Education Management towards Apparatus Ethics on Service Quality at the National Land Agency Office in Sidenreng Rappang Regency

Galuh Pujiawati[1], Muhammad Ikbal[2], Sapri[3]

1. Public Administration, Muhammadiyah Sidenreng Rappang University, Indonesia.
2. Public Administration, Muhammadiyah Sidenreng Rappang University, Indonesia.
3. Public Administration, Muhammadiyah Sidenreng Rappang University, Indonesia.

E-mail:galuhpujiawati@gmail.com,iqbal.sidrap@yahoo.com, sapritajuddin3@gmail.com

Abstract

This study aims to determine the ethics of the apparatus towards the quality of service at the office of the National Land Agency of the Sidenreng Rappang Regency. This type of research is quantitative associative. This study uses two types of variables, namely variable X (ethics of personnel) and variable Y (quality of service). The results of this study from the results of processing the questionnaire obtained a variable recapitulation of service ethics of 65.5% in the "Good" category. Recapitulation of service quality variables of 60% is in the "Not Good" category. Recapitulation of indicators of factors that influence the service quality strategy by 60% is in the "Not Good" category, and the Influence between Service Ethics and Service Quality at the National Land Agency Office of Sidenreng Rappang Regency is categorized as "Influential/Significant",

Keywords: ethics, service quality

Abstrak

Penelitian ini bertujuan untuk mengetahui etika aparatur terhadap kualitas pelayanan di kantor badan pertanahan nasional kabupaten sidenreng rappang. Tipe penelitian ini adalah asosiatif kuantitatif. Penelitian ini menggunakan dua jenis variabel yakni variabel X (etika aparatur) dan variabel Y (kualitas pelayanan). Hasil penelitian ini dari hasil olah kuesioner diperoleh rekapitulasi variabel etika pelayanan sebesar 65,5% berada pada kategori "Baik". Rekapitulasi variabel kualitas pelayanan sebesar 60% berada pada kategori "Kurang Baik". Rekapitulasi indikator faktor-faktor yang mempengaruhi strategi kualitas pelayanan sebesar 60% berada pada kategori "Kurang Baik", dan Pengaruh antara Etika pelayanan dan Kualitas Pelayanan di Kantor Badan Pertanahan Nasional Kabupaten Sidenreng Rappang dikategorikan "Berpengaruh/Signifikan", dari uji ANOVA didapat F_{hitung} yang diperoleh sebesar 8.602 dengan tingkat signifikan 0,004 hal ini menunjukkan pengaruh variabel independen secara keseluruhan berpengaruh signifikan, dan probabilitas jauh diatas 0,05, secara parsial t hitung (2.933) > t tabel (1.66216) artinya etika pelayanan berpengaruh/signifikan terhadap kualitas pelayanan di kantor Badan Pertanahan Nasiona Kabupaten Sidenreng Rappang sebesar 11,8% berada pada kategori "Kurang Baik".

Kata kunci: etiks, kualitas pelayanan

Introduction

According to Law Number 25 of 2009 concerning Public Services, public service is any activity, or a series of related activities, that fulfills the need for services in accordance with the law for all citizens and property owners, as well as any administrative services or services offered. by public service providers. Government employees are expected to be able to serve the public in an efficient, appropriate, affordable, safe, fair and accountable manner. Government entities, which function as direct service providers to the public, are essentially part of or tied to the community. Government officials who provide public services are expected to always act responsibly and work hard to meet the needs of the community in order to improve the service standard.

The foundation of how government officials who are often called the State Civil Apparatus think and behave is ethics (ASN). In the interest of society, the principles of accountability and openness (transparency and accessibility) must be the foundation of public service ethics (accountability according to formal law). Lack of transparency, responsiveness, accountability, fairness, and other weaknesses in public policy procedures can lead to moral and ethical violations in public services. Public services should be provided ethically so that people are not disappointed. Due to the less commendable behavior of government officials, good ethics began to wane. According to Mertins Jr., service ethics are defined as Equal Rights, Fairness, Loyalty,

1. Ethics Concept.

Public administration ethics are the philosophy and professional standards (code of ethics) or proper code of conduct that must be followed by those providing public services or administration in the context of public services. Public administration ethics are moral guidelines for employees of an organization or management tasks, as well as management rules or standards. Governance guidelines or standards that can be followed by state administrators to uphold their moral obligation to serve the community.

