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RELATIONS EFFECT ON VALUE BRIMOB-POLRES IMPLIES IMAGE SERVICE AND REGIONAL POLICE

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Abstract: The low image of the local police is still relatively little known as body protectors, protective, and public servants allegedly by a given value of the regional police service are still lacking in the handling of riots and unrest as well relations police Mobile Brigade-Police in areas that are still relatively poor. The purpose of this study is to describe Relationship-Police Mobile Brigade, Value Services, Police image, and examine the influence Relations-Police Mobile Brigade against Value Services and its implications on the image of the Police Daerah. Metode survey method used is a descriptive and explanatory survey. The type of investigation in this study is causality. The analysis unit of the Police Chief in the West Java Police with a sample of 35 Chief of Police. The time horizon in this study was cross-sectional and analytical methods used and the frequency distribution of path analysis. Based on the results of research and discussion, it can be found that Relationship-Police Brimob West Java Police high reactive, the value of West Java regional police services has been relatively high, the image of the local police are already relatively high. relations-Police Mobile Brigade affects the value of the service, the police service values affect the image of the police, Brimob relations-Police and the value of service several simultaneously affect the image of the police.

Keywords: Relations, Value Services, Police Image.

INTRODUCTION

Police Jabar is Type B. Amount Sat Brimob personnel that ideally suits Jabar DSPP are 1714 people including 58 civil servants. However, at this time the number of personnel in real terms is 499 police officers and 1 civil servant. Thus, human resources Jabar fulfilled Sat Brimob's new police 28.5% and 1.72% PNS. Another issue that stands out is the level of

discipline and a member of many phenomena Sat Brimob personnel Jabar requests to move to another function.

Limited expertise and skills in the field that have implications for the approach pattern. These deficiencies recognized correctly by the Police Headquarters and the leadership of Brimob. Moreover, in many cases the handling of bumped also issues related to the approach pattern that resulted in violence by Brimob personnel in the field. Policies made by the leadership of the Police and Brimob is implemented by the leadership to improve and deepen the expertise and skills of Brimob personnel, particularly about the interaction with the public directly. (Police Headquarters, 2016).

The implementation of several policies that explores the democratic policing approach is still constrained. The obstacle lies in the transformation process underway in the Brimob. Some policies related to, among other things: Decree of the Chief of Police No. Pol.: Skep/1320/VIII/1998, dated 31 Agustus 1998 On Field Guide for Improving Police Services in the Era of Reform, Police Chief Decree No. Pol. : Kep. 53 / X / 2002 dated October 17, 2002, About the Administration and the Organization of the Chief of Police Mobile Brigade and Decision No. Pol. : Kep / 54 / X2002-related changes in the level of Police Mobile Brigade unit, Chief of Police Decree No. Pol. Skep / 27 / IX / 2002, on Reforms Brimob, which included changes to the Brimob motto.

In other words, for two years running, the implementation of several policies related to the Mobile Brigade within the scope of democratic policing is still not optimal. Three things make policy is not optimal, namely: first, the intensity of Brimob personnel dispatch and prone to conflict areas making security personnel did not have time to absorb optimally every policy made for the institutional and Brimob personnel. Rotation of personnel into the internal policy of Brimob also not enough to help the absorption process (<http://www.sinarharapan.co.id/berita/0707/07/nus04.html>) (Accessed June 20, 2016).

Two, there is a kind of defensive attitude and false pride of the corps of Brimob related to the implementation of each of these policies, thus making any policy that involves institutions and personnel are not absorbed optimally. Three, the lack of interaction Brimob personnel and units that exist within the Police led to the absorption of implementation of each policy to be not optimal. As public trust. Psychologically known that the interaction of personnel will accelerate the absorption of any policy that has been made.

Internal changes that occur not produce a deterrent effect and achievement for Brimob personnel that reflects the institutionalization of professional and democratic UPP. In two years running steps to create a deterrent effect and achievement (punishment and reward) for Brimob personnel relative is going well. In addition to achievements and awards given to personnel, as well as penalties for personnel who deviate from the essence of the police as termakhtub in Tri Brata and Chess Prasetya, which is implemented in the Police Professional Code of Conduct. Although the level of violations increased, as did the crime of crimes, mistreatment by weighting, to run away from responsibility as Brimob personnel (desertion) (<http://jurnalnasional.com/?media=KR&cari=muradi&rbrk=&id=30708&detail=Utama>, Accessed 20 June 2016).

