

# Burial Service Quality Analysis Study in The Cemetery of Keputih Surabaya

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**Abstract** – The grave is a public facility that required by the citizen. The high population density will cause problems of provision of burial grounds. This is because the burial ground will eventually be full if not offset by its provision. Surabaya’s Government opened some new cemeteries, that one of them is The Cemetery of Keputih Surabaya as an effort to improve the fulfillment of the graveyard. This type of research is qualitative descriptive. The focus of this research is how the quality of burial services in The Cemetery of Keputih Surabaya. Burial services including excavation, burying, and rental burial place has very good service and provides convenience for peoples who are looking for their family burial ground. The structure and the burial services cost have been appropriate with Surabaya’s Local Regulation Number 7/2012. However, there are still people who use the services of burial service or an intermediary in handling the burial process so that the burial service cost be more expensive than the specified regulation. Many people still don’t know about the structure and burial service cost. However, the information in The Cemetery of Keputih is very easy to get. So, the burial service quality of The Cemetery of Keputih Surabaya is good.

**Keywords:** *Public services ; Burial Service ; Quality of Service*

## I. INTRODUCTION

The negative image citizens have of their government and their public administration is said to be a consequence of the way these administrations function. Better quality public services are supposed to lead to satisfied users, which will in turn increase trust in government [1].

Population growth tends to increase from year to year, but the amount of land area will not increase. The high population density in an area will cause problems of land supply to meet the needs of both for housing, provision of food production and cemetery for people who pass away. The need for burial land is also a fundamental requirement for the community, as the cemetery land will gradually be full if it is not balanced by the expansion of the graveyard provided. In other side,

Expenses for funeral costs often get overlooked as there is ever increasing pressure to prioritise for everyday living costs, both at an individual and societal level [2]. Government need to manage public cemetery graveyard to minimize the expenses of citizen

Transparency in pricing is required for two primary considerations. First, for consumers to make an informed choice between providers by ensuring that relevant prices for similar goods and services are disclosed. Second, to provide information about the actual service so consumers can explore or compare alternatives (Laan and Moerman, 2017). The increasing need for land and the limited supply of land used for public facilities, public facility that becomes a serious problem in Surabaya is the graveyard. The needs of graveyard are  $\pm 2$  hectares/year to 10.000 people who die per year. While 9 of 10 cemetery sites in Surabaya area of 155 hectares managed by the Surabaya Government the condition are full and closed because it has been filled above 92%. (Source: Dinas Kebersihan dan Pertamanan Kota Surabaya, 2012).

Surabaya Government in this regard as the manager and provider of cemetery land has made various efforts to get around the limitations of existing graveyard. Graveyards in Surabaya have 92% fully charged and closed, but there are often found overlap burial conducted by the family and graveyard plot reservations to people who have not died. The efforts of Surabaya Government to meet the need of the graveyard are to open a new cemetery land. The new public cemetery location is in the area of East Surabaya in Subdistrict Sukolilo (TPU Keputih) and West Surabaya in Subdistrict Benowo (TPU Babat Jerawat).

Funeral services conducted by the Surabaya Government based on the Regional Regulation (Perda) that is Regional Regulation of Surabaya No. 7 of 2012 [3] on Retribution for Cemeteries Service and Cremation. Applicability of the Regional regulation is as basic funeral service processes especially for two new cemetery lands as a public facility that is TPU Keputih and TPU Babat Jerawat. Surabaya

Government as a service provider would have to improve the quality of funeral services so that people get satisfaction as services recipient.

## II. RESEARCH METHOD

This research is descriptive qualitative [4]. The research focus is how the service quality of funeral in the Public Cemetery (TPU) Keputih. Data source in this research is primary and secondary data. Data collection techniques in this study include indepth interviews (Indepth Interview), documentation and observation (Observation). Analysis of the data in this study using an interactive model (interactive models of analysis) developed by Miles and Huberman [5]. The validity of the data in this study, there are four criteria include degree of confidence (Credibility), transferability (transferability), dependence (Dependability), certainty (Conformability) [6].

## III. RESULT AND DISCUSSION

Quality of service is an important element in the service organization. This is due to the quality of these services is one tool for measuring the performance of the service organization. Therefore, the quality of service is always serious attention from management, according to Parasuraman et al an important step for measuring service quality, are: 1. Reliability, 2. Responsiveness, 3. Assurance, 4. Emphaty, 5. Tangibles.