Ethics is the realm of philosophy, values and morals, according to Ginandjar Kartasasmita(Setiawan, 2016). The realm of administration is one of choice and action. According to Darwin, ethics refers to moral standards that are voluntarily agreed upon by a community unit that respects individual behavior in interactions with others. In addition, Darwin defined ethics in terms of government bureaucratic ethics or bureaucratic ethics as a system of principles that directs the behavior of employees in an organization.

2. Service Quality Concept

In essence, everyone wants to serve; in fact, it is possible to argue that service and life are inseparable. In his book, (Sinambela 2014: 5) argues that fulfilling the needs of individuals or communities who have an interest in the organization in accordance with the adopted laws and regulations is a public service. Services include a variety of customer-requested information, untouchable actions, and measurable levels of satisfaction. This service is also very sensitive, difficult to predict in the future, and depends heavily on the value that the customer deems appropriate according to what is received and paid for.(RAMDANI, 2018). According to Arianto, quality of Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Public service is an effort carried out by a group or a bureaucratic person to provide assistance to the community in order to achieve a certain goal(Yayat, 2017). The definition of public service is contained in administrative theory, and it contains relevant theories for conceptually and theoretically analyzing this research. The two main theories used in reviewing this research are as follows:

a. Public service quality

Quality means the degree or size that has been achieved in fulfilling the requirements.

b. Customer satisfaction

The following excerpts of customer

satisfaction are taken from Kotler's theory in Buchari Alma (2002: 231) which states that perceived performance (performance of services provided) and expectations (consumer expectations) are used as dimensions of the dependent variable, which are two key indicators. to measure the level of community satisfaction as consumers.

Factors Affecting Apparatus Ethics

a. Internal factors

This is the human-caused aspect of plundering. Internal elements that influence how people behave in the workplace include:

1) Hereditary or genetic factors
2) Everyone's personality and talents
3) Character;
4) Faith and belief
5) Socioeconomic

These characteristics will distinguish human behavior from other types relevant from infancy to old age. A person's talent, personality, level of intelligence, and level of persistence can usually be inferred from these elements, either visibly or openly or explicitly depending on the situation.

b. External factors

Supporting factors, also called environmental factors, are factors that come from outside the human body. External factors that affect human life or the ecosystem in which humans live also play an important role in how humans live their lives as members of society. For example, two people living in different socioeconomic environments will exhibit different behaviors.

Research methods

1. Location and Time of Research

This research is located at the Office of the National Land Agency on Jalan Victim 40,000 No.12 Maritengange District, Sidenreng Rappang Regency. This research was conducted on February 9 2023 to April 8 2023. This research was carried out from 10.00 - 12.00 WITA.

2. Types and Types of Research

This study uses two types of variables, namely variable X (Personnel Ethics) and variable Y (Quality of Service), so this research is included in quantitative research using associative types. According to Sugiyono's opinion(Ernawita & Safitri, 2018)that associative research is research that aims to determine the effect of two or more variables. Quantitative research(Ahmad & Development, 2018)is the definition, measurement of quantitative data, and statistical analysis of a population or sample that answers a series of survey questions to ascertain the frequency and format of respondents' responses.

3. Population and Sample

Researchers took the population of people who have used services at the Office of the Land Office of the Sidenreng Rappang Regency. The number of people who have received services at the Office of the National Land Agency for the Sidenreng Rappang Regency totaled 998 data from the last 4 months, namely September-December 2022. Using a random sampling technique, to find out the representative sample size, the slovin formula was used to get a total sample of 91 out of 998 population.

4. Data collection technique

a. Observation, according to Matthews and Ross, is a technique of gathering information through the five senses. direct examination of the moral standards of community service providers.

b. Literature Study, is collecting references (books, journals and documents) spelling out research objects and problems to quote and complete research.

c. Questionnaire, is a data collection method that involves sending a list of written statements to respondents and asking for responses in the form of data or information.