The problems described above, the image indicated in West Java Regional Police itself is still regarded as less professional institutions in addressing them. Grönroos in Ziethaml et al. (2000: 115) that "A favorable and well known image - corporate and/or local- is an asset for any organization. Because images can impact perceptions of quality, satisfaction, and loyalty. Based on the above statement, if the positive corporate image in the eyes of consumers, it will have an impact on the increase in consumer perceptions on quality, satisfaction, and loyalty, as well as Suryaman (2007) adds that the value of the service determines the image of the company. Based on the above, Citra West Java Regional Police is relatively less known as an institution protector, patron,

Based on the above expression, then the image of the West Java Regional Police is less well-known as an institution that can protect, protect, and serve the people also thought to be caused by the lack of built-Police Mobile Brigade relationship by the West Java Police. Efforts to be made by the Police is to improve the performance of Delivery of Services (delivery services). In Submission Service concerning decisions regarding the stages of submission of performance, the level of the delegation, the relationship with the Police Mobile Brigade, process services, capacity allocation, and the atmosphere means of services. It plays an important role in helping customers understand and evaluate the services that are intangible (Suryaman, 2007).

LITERATURE REVIEW

Relations Brimop-Police.

Police Brimob Relationship-use grand theory of relations customers. Drucker in Anderson (2002), said: The Purchase of Business is to create customers. Implicit in this statement is important to retain customers and enhance a deeper connection with him. Establish a relationship with the customer is said to be the most powerful weapon to ensure that customers will be more loyal and tied to Bank Jabar. Here the need for customer relations management, namely a comprehensive approach to create, maintain and improve relations with customers.

Relationship marketing (relationship marketing) is irrelevant to the discussion in marketing. Given the disengagement and the interaction between customers and the Bank is so high in most of the banking business, so the marketing approach oriented only on transactions (transactional marketing) to target higher sales in the short term become less supportive of business practices. Relationship marketing emphasizes recruitment and maintenance (keeping) customers by leveraging its relationship with the Bank's customers. In the banking business in Indonesia, the maintenance of relational customers is an important factor that can not be ignored. So, in relational marketing, new customer withdrawals just the first step of the marketing process (Leonard Berry, 1983). Also, the customer retains much cheaper for banks,

Trust and Commitment

Kotler (2003), suggests that most theories more emphasis on arts marketing to attract new customers than to retain existing. This means more emphasis on sales alone, rather than

build a "relationship". And more priority than the Pre Selling and Selling consumer Caring about going on sale.

Belief is regarded as essential for maintaining relationships, improve relations and reduce the perception of risk effectively. Trust also regarded as the foundation of interpersonal relationships as a prerequisite for cooperation and as a basis for the stability of social institutions and relationships in the market.

Some of the situations and indicators of the trust said by Mitchell in Egan (2001), as follows:

1. Probity (focusing on trust and integrity and reputation)
2. Equity (related to fair-mindedness, benevolence)
3. Reliability (associated with the reliability and the precision and consistency of the product or service that is expected in some way related to the guarantee issued by the company).

Based on the above statement relations customers in this study is relations Mobile Brigade-Police are referring to the results of research Egan, (Kotler & Keller, 2012) and (Bejou and Palmer in John Egan, 2001)., The comprehensive approach to creating, maintaining and enhancing Brimod the relationship between the Police. The dimensions of relations-Police Mobile Brigade is commitment and trust.

Value Services

Kotler and Keller (2006: 25) also revealed that: "A company manages to offer a product/service to the customer if it can deliver value and satisfaction (value and satisfaction)." The value (value) is an estimate of the consumer over the entire product's ability to satisfy its needs. "

In broad outline, the customer value is the ratio between the benefit (benefits) are perceived to a product with the costs to be incurred to obtain the product. To obtain customer value by the customer's perception, then a company should always be followed to provide products/services that are appropriate because the value of the customer is always changed over time.

Based on the above statement, is the value of service in this study refers to the statement Kotler and Keller (2006: 25) which is the ratio between the benefit (benefits) are perceived to an aid services Brimob police station at a cost that must be incurred to handle criminal cases. The dimensions of the value of the service itself is a service function benefits, emotional benefits of service, administration fees, the turnaround time of the crime, frequencies are handling crime and the number of requirements that must be met by the Police.

West Java Police's image

The image of the West Java Police grand theory refers to the company's image. Giving individual brands by companies, especially service products can only be done with a very limited, given the number and variety of a product/service so much, as well as the image of the company itself is known of brand product/service itself. From the description, it can be

concluded that the decision to give the name for a company is a strategic decision because it is a branding decision that will have implications on the company's image.

