



THE MODEL OF BRIMOB-POLRES RELATIONSHIP: HUMAN RESOURCES MANAGEMENT PERSPECTIVE

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Abstract: *The low image of the regional police, which is still relatively poorly known as an institution for protecting, protecting and serving the community is indicated by the service value provided by the regional police which is still lacking in handling riots and riots as well as the relative lack of relationship between Brimob-Polres and regional police. The purpose of this research is to describe the Correlation of Brimob-Polres, Service Value, Police Image, and to test the magnitude of the influence of Brimob-Polres Relationship to Service Value and its implications for Regional Police Image. The method used is descriptive survey method and explanatory survey. The type of investigation in this study is causality. The unit of analysis for the Head of Polres in the West Java Regional Police with a sample of 35 Polres Heads. The time horizon in this study is cross sectional and the analysis method used is the frequency distribution and path analysis. Based on the results of research and discussion, it can be found that the correlation between Brimob and Polres of West Java Regional Police is relatively high, the value of police services in the West Java area is relatively high, the image of the regional police is relatively high. Brimob-Polres relationship has an effect on the value of service, the value of police service has an effect on the image of the police, the relationship between Brimob and Polres and the value of service simultaneously affects the image of the police.*

Keywords: Relation, Service Value, Police Image

INTRODUCTION

Polda JABAR is Polda Type B. The ideal number of Sat Brimobda Jabar personnel according to the DSPP is 1714 people including 58 civil servants. However, at this point in time, the real number of personnel is 499 police officers and 1 civil servant. Thus, the human resources of West Java Brimobda Sat Brimobda are only 28.5% police and 1.72% civil servants. Other problems that stand out are the level of discipline of members and the phenomenon of the number of requests for Sat Brimobda Jabar personnel to move to another function.

Limited expertise and skills in the field which have implications for approach patterns. The National Police Headquarters and the Brimob leadership are well aware of this deficiency. Moreover, in the handling of various cases there were also problems related to the pattern of approaches that resulted in violent acts by Brimob personnel in the field. Polri's leadership and implemented by the Brimob leadership are to improve and deepen the expertise and skills of Brimob personnel, particularly those related to direct interaction with the community. (National Police Headquarters, 2016).

The implementation of a number of policies that highlight a democratic policing approach remains constrained. The obstacle lies in the transformation process that is currently taking place within Brimob. Several policies related to this include: Chief of Police Decree No. Pol.:Skep/1320/VIII/1998, dated 31 August 1998 Regarding Field Guidelines for Improving Polri Services in the Reform Era, Decree of the Chief of Police No. Pol. : Kep. 53 / X / 2002, dated 17 October 2002 concerning the Administration and Organization of Brimob and the Decree of the Chief of Police No. Pol. : Kep / 54 / X2002 regarding changes to the Brimob unit at the Polda level, the Decree of the Chief of Police No. Pol. Skep / 27 / IX / 2002, on the reform of Brimob, which includes changes to the Brimob motto.

National Police Decree No. Pol. : Skep / 360 / VI / 2005 dated June 10, 2005 concerning the Grand Strategy of the National Police for 2005-2025 which includes the repositioning of Brimob institutions, Decree of the Chief of Police No. Pol. : Kep / 20 / IX / 2005, dated 7 September 2005 Regarding the National Police Strategic Plan 2005-2009 and its amendments No. Pol. : Skep / 9 / IV / 2007 concerning the National Police Strategic Plan 2005-2009 (Amendment), Decree of the Chief of Police No. Pol. : Kep / 15 / VI / 2007 dated 12 June 2007 concerning the 2008 National Police Work Plan, Decree of the Chief of Police No. Pol. : Kep / 27 / VI / 2008 dated 10 June 2008 concerning the 2009 National Police Work Plan, Kep Kapolri No. Pol. : Kep / 37 / X / 2008 Concerning the Acceleration Work Program for the Transformation of the National Police towards an Independent, Professional, and Trusted Polri (Kep / 37 / X / 2008 2008).