5. Data analysis technique

a. Measuring Scale Instrument

The scale used in this study is the Likert scale. The Likert scale is used to measure one's attitudes, opinions, and perceptions of a social phenomenon determined by the researcher. Variables will be measured through indicators, then these indicators become the starting point for compiling instrument items which can be in the form of questions or statements. Likert scale has a gradation from very positive to very negative. Like Undecided, not good, very bad, good, and very good.

b. Data Quality Test (Validity and reliability)

The purpose of data quality testing, a test required in research using a questionnaire instrument, is to ensure that the data collected can be accounted for. Validity and reliability tests are part of this test. Based on the indicators compiled, the questionnaire is expected to be able to measure constructs or variables. If it turns out that the variable/construct cannot be assessed, then the statement of the questionnaire/questionnaire is wrong. This is related to the reliability of the questionnaire. Many pieces of evidence can be used to demonstrate the validity of the instrument. Content validity is also called content validity or content validity, construct validity (also called construct validity), and criterion validity (also called criterion validity) are examples of evidence. The stability of the questionnaire as measured by the reliability test refers to its ability to occasionally give the same response when given to the same respondent. A questionnaire will be considered unreliable if it returns a range of results from the same sample. Test-retest, equivalent, and internal consistency reliability tests of an instrument are all applicable. There are various internal consistency test methodologies(Yusup, 2018).

c. Simple Linear Regression and Hypothesis Testing

The analysis used in this study is a simple regression analysis, namely the ethics of the apparatus on the quality of service at the Office of the National Land Agency, Sidenreng Rappang Regency. The value of the regression coefficient of each research variable, namely service quality (variable Y) is predicted using simple regression analysis depending on service ethics (variable X) to increase or decrease. The estimated t value is also used to build the basis of a simple regression analysis to assess the research hypothesis.

Results and Discussion

A. Overview of Research Locations

Sidenreng Rappang Regency is one of the regencies in South Sulawesi Province. Geographically, this regency is located to the north of Makassar City, to be precise between the coordinate points: 3043-4009 south latitude and 119041-120010 east longitude.

The Sidenreng Rappang Land Office is located in the Sidenreng Rappang Regency, which is usually shortened to sidrap, which is one of the regencies in South Sulawesi Province, Indonesia. Sidenreng Rappang Regency is located in the North of the South Sulawesi Provincial Government Center which is about 219 Km with a journey time of 3-4 hours in normal time.

B. Research result

1. Measuring Scale Instrument

The total value of the variable X ethics of service personnel is 1,199. To calculate the total percentage, it can be calculated using the following formula:

Ideal result =

$$\frac{\text{total frekuensi jawaban}}{\text{bobot tertinggi} \times \text{jumlah pertanyaan} \times \text{jumlah responden}} \times 100\%$$

$$= \frac{1.199}{5 \times 4 \times 91} \times 100\%$$

$$= \frac{1.199}{1820} \times 100\% = 65\%$$

So the percentage value of service personnel ethics is 65% of the 100% expected result.

As for the total value of the variable Y service quality is 1,330. To calculate the total percentage, it can be calculated using the following formula:

Ideal result =

$$\frac{\text{total frekuensi jawaban}}{\text{bobot tertinggi} \times \text{jumlah pertanyaan} \times \text{jumlah responden}} \times 100\%$$

$$= \frac{1.330}{5 \times 5 \times 91} \times 100\%$$

$$= \frac{1.330}{2.275} \times 100\% = 58\%$$

So the percentage value of service quality is 58% of the 100% expected result.

To find out the sum of the two variables, namely, it can be seen from the formula below using the ideal result formula as follows:

Ideal result =

$$\frac{\text{total frekuensi jawaban}}{\text{bobot tertinggi} \times \text{jumlah pertanyaan} \times \text{jumlah responden}} \times 100\%$$

$$= \frac{1.199 + 1.330}{5 \times 11 \times 91} \times 100\%$$

$$= \frac{2.529}{5.005} \times 100\%$$

$$= 50\%$$

If seen from the formula above, there are 50% less than 100% where 50% is in the "Quite Influential" category.

Based on the accumulated results above, it is known that the influence of apparatus ethics on service quality at the Office of the National Land Agency for Sidenreng Rappang Regency is quite influential with a percentage of 50%.