Definition of brand according to the American Marketing Association, quoted by Kotler and Keller (2006: 443), that brand is a name, term, sign, symbol or design, or a combination of these things, which are intended to identify the goods or services of a person or group sellers and to differentiate them from competitors 'goods and services'.

According to Aaker (1991: 16) were amplified by Kotler and Keller (2006; 261), brand equity will be higher due to the increased dimensions of the image of the company itself; these dimensions are:

1. awareness of the image of the company (company recognition)
2. loyalty/image recognition company (company reputation)
3. image quality (affinity)
4. associations brand (domain)
5. Other assets such as patents, trade stamps, distribution channels, and others.

Brand equity can increase or decrease the value of the product or service in the eyes of consumers (referred to here is the value of the image) because the brand equity can help consumers interpret, process and store large amounts of information about the product or service promised brands.

Based on the above statement, which referred to the image refers to the opinion of the West Java Police and Burc Ataman (2004) ie How Police interpret all the signs are issued/delivered by the West Java Police through its communications program between Brimib with the Police. The dimensions of the image of the West Java Police are Recognition, Reputation, Affinity, and Domain.

FINDINGS AND DISCUSSION

To achieve its marketing objectives, the company should be able to feel and understand consumer needs better than competitors, to create products and services that offer high value in front of consumers, so that the value of the products/services offered is higher than its competitors, the performance marketing will increase,

According to Peter Drucker in Kotler and Keller (2006: 40), 'the company's main task is to "create a customer".' That is, that to be able to survive, a company must have a consumer who feels like and satisfied with the product offering.

Creating such customers is not easy. The company needed a product that has a value that matches the prevailing perception of customer value. Also, the company is facing a challenge in the face of consumers because at this point the consumer can more freely choose the products, brands, and manufacturers by their needs and desires. For the companies competing to provide the highest value for consumers, because consumers want the maximum value is limited by the search costs, lack of knowledge, mobility, and earnings. The greater the benefits provided compared with the price, the greater the value obtained by the customer to the product and finally the positive image of the company will build.

While Alain Ferrand, Monique (1999) on the research results explain that the image of the organization can be formed by increasing the value of the services an organization to

serve the consumer. This shows that the value of services affects the image of the organization. Likewise, Nha Nguyen, Gaston LeBlanc (1998) states that the value of the services positively affects the company's image. Customer satisfaction and corporate image positive effect on service loyalty.

Relationship-Police Mobile Brigade in the West Java Regional Police

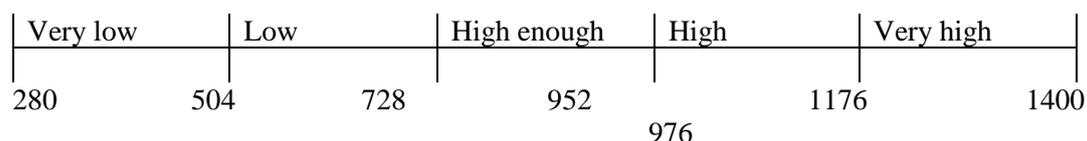
Based on these limits, it can be deduced that the Brimob Relationship-Police, in this case, is a comprehensive approach to creating, maintaining and improving the relationship between the Police Mobile Brigade in dealing with cases of crime.

Table 1.

Summary of Relationship-Police Mobile Brigade in the West Java Police, 2016 (n = 35).

No.	Indicator	Score	Ket.
1.	The frequency of communication between Brimob with the Poles to remain active to commit a crime.	126	Often
2.	The frequency of touch with the Police to remain willing to commit/carry out cooperation in cracking down on crime Brimob.	135	Often
3.	The frequency of maintaining relationships with the Police to remain willing to ask for help Brimob to crack down on crime.	122	Often
4.	The frequency level of commitment comply with the provisions of the applicable Police	122	Often
5.	The frequency of building trust in the Police Mobile Brigade (trustworthiness)	135	Often
6.	The frequency of the police station building confidence in the honesty and integrity of Brimob	113	Sometimes
7.	The frequency of building trust in the reputation of the Police Mobile Brigade.	109	Sometimes
8.	The frequency of building trust in the Police Mobile Brigade police force other than	109	Sometimes
	Amount	976	
	The average scores	121.38	Often

According to the table above, the cumulative value of the variable total score Relationship-Police Mobile Brigade reached 976. With the highest total score is $5 \times 8 \times 35 = 1400$, and the number of the lowest score is $1 \times 8 \times 35 = 280$. Classification employees answer scores of variables Relationship Brimob-Police can be described in stages with the range of scores weighted score of 224 as follows:



Based on the weight of variable score Relationship Brimob-Police in the West Java Police had entered the category is relatively high, however, there are miraculous things that need attention and improvement by the West Java Police that frequency builds trust the police station on the honesty and integrity of Brimob, frequency build confidence in the reputation

of the police Mobile Brigade, and the frequency of building trust in the police Mobile Brigade police force than others.