Decree of the Head of Brimob Polri No. Pol. : Skep / 94 / X2005 concerning Guidelines for Implementing Community Policing for Brimob personnel, Decree of the Head of Brimob Polri No. Pol. : Skep / 115 / XI / 2006 Regarding Guidelines for the Operational Implementation of Brimob, as well as various circulars and operational policies within Brimob that reinforce Brimob's commitment to democratic policing, which is civil, professional, independent, and a number of policies mentioned above are an integral part of pulling the 'carriage' of Brimob in the series of the Polri extended family towards a democratic policing with civilian, professional, independent and trustworthy characteristics of the community. Even though in reality these policies have not been fully implemented at the operational level according to public expectations. However, the internalization of the values associated with democratic policing in the context of the UPP is going on massively. However, it will take a longer time to change the mindset that has been engraved as a paramilitary unit, by feeling more military than as a police officer (Douglas Kincaid, "Demilitarization and Security in El Salvador and Guatemala: Convergence of Success and Crisis" Journal of Interamerican Studies and World Affairs, Vol. 42, No.4. Special Issue: Globalization and Democratization in Guatemala "Demilitarization and Security in El Salvador and Guatemala: Convergence of Success and Crisis" Journal of Interamerican Studies and World Affairs, Vol. 42, No.4. Special

Issue: Globalization and Democratization in Guatemala "Demilitarization and Security in El Salvador and Guatemala: Convergence of Success and Crisis" Journal of Interamerican Studies and World Affairs, Vol. 42, No.4. Special Issue: Globalization and Democratization in Guatemala(Kincaid 2000).

In other words, during the two years running, the implementation of a number of policies related to Brimob within the scope of democratic policing has not been optimal. There are three things that make this policy not optimal, namely: one, the intensity of sending Brimob personnel to conflict and security-prone areas makes these personnel do not have time to optimally absorb any policies made regarding Brimob institutions and personnel. Personnel rotation which is the internal policy for Brimob is also not sufficient to assist the absorption process ([http: // www.sinarharapan.co.id / news/0707/07/nus04.html](http://www.sinarharapan.co.id/news/0707/07/nus04.html) (Accessed June 20, 2016).

Improvement of the institutional structure is still technically constrained. During the past two years, this problem has almost disappeared. The focus of improving the Brimob institution in the two years running is how the Brimob structure can reach the KOD, with the quality and quantity of Brimob personnel that match the needs. While the refinement of the Brimob institutional structure over the course of the two years was only the improvement of the duties and functions of the change in the naming of Gegana, to Sat 1 Gegana, which was one of the responses and division of tasks between Brimob and Densus 88 AT ([http: // www.dephan.go.id/ modules.php? name = News & file = article & sid = 5120](http://www.dephan.go.id/modules.php?name=News&file=article&sid=5120), Accessed June 20, 2016).

Based on the above expression, the image of the Regional Police in West Java is not well known as an institution that can protect, protect, and serve the community, which is also thought to be due to the lack of coordination of Brimob-Polres by the West Java Regional Police. Efforts that can be made by Polda are to improve the performance of service delivery. In Service Delivery with regard to decisions regarding the stages of Service Delivery, the level of delegation, the relationship between Brimob and Polres, service processes, capacity allocation, and the atmosphere of service facilities. This plays an important role in helping customers understand and evaluate services that are intangible(Rushananto 2014).

This Service Delivery Performance plays an important role in playing a vital role in the design and delivery of services, especially in community security services which contain more service values, therefore it is necessary to study the Regional Police Service in West Java facing a challenge to protect, protect and serve the community actively ..

LITERATURE REVIEW

Brimob-Polres relationship

Brimob-Polres relationship uses a grand theory of customer relationship. Drucker inside(Anisa 2016), says that: The Purchase of Business is to create customers. Implicit in this statement is the importance of retaining customers and enhancing deeper relationships with them. Establishing relationships with customers is said to be the most powerful weapon to ensure that customers will be more loyal and tied to Bank Jabar. Here is the need for customer relationship management, which is a comprehensive approach to creating, maintaining and enhancing customer relationship.

The success factors in customer relationship (CRM success factors) are:

1. Strong internal partnerships around the CRM strategy
2. Employees at all levels and all areas accurately collect information for the CRM system.
3. CRM tools are customer - and employee - friendly
4. Report out only the data you use, and use the data your report.
5. Don't go high - tech when low-tech will do.

Relational marketing (relationship marketing) is very relevant to be discussed in marketing. Given the high level of non-involvement and interaction between customers and the Bank in most banking businesses, a marketing approach that is only transaction-oriented (transactional marketing) with a target of high sales in the short term becomes less supportive of business practice. Relational marketing emphasizes the recruitment and maintenance (retaining) of customers through enhancing the relationship between the Bank and its customers. In the banking business in Indonesia, the maintenance of customer relations is an important factor that cannot be ignored. So, in relationship marketing, attracting new customers is only the first step in the marketing process (Peck et al. 2013). In addition, retaining customers is much cheaper for the Bank, than looking for new customers.