2. Test the validity and reliability of the data

a. Test the validity of the data

If a respondent accurately reveals data from the variables studied, then the respondent is considered valid. The extent to which the data collected does not deviate from the description of the intended validity is shown by the results of the validity of the instrument. The results of the validity test using the Pearson bivariate correlation analysis SPSS 21.0 program, Rules for making decisions on the Pearson Correlation validity test, If the Rcount value > Rtable = Valid, If the Rcount value < Rtable = Invalid, how to look at Rtable N = 91 in a table with = 0, 05 is generated at 0.207 in the following way:

Table 1: correlation variable X
correlations

		X1	X2	X3	X4	Total
X1	Pearson Correlation	1	.315**	.733**	.553**	.809**
	Sig. (2-tailed)		002	.000	.000	.000
	N	91	91	91	91	91
X2	Pearson Correlation	.315**	1	.379**	.427**	.675**
	Sig. (2-tailed)	002		.000	.000	.000
	N	91	91	91	91	91
X3	Pearson Correlation	.733**	.379**	1	.743**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	91	91	91	91	91
X4	Pearson Correlation	.553**	.427**	.743**	1	.840**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	91	91	91	91	91
Total	Pearson Correlation	.809**	.675**	.885**	.840**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	91	91	91	91	91

**. Correlation is significant at the 0.01 level (2-tailed).

Data Source: Processed Results of SPSS 21.0

Table 2: Y variable correlation
correlations

		Y1	Y2	Y3	Y4	Y5	Total
Y1	Pearson Correlation	1	-.072	.389**	-.170	.171	.491**
	Sig. (2-tailed)		.495	.000	.107	.105	.000
	N	91	91	91	91	91	91
Y2	Pearson Correlation	-.072	1	-.055	077	059	.396**
	Sig. (2-tailed)	.495		.604	.470	.579	.000
	N	91	91	91	91	91	91
Y3	Pearson Correlation	.389**	-.055	1	-.128	.459**	.614**
	Sig. (2-tailed)	.000	.604		.227	.000	.000
	N	91	91	91	91	91	91
Y4	Pearson Correlation	-.170	077	-.128	1	.362**	.425**
	Sig. (2-tailed)	.107	.470	.227		.000	.000
	N	91	91	91	91	91	91
Y5	Pearson Correlation	.171	059	.459**	.362**	1	.754**
	Sig. (2-tailed)	.105	.579	.000	.000		.000
	N	91	91	91	91	91	91
Total	Pearson Correlation	.491**	.396**	.614**	.425**	.754**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	91	91	91	91	91	91

**. Correlation is significant at the 0.01 level (2-tailed).

Data Source: Processed Results of SPSS 21.0

Based on the output of table 1 to test the level of validity of the data is to compare Rcount with Rtable. X.1 obtains 0.809 > 0.207, X.2 obtains 0.675 > 0.207, and X.3 obtains 0.885 > 0.207, and X.4 obtains 0.840 > 0.207 so that it can be concluded that the four question

items about service ethics are said to be "Valid".

Based on the output of table 2 to test the level of data validity is to compare Rcount with Rtable. Y.1 obtained 0.491 > 0.207, Y.2 obtained 0.396 > 0.207, and Y.3 obtained 0.614 > 0.207, Y.4 obtained 0.425 > 0.207, and Y.5 obtained 0.754 > 0.207, so it can be concluded that the five items question about service ethics is said to be "Valid".

Table 3: Validity Test Results for Service Ethics Variables (X)

No.	Count	Rtable	Information
1.	0.809		Valid
2.	0.675	0.207	Valid
3.	0.885		Valid
4.	0.840		Valid

Data source: results of data processing, March 2023

Given that the value of Rcount is greater than the value of Rtable (0.207), the variable instrument of Service Ethics (X) is said to be valid in that table.