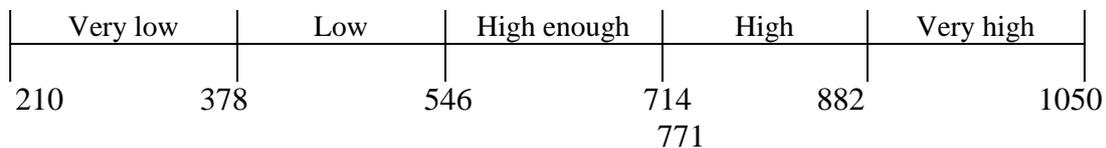
Value Service to the police station in the West Java Police

In general, the variable value on the Police Service in the West Java Police can be seen in Table 2 below:

Table 2.
Summary of Variable Value Service to the police station in the West Java Police, 2016 (n = 35).

No.	Indicator	Score	Ket.
1.	Appropriateness of routine crackdown on crime	135	High
2.	The accuracy crackdown on crime special refractory	133	High
3.	The administrative costs incurred during the process of cracking down on crime	130	High
4.	Speed in cracking down on crime	130	fast
5.	Police crackdown on crime along Frequency	132	Often
6.	The number of requirements to be met by Brimob in cracking down on crime	111	quite many
	Amount	771	
	The average scores	128.50	

Classification score of respondents Care Value variable can be described in stages with the range of scores weighted score of 168 as follows:



Based on Table 4:16, and the weight of scores of variables Value Services received the police station in the West Java Police, in general, is relatively high, but still to be addressed and improved by the West Java Police, especially in terms of the number of requirements to be met by Brimob in cracking down on crime ,

Image of the Police in the West Java Police

The image of the West Java Police in research is how the Police interpret all the signs that are issued/delivered by the West Java Police through its communication program between the Police Mobile Brigade.

In general image of the West Java Police West Java can be seen in Table 3 below:

Table 2.
Summary of Variable of Image of the police station in the West Java Police, 2016 (n = 35)

No.	Indicator	Score	Ket.
1.	Police in West Java Police Assessment	111	High enough

2.	How strong is the West Java Police brand is known as a professional institution by Police	111	Strong enough
3.	West Java Police appeal in the eyes of the police station	126	High
4.	Your pride (emotionally) became the police chief in the West Java regional police	109	High enough
	Amount	457	
	The average scores	114.25	

Classification score employee response variables Police image can be described in stages with the range of scores weighted score of 112 as follows:

Very low	Low	High enough	High	Very high
140	252	364	476	588
		457		700

Based on the weight of variable score Citra Police above, it turns out the West Java Police have Citra Police high enough, it can be seen from the appeal of the West Java Police in the eyes of the police station, but there are things that must be considered by the regional police of western Java namely Ratings Police at Police West Java, West Java Police How strong brand is known as a professional institution by the Police, Pride you (emotionally) became the police chief in the West Java regional police.

CONCLUSION AND SUGGESTION

1. Relationship Brimob-Police in the West Java Police has been relatively high, however, there are miraculous things that need attention and improvement by the West Java Police that frequency builds trust the police station on the honesty and integrity of Brimob, frequency build trust police station on the reputation of Brimob, and the frequency of the Brimob police station building trust than other police units.
2. Value Services at the West Java Police are already relatively high, but there is still to be considered and improved by the West Java Police, especially in terms of the number of requirements to be met by Brimob in cracking down on crime.
3. The image of the West Java Police has been relatively high, it can be seen from the appeal of the West Java Police in the eyes of the police station, but there are things that must be considered by the regional police of western Java namely assessments Police in West Java Police, How strong brand West Java Police known as a professional institution by Police, your pride (emotionally) became the police chief in the West Java regional police.
4. Relationship Police Brimob was a positive and significant impact on the image of the police so that if Relationship-Police Mobile Brigade conducted increased local police, the police will be able to improve the image of the area.
5. The value of service and significant positive effect on the image of the police, so that if the value of the waiter given increased local police, the police will be able to improve the image of the area.

6. Relationship-Police Mobile Brigade and the value of service simultaneously affect the image of the police against the West Java. However, partially dominant service value affects the image rather than Relationship Brimob Regional Police-Police.

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