Trust and Commitment

Companies should always try to offer new opportunities to create a more individual relationship between the seller and the customer (Ningtyas and Rachmad 2011). The job of the salesperson is no longer just to bring the product "out" / to the market, but to lead customers "into" the company, so that input can be obtained, and their wants and needs are known early on. If the company has no attachment to customers, it will never have customers (Maliyah 2015).

(Kotler 2000), argues that most marketing theories emphasize the art of attracting new consumers rather than maintaining existing ones. This means more emphasis on sales alone, rather than building "relationships". And prioritizing Pre Selling and Selling rather than Caring consumers after the sale.

(Morgan and Hunt 1994) explained that trust and commitment are very important indicators for the success of consumer relations with the company. And the existence of trust and commitment is considered as a central issue in marketing strategy in terms of consumer engagement, and the main problem by which an effective relationship between buyers and sellers can be broken. (Kwon and Suh 2005).

Service Value

(Ibrahim 2008) also disclosed that: "A company succeeds in offering products / services to customers if it is able to provide value and satisfaction." Value (value) is the consumer's estimate of the entire ability of the product to satisfy their needs. "

Broadly speaking, customer value is a comparison between the benefits (benefits) that are felt on a product with the costs that must be spent to get the product. To get customer value

in accordance with customer perceptions, a company must always follow it by providing appropriate products / services, because customer values are always changing all the time.

Based on the above statement, what is meant by service value in this study refers to statement (Ibrahim 2008) namely the comparison between the perceived benefits of a Brimob assistance service at the Polres with the costs incurred for handling criminal cases. The dimensions of the value of the service itself are benefits of service functions, emotional benefits of services, administrative costs, time to resolve crimes, frequency of handling crimes, and the number of requirements that must be met by the police.

Image of the West Java Police

Jabar Police's image refers to the grand theory of company image. Individual branding by companies, especially service products can only be done very limitedly, given the large number and variety of a product / service, and the company's image itself is an embodiment of the product / service brand itself. From this description, it can be concluded that the decision to name a company is a strategic decision because it is a branding decision that will have implications for the company's image.

Based on the above statement, what is meant by the image of the West Java Regional Police refers to the opinion of Ataman and Burc (2004), namely How the Police interpret all the signs issued / delivered by the West Java Regional Police through its communication program between Brimob and Polres. The dimensions of the image of the West Java Police are: *Recognition*, Reputation, Affinity, and Domain.

Framework

(Siti Hoirun Nisak 2018) said that "image is on the receiver side" while "identity is on the sender's side". That is, images (images) are how people interpret all the signs issued / conveyed by brands through goods, services and communication programs. In other words, image is reputation. Meanwhile, according to (Nugroho and Purwati 2017), quoting Zeithaml's opinion, that "organizational image as perceptions of an organization reflected in the associations held in consumer memory. Thus, in order for the image obtained to match or approach the desired brand identity, the company must understand and be able to exploit the elements that make up and make a brand a strong brand. This is in line with Gronroos' expression in (Nugroho and Purwati 2017) that "A favorable and well known image - corporate and / or local is an asset for any organization because image can impact perceptions of quality, value, and satisfaction.

As well (Normasari, Kumadji, and Kusumawati 2013), states that image can be improved through good service delivery performance. Based on the above framework, the research paradigm can be described as follows:

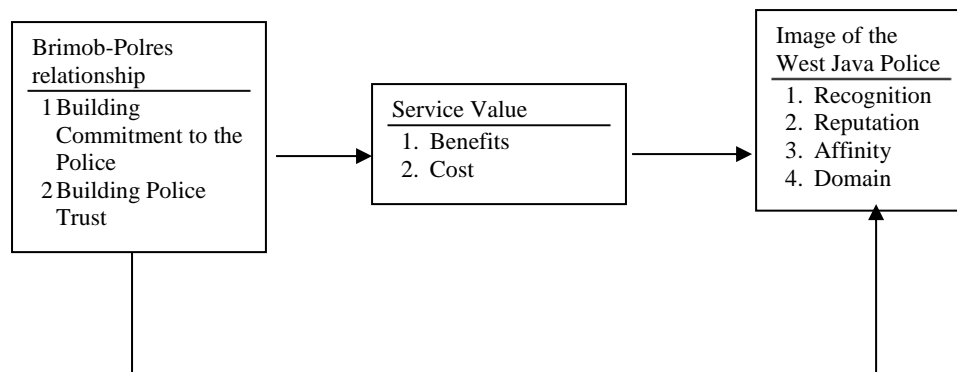


Figure 1
Framework

Hypothesis

1. There is a relationship between Brimib and Polres on the value of service.
2. There is an effect of service value on the image of the West Java Police.
3. There is a simultaneous influence of Brimob-Polres relationship and service value to the image of the West Java Regional Police.

