should be measured (Cronin and Taylor 1992; Parasuraman, Zeithaml, and Berry 1985, 1988, 1991, 1994, Teas 1993; Kettinger, Lee, and Lee, 1995). The researchers generally adopt one of the two existing conceptualizations. The first is the perspective of 'Nordic' (Grönroos, 1982, 1984), which defines the dimensions of service quality in a global context which consists of functional and technical quality. Secondly, the 'American' perspective (Parasuraman, Zeithaml, and Berry, 1988), who use terms that describes the characteristics of the service encounter (ie, reliability, responsiveness, empathy, assurance, and tangibility). This more recent conceptualization dominates the literature on service quality.

Although it is clear that the perceived service quality based on several dimensions, but there is no general agreement regarding the nature or contents of the dimension. Several studies reveal some type of dimensions of service quality, for instance: two dimensions: the functional and technical quality (Grönroos 1982; Lehtinen and Lehtinen 1982), three dimensions: products, services, environmental services and how service delivery (Rust and Oliver, 1994), and even ten dimensions have been suggested by Parasuraman, Zeithaml and Berry (1985), reliability, responsiveness, competence, access, courtesy, communication, credibility, security, ability to understand customers, and physical evidence. The dimensions then further reduced into five dimensions: tangibility, empathy, accuracy, responsiveness, and assurance (Parasuraman, Zeithaml and Berry, 1988). However, it is clear that the evaluation of quality of service is a very complex process which can only operate at several levels of abstraction (Carman 1990). Besides, the use of the dimensions cannot be generalized to all contexts. It is needed some adaptations to suit the particular context in which the service quality is investigated.

Another challenge in conducting research in the field of service quality is related to the definition of experience toward service quality and how to measure it. This is in line with those expressed by Martínez and Martínez (2010) which emphasized on the question of what is meant by the perceived quality of service? How should service quality be measured? The later question has been intensively debated by academics over the past three decades and is among the most recurrent topics in management and marketing literature (Brady and Cronin, 2001; Parasuraman, Zeithaml, and Berry, 1985, 1988, 1994).

Lewis and Booms (1983) are the experts who first defined service quality as a measure of how good the level of services rendered capable of in accordance with customer expectations. Based on this definition, the quality of service can be realized through the fulfillment of customer needs as well as the precision of delivery to match customer expectations. Thus, there are two major factors that affect

the quality of services namely expected service and perceived service (Parasuraman, Zeithaml, and Berry, 1985). If perceived service in accordance with the expected service, the quality of services concerned will be perceived as good or positive. If the perceived service exceeds the expected service, perceived service quality will be supposed to as the ideal quality. Conversely, when perceived service worse than expected service, the quality of service perceived as negative or bad. Therefore, the quality of service depends on the ability of service providers in meeting customer expectations consistently.

In the context of the quality of products – goods and services – and customer satisfaction, it has been reached a consensus that customers' expectation plays an important role as a standard of comparison in evaluating the quality of service and satisfaction. According to Olson and Dover, in Zeithaml et al. (1993), customers' expectation is a customers' confidence before deciding to buy or to purchase a product, which is used as a standard or benchmark in assessing the performance of the products concerned. Several previous studies attempted to investigate some dimensions of service quality as the result of expectations of the customers' experience when buying goods or using services. The table below shows them clearly.

TABLE I. SERVICE QUALITY DIMENSION FROM PREVIOUS STUDIES

Researcher	Object	Dimension
Parasuraman, Zeithaml and Berry (1988)	Shopping mall in a large metropolitan area in the southwest of the US	Tangibles, Reliability, Responsiveness, Assurance, Empathy
Rust dan Oliver (1994)	Banking Industry	Functional quality, Technical quality, Environmental quality
Dabholkar <i>et al.</i> (1995)	Retail/Department store (Southeastern United States)	Physical aspects, Reliability, Personal interaction, Problem solving, Policy.
Caruana and Pitt (1997)	Service management at the UK	Service reliability and Expectation management
Brady and Cronin (2001)	Eight industries (Amusement parks, Full-service restaurant, Healthcare facilities, Hair salons, Automobile care facilities, Dry cleaning, Jewelry repair, and Photograph developing)	Interaction quality (Attitude, Behavior, Expertise), Physical environment quality (Ambient conditions, Design, Social factors), Outcome quality (Waiting time, Tangibles, Valence)
Ekinci, Prokopaki, Cobanoglu (2003)	British travelers who had visited Crete and experienced Cretan accommodation, and were checking in for selected flights to UK	Intangibles, Tangibles
Akbaba (2006)	Hotel situated in a large city in the west coast of Turkey	Tangibles, Adequacy in service supply, Understanding and caring, Assurance, Convenience
Chow et al. (2007)	Restaurant in China	Interaction quality, Physical quality, Outcome quality
Caro & Garcia (2008)	Travel agencies in Murcia, a south-eastern region of Spain),	Personal interaction (Conduct, Expertise, Problem solving), Physical environment (Equipment, Ambient conditions), Outcome (Waiting time, Valence)