Table 4: Validity Test Results for Service Quality Variables (Y)

No.	Count	Rtable	Information
1.	0.491		Valid
2.	0.396		Valid
3.	0.614	0.207	Valid
4.	0.425		Valid
5.	0.754		Valid

Data source: results of data processing, March 2023

From the table it can be seen that the instrument variable Service Quality (Y) is stated to be all valid, because the Rcount value is greater than the Rtable value = 0.207

b. Data Reliability Test

With the SPSS 21.0 program, a reliability test was carried out for this study. The threshold of 0.05 is used to test reliability. The instrument is said to be reliable if the alpha value exceeds Rtable (0.207). The results of processing the reliability test using the SPSS 21.0 application are as follows:

Table 5:
Reliability Statistics X

Cronbach's Alpha	N of Items
.810	4

Data source: results of data processing,

March 2023

The output is the result of Cronbach alpha reliability analysis. It is known that the Cronbach alpha value is 0.810 from 4 question items from ethical variables. The decision making rule is that if the Cronbach Alpha value > Rtable value the data can be said to be reliable. Based on the output above, the results obtained are 0.810 > 0.207 so that the data can be said to be "Reliable".

Table 6:
Reliability Statistics Y

Cronbach's Alpha	N of Items
.322	5

The output is the result of Cronbach alpha reliability analysis. It is known that the Cronbach alpha value is 0.322 from 5 question items from the service quality variable. The decision making rule is that if the Cronbach Alpha value > Rtable value the data can be said to be reliable. Based on the output above, the results obtained are 0.322 > 0.207, so the data can be said to be "Reliable".

c. Linear Regression Analysis

The dependent variable in the simple linear regression model is a linear function of the independent variables. The following table shows the results of simple linear regression calculations:

Table 7: Regression coefficient X on Y (Ethics and service quality)
Linear Regression Calculation Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	12,081	1.149		10,511	.000
X	.243	083	.297	2,933	.004

a. Dependent Variable: Y

Data source: Results of SPSS 21.0 data processing

Based on the coefficients table of data processing results, the regression model used in this study to measure Apparatus Ethics on Service Quality at the Office of the National Land Agency in Sidenreng Rappang Regency, can be analyzed based

on the coefficients as follows:

Y1 = 12,081 + 243X

From the regression function above, it can be explained:

1) If the Ethics variable (X) changes, the service quality (Y) will also change. The positive sign indicates a unidirectional change. If the strategy is good, then service quality will also be good with a regression coefficient of 243 and vice versa, if ethics is not good, then service quality is also not good, with a regression coefficient of 243.

2) A constant value of 12,081 indicates that, if all variables are constant, the influence of ethics on service quality is still positive.

3) Based on the beta value of 243 it is known that the variable that has the dominant influence on ethics (X) is service quality (Y), based on a large beta value.

Table 8: Effects of X and Y

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	86,842	1	86,842	8,602	.004b
	residual	898543	89	10,096		
	Total	985,385	90			

a. Dependent Variable: Service Quality
b. Predictors: (Constant), Service ethics

The results of the ANOVA test in this section show that the results obtained are F = 8,602 with a probability level of sig. 0.004 because the probability (0.004) is greater than 0.05, the regression model can be used to predict ethics. To test the correctness of the hypothesis in this study, an F test was carried out. To find out that there is significant influence, it can be seen by looking at the significant level α = 0.05. If the significance value is less than 0.05 then Ho is rejected and Ha is accepted. Based on the results of data processing in the ANOVA table, it is known that the Fcount value obtained is 8,602 with a significant level of 0.004 (F <0.05) which means that the ethical variable (X) has a significant influence/significant effect on service quality (Y).

The t statistical test to show how far the influence of one explanatory/independent variable individually explains the variation of the dependent variable based on the table of coefficients as a result of SPSS data processing, it is known that:

a. The tcount value of the Ethics variable (X) is 243 with a significance level of 0.004.

b. The hypothesis based on the t test is formulated statistically as follows

Ha :$P_{yx} \neq 0$
Ho :$P_{yx} \neq 0$

Sentence form hypothesis:

Hypothesis Ha: Service ethics have a significant effect on improving the quality of service at the Office of the National Land Agency in Sidenreng Rappang Regency.

Decision rule:

If the value of tcount ≥ ttable, then Ho is rejected and Ha is accepted, meaning it is significant.