RESEARCH METHODS

The research object which became the independent variable in this study was the Relation of Brimob Polres which included building commitment and trust from the Police. Service value that includes benefits and service costs. Meanwhile, the dependent variable is the image of the West Java Police which includes recognition, reputation, affinity, domain. The nature of this research is verification and descriptive. Sampling refers to opinion (Suharsimi 2006) that in taking the sample, the researcher "mixes" the subjects in the population so that all subjects are considered the same. Thus, the researcher gives equal rights to each subject to get the chance to be selected as the sample. Meanwhile, the method of determining respondents used in this study is probability sampling. Data collection techniques used in carrying out this research are secondary data and field studies. Based on the method used in data collection, variables that have an ordinal size are then transformed into intervals using the Method of Successive Intervals.

RESEARCH RESULTS AND DISCUSSION

The Effect of Brimob-Polres Relation to the Value of West Java Police Service

To reveal the effect of a variable or a set of variables on other variables, Path Analysis can be used. In this path analysis, the magnitude of the influence of a variable on other variables, either directly or indirectly, can be determined. Before making a decision about the magnitude of the influence of a variable on these other variables, first the hypothesis is tested, either as a whole or individually.

To find out whether the independent variable, namely the Correlation of Brimob-Polres to Service Value at the West Java Regional Police, was carried out using path analysis and the software used was SPSS release 20. The steps taken were calculating the correlation between variables, so that it was obtained as table 1 below:

Table 1. Correlation Matrix Between Variables

Correlations		Relativity (X)	Customer Value (Y)
Relativity (X)	Pearson Correlation	1	.810 **
	Sig. (2-tailed)		.000
	N	35	35
Customer Value (X)	Pearson Correlation	.810 **	1
	Sig. (2-tailed)	.000	
	N	35	35

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

Source: output SPSS 20

Furthermore, based on the results of the calculation of the correlation matrix, the path coefficient, the influence of X to Y and the path coefficient of other variables outside the X variable can be calculated as shown in table 2 below:

Table 2 The amount of path coefficient

The path coefficient of X against Y	pyx	0.810
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Source: output SPSS 20

The calculation result for the coefficient of determination (R^2_{YX}). The correlation coefficient (R_{YX}), the coefficient of determination of other variables against Y ($P^2_{Y \epsilon}$), and the path coefficient of other variables against Y ($PY \epsilon$), are shown in detail in Table 3 below:

Table 3 The coefficient of determination and path coefficients of other variables

Coefficient of Determination (R^2)	R^2_{YX}	0.656
Correlation coefficient	R_{YX}	0.810
Determination of Var. Against Y	$P^2_{Y \epsilon}$	0.344
Path Coefficient X Var. Against Y	$PY \epsilon$	0.586

Source: output SPSS 20

This means that the influence of variable X on variable Y is 0.656 or 65.6% of variable X is able to influence Y, and the remaining 0.344 or 34.4% is influenced by other variables outside the correlation variable (X).

Based on the theoretical framework that there is a positive influence between Relationship between Brimob and Polres to the Value of West Java Police Service, then the hypothesis will be tested in a form like table 4 as follows:

Table 4 Test Results of X against Y

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.

1	(Constant)	5,286	2,135		2,476	.019
	Relationship	.603	.076	.810	7,927	.000

a. Dependent Variable: Customer Value

Source: SPSS 20.0 output

From table 4 above, it can be seen that the tcount value is 7,927 with sig. The level of 0.00 is less than 0.05, so it can be concluded that the results of hypothesis testing prove that the Brimob-Polres relationship has an effect on Service Value.

While the results of the causal relationship or the effect of X on Y, can be seen in table 5 below.