Previous researches on the concept of service quality are mostly using private sector as its study setting. Current study tried to fill the gap of the lack of research in public service quality using the context of Entikong border. Even though service quality has many dimensions (Gronroos, 1982, 1990; Parasuraman, Zeithaml, and Berry 1985), however there is no general consensus on the exact nature and content of these dimensions (Brady and Cronin, in Kang and James, 2004). Thus, there are a wide

opportunities for current and future research to explore the dimensions of the quality of service, especially in the public sector.

Several studies of service quality in the public sector have been carried out using public sector context such as the banking industry (Bedi, 2010; Mengi, 2009), government institutions (Munhurrun, Bhiwajee, Naidoo 2010) social services (Rhee and Rha, 2009) public transport services (Paulley et al ., 2006; Eboli & Mazulla, 2011, Kumar, 2011; Simona, 2011). Research conducted is generally developed from the dimensions of service quality that has been widely applied in the private sector. The table below shows the dimension of quality of service found in studies using the settings on public transport services.

TABLE II. SERVICE QUALITY DIMENSION IN PUBLIC SECTOR

Researcher	Object	Dimension
Paulley et al. (2006)	Public transport service in the United Kingdom	Access time to boarding point and egress time from alighting point, Service intervals, Time spent on board the vehicle, The waiting environment, Effect of vehicle or rolling stock characteristics, Public transport interchange, Reliability, Information provision.
Eboli & Mazzulla (2011)	Public transit service in the north of Cosenza, Italy	Route characteristics, Service characteristics, Service reliability, Comfort, Cleanliness, Fare, Information, Safety and security, Personnel, Customer services, Environmental protection
Kumar (2011)	The Andhra Pradesh State Road Transport Corporation	Number of Trips Operated, Regularity, Breakdowns, Rate of Accidents, Number of Vehicles off the Road
Simona (2011)	Public transport service in urban area of Oradea, Romania	Responsiveness, Assurance, Empathy, Tangibility

The concept of quality in the private and public sectors has led to various debates in the literature (Carvalho, Brito and Cabra, 2011). Private sector and public sector work in different environments, especially when the public sector has no competition and its operation is strongly influenced by political objectives. However, in line with the increasingly high demands of consumers, service in the public sector also cannot be dismissed. Fulfillment of the requirements and satisfaction of both communities will indirectly improve the quality of community life and economic competitiveness of a country (Markley and Macke, 2002). Thus the spirit of entrepreneurship as proposed by Drucker (1996) as perceptiveness to change should always be developed, in order to enhance the adaptability of public sector organizations to the needs of the community by providing the best service. The important principles in improving public entrepreneur have a close relationship with the dimensions of service quality. Lewis (1990) suggested that the principles of obedience to the law, serve to the public interest, ensuring thorough analysis, acting with compassion and empathy, and taking personal responsibility for decisions would create the prudence of public entrepreneurship venture (Cohen, Eimicke and Salazar, 1999), which in turn will also impact on the fulfillment of community needs towards better services.

### III. RESEARCH METHOD

This study is qualitative in nature and employed phenomenology to analyze the data. Purposive sampling is used to select participants in this study. Phenomenological research design was chosen to illuminate the experiences of travelers when getting a service mainly in the service gate at Indonesia-Malaysia official land transport crossing point which locate in Entikong, West Kalimantan Province, Indonesia. This research use qualitative research to describe people, places, and conversations, which will not easily handled by statistical procedures (Bogdan and Biklen, 2003). Therefore, the use of qualitative research in this study aims to examine the issues with all its complexity and focuses on understanding the events based on phenomenon from all travelers' perspectives. Subsequently, the findings will be articulated and be used as reference with an emphasis on process (Creswell, 2007). Data collection in this type of research design is generally obtained upon conducting interviews,



observations, or written self-descriptions. The author adopted this method to collect the data from the participants in this study. Participants are needed in this study are those who have experienced the services performance at the Entikong border from its officer as well as observed and used the physical and technical facilities available at the border site. They also expect to be able to reveal a comprehensive picture of their experience.

Based on the established criteria, the number of participants that obtained in this study is 5 people. Participants are asked to be willing to participate in the recorded interview in approximately 90 minutes for the first interview and 60 minutes for the second one. The former interview took one month to finish starting from March to April 2011; subsequently the authors conducted the later interview from Aril to Mei 2011. They were asked to give an adequate description of his experiences related to the services at the Entikong border. Some informants were recruited for this study was contacted directly and the others were through correspondence which intended to be appropriate informants for this study. For those who contacted by mail, informant's criteria were explicitly stated in the letter. The letter was also reveal the aim of the study, name of researcher, including phone numbers and email addresses. The informant had also been told in the letter that each of them will receive compensation fees of IDR. 350.000,00 After they have completed the first interview and second interview. The incentives are used as rewards for informants who agreed to participate, as well as appreciating their readiness and effort in this study. Table 1 demonstrates the general information about age, ethnic, education, jobs, nationality reasons to visit. All of the names are pseudonyms.