Burial/Funeral services are service provided from the administration until the burial process and grave maintenance process, by looking at the five dimensions of service quality:

Reliability, the ability to perform the service that promised accurately and reliably. The services fullfilment that appropriate and satisfying include timeliness and skill in responding to customer complaints and providing services fairly and accurately. Early recognition procedure of funeral arrangements can be known by announcement board. Announcement board has been posted at the front entrance of TPU Keputih Surabaya, expecting that the information about the administrative requirements, retribution amount as exact information, accurate. One-day complete service, if the application requirements are complete means the people who need the service on that day can directly receive until the burial process. In addition, the officers always openly provide information directly. Determining standard location of the grave determined by the funeral service officer in TPU Keputih and the heirs/family of the deceased cannot choose the location by their own as expected, the grave site is determined by the funeral services officer in accordance with the existing order in the field. But this is less successful, because there is still a lot of the heirs/family of the deceased does not understand before that the funeral system in TPU Keputih based on the order they usually ask for the location in accordance with the selection. Service process in determining the location of the grave is in accordance with the purpose and intention in Surabaya Regional Regulation No. 7 of 2012 [3]. Communities Opinion describes that funeral services that given are quite good.

Rental graveyard is the use of land owned or managed by the regional government for a certain period of time for the purposes of burial of dead bodies. Rental graveyard imposed by the Surabaya Government in a new grave site TPU Keputih three years in per time period and the basis of determination period is in accordance with Surabaya Regulation No. 7 of 2012 on services retribution for Burial and Crematory. The tariff for handling the funeral services ranging from digging and burying are Rp 270.000, the cost of the rent extension of burial place is Rp 170.000 per three years. But there is no measurement or research on the level of satisfaction of the community who have received services in the funeral process, as it certainly needs to be taken to improve service quality.

Implementation of retribution procedure on funeral services TPU Keputih is conformity with the Regional Regulation of Surabaya No. 7 of 2012 [3] on Retribution of Funeral and crematory services. The societies also state that it does not incriminate for the heirs, although in reality there are many heirs who do not regularly pay the distribution, reflecting compliance from office clerk of Keputih in funeral services have implemented such policies and have been trying to provide a quality service.

This is a concern even the pattern of public service execution, has the shape and nature that public services must contain the joints of simplicity, clarity, certainty, security, openness, efficiency, economy, fairness and timeliness. When that has been achieved, it can provide a quality service process. According to the heir the officer has provide services in accordance with the procedure, the retribution magnitude, service time has been appropriate as it has been announced and in accordance with local regulations. Things need to be improved is about how socialization and efforts to increase the payment of grave maintenance retribution so the grave could be more maintained.

Responsiveness is the ability to help customers and provide services quickly or responsiveness in providing services. Officers have tried to serve quality of service by providing all range of funeral services, there are coordinator activities or supervisor as funeral services officer responsible in the field to supervise the implementation of the process of the future grave care and services. Heirs/family can directly ask for an explanation and resolution when service is unsatisfying. The one-day service completes if the application requirements are complete means the people who need the service on that day can directly receive until the burial process. Public as users of these services also give a statement that the service provides is good starts from administrative until the burial process. Responsiveness is needed in the public service because it is evidence of the ability of organizations to identify public needs, setting the agenda and priorities for services and develop programs for public services in accordance with the needs and aspirations of the publics. And organizations that have a low responsivity are by itself will have a bad performance anyway.

Assurance obtains guarantees and assurances from the politeness of employees, good communication, and knowledge, so it is able to gain sense of customer trust. Guarantee of the services since the beginning of funeral process until the grave treatments. It has been submitted to the heirs/family, Ease access of the place and location and adequate service facilities, easily accessible, and can take advantage technology of telecommunications and informatics.

Funeral services are according to the applicable Regional Regulations, so this also provides guarantees and certainty in receiving the service. Based on Regional Regulation of Surabaya in 2012 about Funeral Service Retribution and Rental place, predetermined that Rental a place/location of the grave is every three years and the community have known about this period, There is an attempt to offer concessions to heirs who are not able to extend the rent where it is currently only limited notice by officers of Keputih. There are no regulatory rules on late penalties to pay the rental grave extension or burial land it is also difficult for the Regional government in terms of curbing the grave. Things can be done is to dismantle and burial site boarded for the new grave if the rental is not paid and no heirs can be reached. The designation of the grave size provided in TPU Keputih measured for an adult is generally 2x1 meter and the baby is 85 cm wide and 1, 5 meter long. These all are done to provide public assurance, especially the heirs to receive a funeral service.