Table 5 Influence of Variable X to Y and Influence Outside Variable X

Path Analysis Interpretation		
Information	Influence	%
Effect of X to Y	0.656	65.6
Influence Beyond X to Y	0.344	34.4
total		100

Source: Results of SPSS Program Statistical Processing 20

From the test results, it can be seen that the Brimob-Polres relationship has an effect on the West Java Regional Police Service Value, which is 65.6%, while the remaining 34.4% is influenced by factors other than relationship variables such as service quality, satisfaction, trust, attachment. The results of testing the hypothesis can be illustrated by the diagram of the causal relationship of variable X to Y as follows:

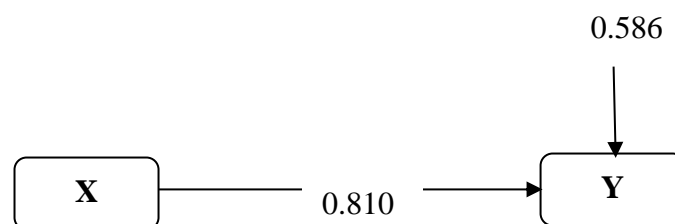


Figure 2. Causal Diagram between Brimob-Polres Relationship (X) and Service Value (Y)

The Effect of Service Value on the Image of the West Java Regional Police

To find out whether the independent variable, namely Service Value to the Image of the West Java Regional Police, was carried out using path analysis and the software used was SPSS release 20. The steps taken were calculating the correlation between variables, so that it was obtained as shown in Table 6 below. this.

Table 6 Correlation Matrix Between Variables

Correlations		Customer Value (Y)	Polda Image (Z)
Customer Value (Y)	Pearson Correlation	1	.739 **
	Sig. (2-tailed)		.000
	N	35	35
Polda Image (Z)	Pearson Correlation	.739 **	1
	Sig. (2-tailed)	.000	
	N	35	35

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

Source: output SPSS 20

Furthermore, based on the results of the calculation of the correlation matrix, the path coefficient, the effect of Y to Z and the path coefficient of other variables outside the X variable can be calculated as shown in table 7 below.

Table 7 Magnitude of Path Coefficients

The path coefficient of Y against Z	p_{zy}	0.739
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Source: output SPSS 20

The calculation result for the coefficient of determination (R^2_{ZY}). The correlation coefficient (R_{ZY}), the coefficient of determination of other variables against Y (P^2_{ZC}), and the path coefficient of other variables against Y (PZC), are shown in detail in Table 8 below:

Table 8 The coefficient of determination and path coefficients of other variables

Coefficient of Determination (R^2)	R^2_{ZY}	0.546
Correlation coefficient	R_{ZY}	0.739
Determination of Var. Another against Z	P^2_{ZC}	0.454
Line Y Var Coefficient. Another against Z	PZC	0.674

Source: output SPSS 20

Table 8 shows that the influence of variable Y on variable Z is 0.546 or 54.6% of variable Y is able to influence Z, and the remaining 0.454 or 45.4% is influenced by other variables outside the Service Value (Y) variable.

Based on the theoretical framework that there is a positive influence between Value of Service to the Image of the West Java Regional Police, then the hypothesis will be tested in a form like table 9 as follows:

Table 9 Test Results of Y against Z

Coefficientsa

Model	Unstandardized Coefficients	Standardized Coefficients	
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	B	Std. Error	Beta	t	Sig.
1 (Constant)	-3,810	2,599		-1,466	.152
Customer Value	.736	.117	.739	6,297	.000

a. Dependent Variable: Poldo Image

Source: SPSS 20.0 output

From table 9 above, it can be seen that the tcount value is 6,297 with sig. The level of 0.00 is less than 0.05, so it can be concluded that the results of hypothesis testing prove that the value of service has an effect on the image of the Regional Police.

While the results of the causal relationship or the effect of Y on Z, can be seen in table 10 below.

Table 10 Influence of Variables Y to Z and Influence Outside of Y Variables

Path Analysis Interpretation		
Information	Influence	%
Effect of Y to Z	0.546	54.6
Influence Beyond Y to Z	0.454	45.4
total		100

Source: Results of SPSS Program Statistical Processing 20

From the test results, it can be seen that Service Value has an effect on the Image of the West Java Regional Police, which is 54.6%, while the remaining 45.4% is influenced by factors other than service value variables such as service quality, satisfaction, trust, attachment. The results of testing the hypothesis can be illustrated by the diagram of the causal relationship between Y and Z as follows:

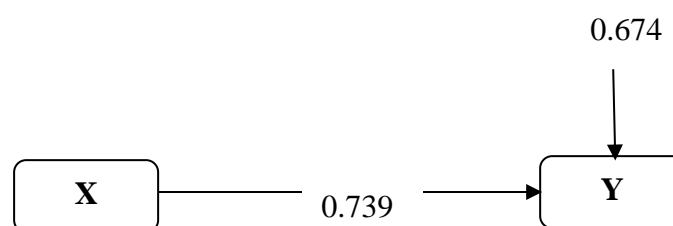


Figure 3. Causal Diagram between Service Value (Y) and Image of Regional Police (Z)

The Effect of Brimob-Polres Relationship and Service Value on the Image of the Regional Police of West Java, both simultaneously

To find out whether the independent variables, namely the Correlation of Brimob-Polres and Service Value to the Image of the West Java Regional Police, were carried out using path analysis and the software used was SPSS release 20. The steps taken were calculating the correlation between variables, so that it was obtained like table 11 below.

Table 11 Correlation Matrix Between Variables

Correlations		Relativity (X)	Customer Value (Y)	Polda Image (Z)
Relativity (X)	Pearson Correlation	1	.810 **	.738 **
	Sig. (2-tailed)		.000	.000
	N	35	35	35
Customer Value (Y)	Pearson Correlation	.810 **	1	.739 **
	Sig. (2-tailed)	.000		.000
	N	35	35	35
Polda Image (Z)	Pearson Correlation	.738 **	.739 **	1
	Sig. (2-tailed)	.000	.000	
	N	35	35	35

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

Source : output SPSS 20

Furthermore, based on the results of the calculation of the correlation matrix, the path coefficient, the overall effect of X to Y and the path coefficient of other variables outside the X to Y variables can be calculated as shown in table 12 below.

Table 12 Magnitude of Path Coefficients

The path coefficient of X against Z	p_{zx}	0.407
The path coefficient of Y against Z	p_{zy}	0.409

Source : SPSS output result

The calculation result for the multiple determination coefficient ($R^2_{ZX, Y}$). The correlation coefficient ($R_{ZX, Y}$), the coefficient of determination of other variables against Y ($P^2_{Z \epsilon}$), and the path coefficient of other variables against Y ($PZ \epsilon$), are shown in detail in Table 13 below:

Table 13 Multiple Determination Coefficients and Other Variable Path Coefficients

Multiple Determination (R^2)	$R^2_{ZX, Y}$	0.603
Multiple Correlation Coefficients	$R_{ZX, Y}$	0.776
Determination of Var. Another against Z	$P^2_{Z \epsilon}$	0.397
Path Coefficient Var. Another against Z	$PZ \epsilon$	0.630

Source : SPSS output result

This means that the simultaneous influence of the X and Y variables on the Z variable is 0.603 or 60.3% of the X and Y variables simultaneously affect Z, and the remaining 0.397 or 39.7% is influenced by variables other than the Brimob-Polres Correlation variable and Service Value.

Based on the theoretical framework that there is a positive influence between Brimob-Polres Relationship and Service Value against the image of the West Java Regional Police, then we will test the hypothesis simultaneously in a form like table 14 as follows:

Table 14 Simultaneous Test Results X and Y against Z**ANOVA^b**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195,514	2	97,757	24,271	.000a
	Residual	128,886	32	4,028		
	Total	324,400	34			

a. Predictors: (Constant), Customer Value (Y), Relativity (X)

b. Dependent Variable: Polda Image (Z)

Source: SPSS 12.0 output

From table 14 above, it can be seen that the Fcount value is 24,271 with sig. The level of 0.00 is less than 0.05, so it can be concluded that the simultaneous test results are proven or significant, that the Brimob-Polres relationship and service value have an effect on the Regional Police Image.

Meanwhile, the results of the causal relationship or direct influence of X and Y on Z can be seen in Table 15 below.

Table 15 Effect of Variables X and Y to Z and Influence Outside Variables X and Y

Path Analysis Interpretation		
Information	Influence	%
Effect of X, Y to Z	0.603	60.3
Influence Beyond X, Y to Z	0.397	39.7
total		100

Source: Results of SPSS Program Statistical Processing 20

From the test results, it can be seen that the Brimob-Polres relationship and service value have an effect on the image of the Regional Police simultaneously by 60.3%, while the remaining 39.7% is influenced by other factors not examined by the author, namely service quality, satisfaction, trust, attachment. However, if seen partially, the dominant Service Value affects the Regional Police Image rather than the Brimob-Polres Correlation, from the results of this hypothesis testing, a diagram of the causal relationship of variables X and Y to Z can be drawn as follows:

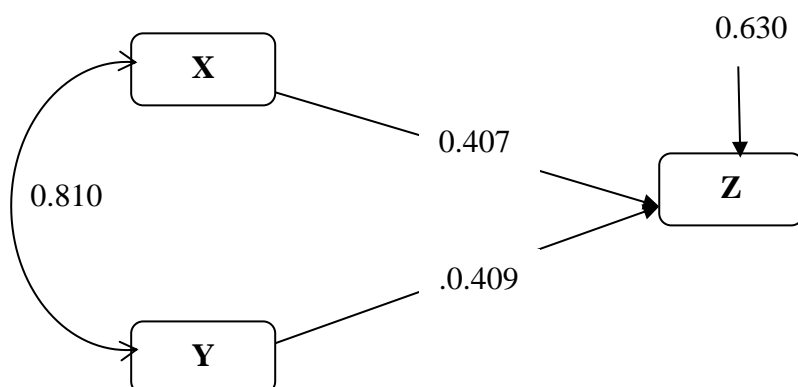


Figure 4. Causal Diagram between Brimob-Polres (X), Service Value (Y) and Regional Police Image (Z)

As in Figure 4.3 above, it can be seen that the dominant Service Value affects the Police Image with a path coefficient of 0.409 with a tcount of 2.156 with a ttable value at a significance level of $\alpha (0.05) = 2.03$, than a Brimob-Polres relationship of 0.407 with a tcount of 2.141 with the ttable value at the significance level $\alpha (0.05) = 2.03$, and both variables are proven to affect the image of the regional police, as shown in Table 16 below.

Table 16 Partial Path Coefficient Testing

Symbol Path Coefficient		thitung	t table	Conclusion
PZX	0.407	2,141	2.03	Ho refused There is a positive influence of Brimob-Polres relationship on the image of the Regional Police
PZY	0.409	2,156	2.03	Ho refused There is a positive effect of Service Value on the Image of the Regional Police

Source : calculation results, 2016

Based on the results of the above calculations, it can be revealed that the correlation to the image of the West Java Regional Police, both directly and indirectly, can be seen in table 17 below:

Table 17 Direct and Indirect Effects of Brimob-Polres Relationship to Police Image

Path Analysis Interpretation			
Desc		Influence	%
X	Direct influence to Z	0.166	16.6
	Indirect influence through Y to Z	0.135	13.5
total		0.301	30.1

Source: Results of SPSS Program Statistical Processing 20

From the table above, it can be seen that the direct contribution of Brimob-Polres to the Police Image is 16.65% with a tcount coefficient of 2.141, while for the t-table value at the significance level $\alpha (0.05) = 2.03$, because the tcount > ttable, and not directly through the Service Value variable of 13.5%. Meanwhile, the contribution of Brimob-Polres relationship to the image of the Police as a whole reaches 30.1%. This means that the higher the Brimob-Polres relationship, the better the image of the regional police.

Likewise, the results of the above calculations, it can be seen that the effect of Customer Value on Regional Police Image, either directly or indirectly, can be seen in table 18 below:

Table 18 Direct and Indirect Effects of Service Value on the Image of Regional Police

Path Analysis Interpretation			
Desc		Influence	%
Y	Direct influence to Z	0.167	16.7
	Indirect influence through X to Z	0.135	13.5

total		0.302	30.2
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Source: Results of SPSS Program Statistical Processing

From the table above, it can be seen that the contribution of Service Value to Police Image is directly 16.7% with the tcount coefficient of 2.156, while for the t-table value at the significance level $\alpha (0.05) = 2.03$, because the $t_{count} > t_{table}$, and indirectly through Service Value variable is 13.5%. While the contribution of Service Value to the Police Image as a whole reaches 30.2%, it can be concluded that the Service Value has a significant direct effect on the Police Image, this empirical evidence indicates that in an effort to improve the image of the West Java Regional Police, it is necessary to increase the Service Value factor, because of the Value factor. Services are closely related to the enhancement of the image of the West Java Regional Police. The path coefficient shows a positive and significant value,

Based on the description of the results of the partial hypothesis testing, which proves that the Brimob-Polres relationship with the service value and service value has a positive effect on the image of the police, and simultaneously it has proven that Brimob-Polres relationship and service value have a positive effect on the image of the West Java police. So that the overall causality model of the Brimob-Polres relationship, service value and image of the police which is the result model of this study can be described as shown in Figure 5 below