TABLE III. THE PARTICIPANTS OF THE STUDY

Participants	Age	Ethnic	Education	Job	Nationality	Reasons to visit
Reza	35	Javanese	Undergraduate	Private Sector	Indonesia	Medical check-up and tour
Najib	49	Malay	Secondary	Private Sector	Indonesia	Business and Medical check up
Pandi	52	Malay	Diploma	Public Servant	Malaysia	Tour,
Ucok	36	Bataknese	Postgraduate	Public Servant	Indonesia	Medical check-up and Conducting comparative study
Parto	43	Javanese	Secondary	Private Sector	Indonesia	Business/Work

#### IV. FINDINGS

The process of data analysis in this study follow the instructions Creswell (2007) who suggested four major steps: (a) analyzing data on a significant statement, (b) formulating the meaning of significant statements and group them into themes, (c) producing a complete description of these phenomena, and (d) reducing the description of a narrative about the essence of receiving services at the Entikong border. Fundamental essence consists of verbatim excerpts from the informants and broadly represented by the major themes presented.

TABLE IV. THE PARTICIPANTS' DESCRIPTION AND AT THE RELATED THEMES

No	Participants	Description	Related Themes
1	Reza	Reza suffered injustice when he found a passenger in bus, immediately surrounded by the corrupt officer and they directly serves the passenger to pass the border easily. Reza felt very inconvenience while he found people who can enter quickly through the illegal assistance at the location of the queue.	Fairness  Comfort

No	Participants	Description	Related Themes
2	Najib	Najib have ever witnessed a maid who often becomes victim of illegal money changers. They pulled forcibly to exchange money. He guesses that the officer just checked the suspected passengers' luggage.	Comfort Reliability
3	Pandi	Pandi found a tendency to behave unethically among the officer. He said that a prompt service should be paid in an amount of money. Certainly he said that it is a sort of bribery Pandi said that if the officers want to prioritize particular people, they should prioritize women or those who carry the children, sick or elderly people.	Moral hazard Empathy
4	Ucok	According to him, the officers should maintain their empathy and compassion while serving people. Ucok experienced inconvenience when his luggage was inspected by the officer. Apart from checked by scanner his luggage must also be unloaded in front of the officer. He said that the scanner should be sophisticated to examine the passengers' luggage.	Responsiveness Technical quality
5	Parto	Parto experienced inconvenience toilet facilities. If the border is supposed to be a 'door' or 'gate', for people to go abroad. It should have shown a good condition, however, it does not look good for people.	Physical evidence Appearance

Comprehensive narrative description of each informant is then analyzed and reduced into the themes related to service quality dimension. The table above provides a brief part of the narrative description for each informant and the appropriate themes. The themes for all informants were then examined and several similarities emerged between the informant statements, which generate the main themes that representing the experience of all informants.

Given the above narrative description, the researcher formulated some propositions related to the dimensions of service quality prevailing at the border of Entikong. Propositions are as follows:

- Levels of service fairness will lead to a better perceived service quality of travelers.
- The increasing of comfort level will result in a better perceived service quality of travelers.
- The vulnerability of moral hazard will degrade the perceived service quality of travelers.
- Adequate physical facilities will effect to the increase of perceived service quality experienced by travelers.
- The act of empathy from the officers will lead to a better perceived service quality of travelers.
- Levels of reliability will improve the perceived service quality of travelers.
- Levels responsiveness will increase the perceived service quality of travelers.
- The quality of technical equipment will led to a better perceived service quality of travelers.
- Travelers who maintain orderly and discipline behavior in the queue will be able to establish services quality.

- Travelers who do not give a chance to the occurrence of bribery will be able to establish a service quality.

By and large, from the propositions above, the author proposed two major propositions as follows:

- Fairness, convenience, moral hazard, physical evidence, empathy, reliability, responsiveness, and quality of technical equipment will result in a better perceived quality of services across the travelers.
- It is necessary for the travelers to maintain the orderly behavior, civilize queued, discipline, and do not provide opportunities for extortion.

## V. DISCUSSIONS, IMPLICATION, LIMITATION AND FUTURE RESEARCH

### A. Discussion

Fairness and moral hazard are the new emerged themes from this research. As far as the author concerned, there are no previous studies found these dimension beforehand. The author suggest that this dimension can be used to develop and to expand the concept of SERVQUAL proposed by Parasuraman, Zeithaml and Berry (1985 and 1988) especially related to public service. Further research is needed to investigate and validate the dimensions to the other contexts in the public sector.