Coefficients table obtained tcount = 2,933 procedures to find table statistics with criteria

a. Significance value of $0.004 \leq 0.05$

b. Df or dk (degrees of freedom) = amount of data - 2 = 91 – 2 = 89

c. So we get ttable = 1.66216

Decision :

The value of tcount > ttable or 2.933 > 1.66216 then Ha is accepted, meaning it is significant. So, Ethics has a significant effect on the Quality of Service at the Office of the National Land Agency, Sidenreng Rappang Regency. Discussion

1. Apparatus Ethics Indicators at the Office of the National Land Agency, Sidenreng Rappang Regency.

a. Equal rights

Based on the theoretical indicators used in this study, equality of rights is that there is no difference between the rich and the poor when receiving services at the Sidrap district land agency office.

In table 4.4 the lowest frequency is 10 with very bad answers and the highest frequency is 25 with doubtful answers, so that a percentage of 64% is obtained, it can be concluded that equality of rights in public services at the Office of the National Land Agency of Sidrap Regency is in the good category .

b. Justice

Based on the theoretical indicators used in this study, justice is that every community who needs services at the Sidrap District Land Agency Office gets the same treatment.

In table 4.5 the lowest frequency is 9 with very bad answers and the highest frequency is 26 with very good answers, so that a percentage of 66% is obtained, it can be concluded that justice in public services at the Office of the National Land Agency of Sidrap Regency is in the good category.

c. Faithfulness

Based on the theoretical indicators used in this study, Loyalty is that every officer of the Sidrap district land office is loyal to assist the community, both rich and poor, when dealing with the making of land certificates.

In table 4.6 the lowest frequency is 10 with a very bad answer and the highest frequency is 28 with a good answer, so that a percentage of 66% is obtained, it can be concluded that loyalty in public service at the Sidrap Regency National Land Agency Office is in the good category.

d. Responsibility

Based on the theoretical indicators used in this study, responsibility is that BPN office officials are able to take responsibility when there are people who need help in managing files at the Sidrap district land agency office.

In table 4.7 the lowest frequency is 7 with a very bad answer and the highest frequency is 30 with a good answer, so that a percentage of 66% is obtained, it can be concluded that responsibility in public service at the Sidrap Regency National Land Agency Office is in the good category.

2. Indicators for improving the quality of service at the National Land Agency Office for the Sidenreng Rappang Regency.

a. Reability

Based on the theoretical indicators used in this study, reliability is the ability of BPN officers to provide services as promised.

In table 4.9 the lowest frequency is 10 with very good answers and the highest frequency is 24 with doubtful answers, so that a percentage of 58% is obtained. It can be concluded that reliability in public services at the Sidrap Regency National Land Agency Office is in a fairly good category.

b. Physical evidence

Based on the theoretical indicators used in this study, physical evidence is the availability of adequate physical facilities such as chairs, counters, waiting rooms, and means of communication for people who need services.

In table 4.10 the lowest frequency is 9 with very bad answers and the highest frequency is 26 with very good answers, so that a percentage of 68% is obtained, it can be concluded that physical evidence in public services at the Office of the National Land Agency of Sidrap Regency is in the good category.

c. responsiveness

Based on the theoretical indicators used in this study, responsiveness is the way for BPN officers to help and provide services quickly and promptly.

In table 4.11 the lowest frequency is 11 with a very bad answer and the highest frequency is 28 with a bad answer, so that a percentage of 58% is obtained, it can be concluded that responsiveness in public services at the Office of the National Land Agency of Sidrap Regency is in the pretty good category .

d. Guarantee

Based on the theoretical indicators used in this study, Collateral is the ability of BPN officers to foster a sense of trust and full confidence in the data of the people who manage it at the Sidrap District Land Agency office.

In table 4.12 the lowest frequency is 9 with a very bad answer and the highest frequency is 28 with a good answer, so that a percentage of 64% is obtained, it can be concluded that guarantees in public services at the Sidrap District National Land Agency Office are in the good category.

e. Empathy

Based on the theoretical indicators used in this study, empathy is the ability of

BPN officials to maintain relationships, communicate well and understand the needs of the community who manages the Sidrap district land agency office.