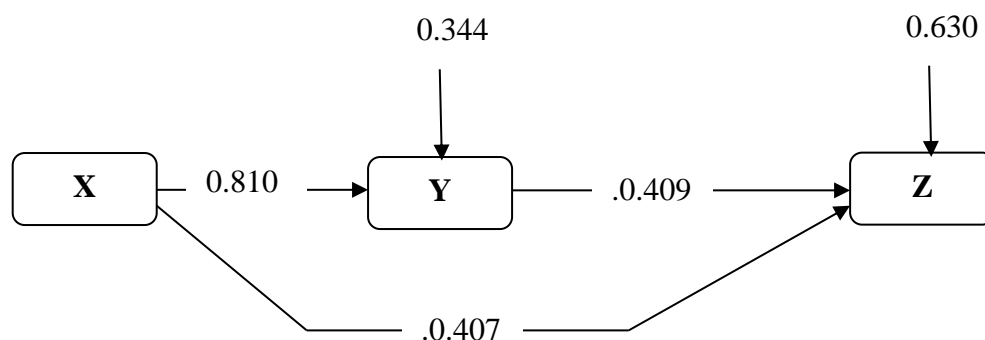


Figure 5. Causal diagram between Brimob-Polres (X), Service Value (Y) and Regional Police Image (Z)

Based on Figure 5 above, it can be seen that to improve the image of the West Java police, the most important thing is to increase the value of service, where the value of service will be able to be increased if the West Java Regional Police are able to increase the relationship between Brimob and Polres.

CONCLUSION

Based on the results of research that has been carried out to determine the Correlation of Brimob-Polres with Service Value and its implications for the Image of Regional Police (A Study on the Brimob-Polres Relationship in West Java), the following conclusions can be drawn:

1. The relationship between Brimob and Polres to the West Java Regional Police is relatively high, however, there are still a number of things that must receive attention and

improvement by the West Java Regional Police, namely the frequency of building Polres' trust in the honesty and integrity of Brimob, the frequency of building Polres' trust in Brimob's reputation, and the frequency of building Polres' trust in Brimob compared to other police units.

2. The value of service to the West Java Regional Police is relatively high, but there is still something that the West Java Regional Police must pay attention to and improve, especially in terms of the number of requirements that must be met by Brimob in prosecuting crimes.
3. Image of West Java Regional Police is relatively enough high, This can be seen from the attraction of the West Java Regional Police in the eyes of the Polres, but there are things that the West Java Regional Police must pay attention to, namely the Polres assessment of the West Java Regional Police, How strong is the West Java Regional Police brand known as a professional institution by the Police, Your pride (emotionally) becomes Kapolres within the West Java Regional Police.
4. The relationship between Brimob and Polres has a positive and significant effect on the image of the police, so that if the coordination of Brimob-Polres by the regional police increases, it will be able to improve the image of the regional police.
5. Service value has a positive and significant effect on the image of the police, so that if the service value provided by the regional police increases, it will be able to improve the image of the regional police.
6. The relationship between Brimob and Polres and service value simultaneously affects the image of the West Java Regional Police. However, partially, the dominant service value affects the image of the Regional Police rather than the Brimob-Polres relationship.

Suggestion

Based on the results of the research and observations that have been made, the authors would like to propose some suggestions that can be taken into consideration for the West Java Regional Police. to increase Regional Police Image. These suggestions include:

1. The relationship between Brimob and Polres is a very important role in improving value of service. Therefore, the elements of Brimob-Polres relationship that must be paid attention to and further enhanced by the West Java Regional Police are the frequency of building Polres' trust in the honesty and integrity of Brimob, the frequency of building Polres' trust in Brimob's reputation, and the frequency of building Polres' trust in Brimob compared to units other police force.
2. Service value something that is very instrumental in improving Image of West Java Regional Police. Therefore, it is the service value indicator that the West Java Regional Police must pay attention to, especially in terms of the number of requirements that must be met by Brimob in prosecuting crimes.
3. Regional Police Image West Java should get attention and increase especially in the Polres assessment of the West Java Regional Police, How strong is the West Java Regional Police brand known as a professional institution by the Police, Your pride (emotionally) to be the Chief of Police in the West Java Regional Police.
4. Because Brimob-Polres relationship through more customer value large contribution in influencing the image of the police, so customer value becomes the first priority in improving the image of the police in West Java. then the West Java Regional Police are

advised to further re-evaluate the number of requirements that must be met by Brimob in prosecuting crimes.

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