Moral hazard arises because of the information asymmetry between the officer at the border and the travelers. In this case, travelers do not have perfect information about the rules, the type and the length of service will be provided. The lack of standards and uncertainty of cost and administration time are often led to a moral hazard. People who are unable to deal with uncertainty will tend to pay higher costs to service providers and engaged in a bribery behavior to get a prompt response and a better service.

### B. Implication

Each informant in this study describes in detail their experiences related to the service at the Entikong border. Experience includes the feeling of comfort and discomfort. Informants through their expression also had quite a number of diverse emotional reactions. In addition the informants provide feedback or expectations or suggestions related to the increase in service quality at the Entikong border. The recommendations presented by travelers through their opinions based on their experiences are as follows:

- It must be fair in the inspection of travelers' luggage. If it should be unloaded, it should be applied to all others travelers without any discrimination;
- Eradication of illegal money changer and only travelers are allowed in the queue lane. All others people who have not any interested or authorized are prohibited;
- Particular people may be prioritized such as women or those who are elderly or have any disabilities;
- Provide legal money changer for travelers;
- The availability of sophisticated and advanced technology for luggage inspection in order to secure country from the illegal action. Thus, travelers do not need to unloaded their luggage;
- Applying change management in order to adapt with travelers' needs;
- Improving the social entrepreneurship, for instance, creating a convenience place for travelers.
- Even though the officer at the border checked point should be firm, however they should always try to serve all travelers with courtesy and warm-hearted.

Meanwhile the travelers are expected to behave as follows:

- Improving queue culture;
- Do not exchange money at the border;

- Keeping the environment clean (parking and other public facilities such as prayer room and toilet) for the sake of public convenience;
- Travelers should keep themselves from criminal or not to do something that violates the rules, for example trying to smuggle people and goods;
- Do not provides any opportunities for the proliferation of brokering, illegal assistance, and extortion

Related to the moral hazard, there is some implication that should be considered. Firstly, the disclosure of information, for instance, the types, the procedures, and the service fees at the border. Any aberrations occurred outside of the written information shall be rejected by travelers. Secondly, Close supervision should be applied in order to ensure the implementation of the rules in accordance with applicable regulations.

### C. *Limitation and Future Research Opportunities*

The current study certainly has some limitations. First of all, there is no woman participated in this study. It occurred unexpectedly because male respond better, have all the requirements needed and accepted the invitation to participate in this study. Certainly, it influenced the results presented in this study. Women perspective may have different from their counterparts. Second, this study used a connection-circle of relational connection method (Frederick, 2009) to acquire sample. The method may not represent the overall travelers' perception at the Entikong border check point. Third, the small number of people participated in this study. Future research can be done by using a larger sample. The next limitation is the precautionary attitude shown by some of the informants. Thus, sometimes they are reluctant to reveal the negative image of service providers, despite being given a guarantee of confidentiality. Finally, this research is still exploratory, thus it cannot be generalized even in the same context and further validation is needed to make the dimensions of the findings in this study to be more robust. Apart from that, future research needs to classify travelers who experienced discomfort and their counterparts who have positive experience with service providers in order to find some valuable additional information.

## VI. CONCLUSION

The current study found the concept of public services quality specifically in the context of public services at the Entikong border check point. Based on the data analysis from the travelers' experiences at the border, the authors revealed eight main themes articulated by the participants in this study, namely: justice, comfort, moral hazard, physical evidence, empathy, reliability, responsiveness, and technical quality. Fairness and moral hazard are the new themes found in this study and the author proposed the dimensions to expand the service quality model specifically for public transport services.

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## **FAIRNESS AND MORAL HAZARD AS NEW THEMES IN PUBLIC SERVICE QUALITY: EVIDENCE FROM ENTIKONG (OFFICIAL INDONESIA-MALAYSIA LAND TRANSPORT CROSSING-POINT)**

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### **ABSTRACT**

*This research is an attempt to better understand the dimension of public service quality. A phenomenological study was conducted at the Entikong border checks point. Entikong is a part of transportation services between Indonesia and Malaysia. Data in this study were collected from five participants who have had experiences in receiving services at the Entikong border. Based on the interviews conducted, in-depth analyses were then performed to determine the dimensions of service quality that emerged in the public service. Interestingly, the study highlights two new themes appeared from the analysis. The authors offer fairness and moral hazard as new dimensions in public service quality. These dimensions are then suggested to be important things to understand public service quality. The current paper also discusses implications for policy making, practice, and research related to service quality and social entrepreneurship.*

**Keyword:** Public Service Quality; Fairness; Moral Hazard; Entikong Border; Phenomenology