Empathy is to provide a genuine concern and personal to the customer, this is done to determine accurately the consumer desires accurately and specifically. Task and responsibilities coordinations between cemetery office employees in keputih with funeral service officers in the field have been implemented well it is also an effort to improve the quality of services provided. Person in charge of handling the process of reporting on the funeral service are all employees of the office of the Keputih, this is form of employees care to solve the problems of the funeral process. Efforts to provide settlement with relief for heirs who have difficulties in payment of rental land are also a form of empathy in the service process. Society also stated that the ministry has shown a sense of empathy towards the public, but the public also hope that in the process of funeral services can be viewed specification problems which occurred in the heirs.

Tangibles (direct evidence) that the physical facilities, equipment, personnel and communications media, the service process has been performed in adequate room, the building is quite decent, comfortable. The services provided are also expected to give satisfaction to the community, providing efforts means of support services has been done with equipment and good, roads to facilitate access to the TPU Keputih. Supporting facilities in the funeral services are also provided, for example to provide tombstone.

The five elements of the quality of public service above describe that there are attempts committed by officers in TPU Keputih to provide a quality service was the community have stated that the quality of Funeral Service in the “The Public

Cemetery of Keputih” Surabaya is good enough, and there needs to be an increase in the quality of services, especially socialization about Regional Regulation on Funeral services and increase the supply of facilities to support the process of funeral services.

Law No. 25 of 2009 on Public Service can also serve as guidelines in improving the quality of public services. There are standard components of services that must be considered for providers of public services which includes 14 components, namely: a) the legal basis, b) requirements, c) the systems, mechanisms and procedures, d) completion period, e) cost/tariff f) products services, g) facilities, infrastructure and/or facilities, h) executor competence, i) internal monitoring, j) handling of complaints, suggestions, and feedback, k) the number of execution, l) assurance service that provides assurance services carried out in accordance with service standards, m) security and safety services in the form of a commitment to provide a save sense, free from danger, and the risk of hesitations n) implementator performance evaluation.

If it is viewed from those 14 components that we may need to pay attention to the facilities, infrastructure and/or facilities, 1) internal control, which is always routinely done to avoid things that hurt 2) the handling of complaints, suggestions, and feedback, which is needed. This needs to be done as input from the community in improving the quality of service, 3) implementor performance evaluation, as a form of accountability to the public service process. Andrews said that the quality of Public Service can improved by good performance management [7]. It’s very important, because customers are satisfied and loyal to the service quality [8]

According to Ratminto and Atik, a benchmark of success service is determined by the level of the satisfaction of service recipient. While the satisfaction level of these services would be obtained if the recipient gets the types of service in accordance with what they expect and need [9]. Thus, the needs of the service recipient must be met as much as possible in order to obtain satisfaction.

#### IV. CONCLUSION

Burial/funeral service including digging and burying has had a quite good quality. From the 5 due to the determination standard location of the grave is determined by office clerk Keputih there are still some of the heirs/family of the deceased do not understand.

Rental a graveyard is in conformity with the Regional Regulation Surabaya No. 7 of 2012 and has been implemented by funeral service employees or officers in field that the rental of graveyard is every three years and the heirs/family also understand it.

The structure and amount of the retribution tariff of funeral services are set according to Surabaya Regional Regulation No. 7 of 2012 on Funeral and Crematory service Retribution have not gone well, because there are still some people who do not know in advance the amount of the retribution tariff for

the maintenance of the funeral service. Any additional costs beyond the retribution tariff on official funeral services according to Perda some people choose to use the services of a funeral service or an intermediary in handling the funeral process that this has resulted in more expensive than the specified regulation.

Implementation of retribution policy service of TPU Keputih Surabaya is in conformity with the existing regulations demonstrate satisfactory performance results for the community, in other words the implementation of the funeral service retribution policy is quite successful. Socialization needs to the public about the new Perda, namely Surabaya Regional Regulation No. 7 of 2012 on Retribution for Funeral and Crematory Services as well as provide information on standards determining the location of the grave in TPU Keputih.

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