In table 4.13 the lowest frequency is 8 with very good answers and the highest frequency is 26 with good answers, so that a percentage of 56% is obtained. It can be concluded that empathy in public services at the Office of the National Land Agency of Sidrap Regency is in a fairly good category.

3. Indicators of factors that influence the ethics of the apparatus on the quality of service at the Office of the National Land Agency, Sidenreng Rappang Regency.

   a. Internal factors

Based on the theoretical indicators used in this study, internal factors are factors that exist within individuals or originate from humans that influence human behavior as employees or apparatus, such as the ethics of employees or apparatus in serving the community who manage at the Sidrap district national land agency office.

In table 4.15 the lowest frequency is 10 with very bad answers and the highest frequency is 30 with good answers, so that a percentage of 64% is obtained, it can be concluded that internal factors in public services at the Sidrap Regency National Land Agency Office are in the good category.

   b. External factors

Based on the theoretical indicators used in this study, external factors are factors that come from outside the officials or employees who are usually referred to as environmental factors.

In table 4.16 the lowest frequency is 9 with very good answers and the highest frequency is 26 with bad answers, so that a percentage of 56% is obtained. It can be concluded that internal factors in public services at the Sidrap Regency National Land Agency Office are in a fairly good category.

Conclusion

The percentage value of the apparatus ethics indicator at the Sidenreng Rappang District National Land Agency Office is 65.5% in the good category. The percentage value of the service quality indicator at the Office of the National Land Agency for the Sidenreng Rappang Regency is 60% in the unfavorable category. The percentage value of the indicators of the factors that influence the ethics of the apparatus on the quality of service at the Office of the National Land Agency of the Sidenreng Rappang Regency is 60% which is in the unfavorable category. The influence between service ethics and service quality at the Office of the National Land Agency in Sidenreng Rappang Regency is 11.8%% categorized as "Influential/Significant

The apparatus' understanding, respect and obedience to bureaucratic ethics needs to be improved. Therefore, pushing for bureaucratic ethics for machinery at the Office of the National Land Agency for the Sidenreng Rappang Regency must be carried out more diligently. The Office of the National Land Agency for the Sidenreng Rappang Regency needs to be more professional, among others, by paying attention to the overall staffing ethics. The application of apparatus employee ethics must be exemplary from the leadership itself. Therefore, leaders must be committed to upholding the service ethic in an appropriate manner. at the Office of the National Land Agency of Sidenreng Rappang Regency. The land office is expected to be able to prioritize the interests of the applicant/customer, serve in a friendly manner, serve with courtesy, serve in a non-discriminatory manner (discriminately),

Bibliography

Ahmad, J., & Development, IC (2018). Research Design Content Analysis (Content Analysis) Research Design Content Analysis (Content Analysis). june. https://doi.org/10.13140/RG.2.2.12201.08804

Ernawita, E., & Safitri, R. (2018). The Application of the Student Teams Achievement Division Cooperative Learning Model to the Learning

Motivation of Students at SMAN 8 Banda Aceh. Indonesian Journal of Science Education, 6(1), 9–16. https://doi.org/10.24815/jpsi.v6i1.1071 3

RAMDANI, W. (2018). Administrative Ethics in Public Services in Unit Region II Regional Drinking Water Company (PDAM) Makassar City. Bitkom Research, 63(2), 1–86. http://forschungsunion.de/pdf/industrie _4_0_umsetzungsempfehlungen.pdf% 0Ahttps://www.dfki.de/fileadmin/user_ upload/import/9744_171012-KI-Gipfelpapier-online.pdf%0Ahttps://www.bitkom.org / sites/default/files/ pdf/Presse/Anhaenge-an-PIs/

2018/180607 -Bitkom

Setiawan, R. (2016). The Role of State Civil Apparatus Ethics in Public Services at the Department of Population and Civil Registry (DISDUKCAPIL) of Bandar Lampung City. Journal of Public Policy & Service, 2(2), 58–69.

Yayat, R. (2017). Quality of Public Services in the Field of Population Administration in Gamping District. Scientific Journal of Master of Administrative Sciences (JIMIA), 2, 56–65. http://eprints.uny.ac.id/17523/1/FULL SKRIPSI.pdf

Yusup, F. (2018). Validity and Reliability Test. 7(1), 17–23.