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EFFECT OF PERFORMANCE, MOTIVATION AND BENEFITS TRAINING ON THE PERFORMANCE OF THE PAMONG PRAJA POLICE FOR THE AREA OF BANDUNG CITY

Mariana Rachmawati¹, Fery Romadhon², Yuda Muhamad Hardiansyah³

Universitas Widyatama, Bandung, Indonesia

mariana.rachmawati@widyatama.ac.id¹,

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ABSTRACT:

This study aims to obtain the results of a study and analysis of the effect of performance allowances, motivation and training on the performance of members of the Bandung Civil Service Police. The research method used is the descriptive verification method with the research population is the members of the Satpol PP Bandung City, amounting to 186 respondents. Primary data in this study were obtained by conducting field surveys and distributing questionnaires to respondents, while secondary data was obtained by knowing literature studies, collecting reference data from theoretical studies and previous research. The processing technique uses the Path Analysis method with LISREL for Student software, to determine the results of the effect of each variable. The value of t-count in the study shows that above the t-table is 0.082, namely the variable performance allowance is 1.740, motivation is 1.716, training is 6.028. The effect of performance allowance shows a percentage of 12.84%, the influence of motivation shows a percentage of 13.25% training on performance shows a percentage of 21.60%, and the influence of all percentage variables is 47.69%. The residual factor in this study shows a percentage of 52.31%, which can be assumed that there are still many variables that can affect the performance of the Bandung Civil Service Police Unit that is not in this study.

INTRODUCTION

The Pamong Praja Police Unit as one of the state institutions that carry out duties as law enforcement officers works directly with the community. It is undeniable that the performance of the Pamong Praja Bandung City Police

Unit is demanded to always be ready when needed by the community, wherever and whenever during a specified time. The duties of the Bandung City Municipal Praja Police Unit are to enforce regional regulations and regional regulations, organize public order and peace and carry out community protection.



Figure 1. Picture Civil Service Police

Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587), as amended several times, most recently by Law Number 9 of 2015 concerning the Second Amendment to the Law Number 23 of 2014 concerning Regional Government (State Gazette of the Republic of Indonesia of 2015 Number 58, Supplement to the State Gazette of the Republic of Indonesia Number 56791) article 256 paragraph (7) mandates the regulation of the Pamong Praja Police Unit with a Government Regulation. The high demands for the performance of the Bandung Municipal Praja Police Unit in serving the community have made the Bandung City Municipal Praja Police Unit continue to improve internally to provide maximum service to the community. Various efforts have been made with a series of innovative programs that are continuously made by the City of Bandung Municipal Praja Police Unit to provide public satisfaction with the services of the Bandung City Civil Service Police Unit. The Civil Service Police Unit of the City of Bandung as a Regional Government apparatus is occupied by civil servants and is given duties, responsibilities, and authorities by statutory regulations in enforcing Regional Regulations and Regional Head Regulations, administering public order and peace and protection of the community. Meanwhile, the City of Bandung Civil Service Police Unit is a regional apparatus established to enforce Regional Regulations and Regional Head Regulations, carry out public order and peace and protect the community of human resource professionals, implement technology, material infrastructure and service facilities to build the capacity of the Bandung City Civil Service Police Unit. (capacity building) that is credible in the eyes of the national, regional and international community. Therefore, innovations with the use of sophisticated technology continue to be pursued by the Bandung City Civil Service Police Unit to achieve effective, efficient and maximum service.



Figure 2. Picture Civil Service Police

In Article 35, when this Government Regulation comes into force, Government Regulation Number 6 of 2010 concerning Civil Service Police Units (State Gazette of the Republic of Indonesia of 2010 Number 9, Supplement to the State Gazette of the Republic of Indonesia Number 5094) is revoked and declared invalid. The consideration of Government Regulation Number 16 of 2018 concerning Civil Service Police Units is that to implement the provisions of Article 256 paragraph (7) of Law Number 23 of 2014 concerning Regional Government, it is necessary to stipulate a Government Regulation concerning Civil Service Police Units. Law Number 23 of 2014 concerning Regional Government regulates that the City of Bandung Civil Service Police Unit is formed to enforce Regional Regulations and Regional Heads, organize public order and tranquility and provide community protection. The provisions of Article 256 paragraph (71) of Law Number 23 Year 2014 concerning Regional Government referred to mandating further regulation of the Bandung City Civil Service Police Unit are regulated in a Government Regulation. The Civil Service Police Unit of the City of Bandung as a regional apparatus has a very strategic role in strengthening regional autonomy and public services in the regions. To ensure the implementation of the duties of the Bandung City Civil Service Police Unit in upholding Regional Regulations and Regional Heads, the administration of public order and peace and protection of the community needs to be improved, both in terms of institutions and human resources. Also, the existence of the City of Bandung Civil Service Police Unit in the implementation of regional government is expected to help provide legal certainty and facilitate the development process in the regions.



Figure 3. Picture Civil Service Police

This Government Regulation regulates the formation and organization, duties, functions and authorities, human resources, the obligations of the Regional Government, coordination, guidance, supervision, appreciation, and reporting as well as the regulation of PPNS qualifications for high-ranking officers of the Bandung City Civil Service Police Unit.

Government regulations concerning civil service police units In this Government Regulation what is meant by:

The Civil Service Police Unit, hereinafter referred to as the Pamong Praja Bandung City Police Unit, is a regional apparatus established to enforce Regional Regulations and Regional Head Regulations, administer public order and peace and provide protection for the community.

Civil Service Police, hereinafter referred to as Pol PP, is a member of the Pamong Praja Police Unit of Bandung City as a Regional Government apparatus occupied by civil servants and given duties, responsibilities, and authorities by statutory regulations in enforcing Regional Regulations and Head Regulations. Regions, the administration of public order and peace and protection of the community.

Civil Servant Investigator, hereinafter abbreviated as PPNS, is a civil servant who is assigned the task of investigating violations of the provisions of Regional Regulations in accordance with the provisions of the laws and regulations.

Regional Regulations, hereinafter referred to as Regional Regulations or as referred to by other names, are Provincial Perda and Regency / Municipal Perda.

Regional Head Regulations, hereinafter referred to as Perkada, are governor regulations and regent/mayor regulations.

Minister is the minister who carries out domestic government affairs.

In carrying out the duties of the Pamong Praja Bandung City Police Unit has the following functions:

- a. compiling programs for enforcing Regional Regulations and Regional Heads, administering public order and tranquility and implementing public protection
- b. implementation of policies on the enforcement of Regional Regulations and Regional Heads, the administration of public order and public tranquility and the implementation of public protection
- c. coordinating the enforcement of Regional Regulations and Regional Heads, administering public order and peace as well as implementing public protection with related agencies.
- d. supervision of the community, apparatus, or legal entities on the implementation of Regional Regulations and Regional Heads.
- e. the implementation of other functions based on the tasks assigned by the regional head by the provisions of statutory regulations.

In carrying out the duties and functions of the Kota Bandung Pamong Praja Police Unit, the authorities are:

- a. carry out nonyusticial disciplinary actions against members of the public, officials, or legal entities that violate elections to the regions.
- b. take action against community members, officials, or legal entities who disturb public order and public order.

- c. carry out investigative actions against members of the public, officials, or legal entities suspected of having violated elections to the regions.
- d. take administrative action against members of the public, apparatus, or legal entities that violate the elections to the regions.

Civil Service Police Rank Signs as follows:

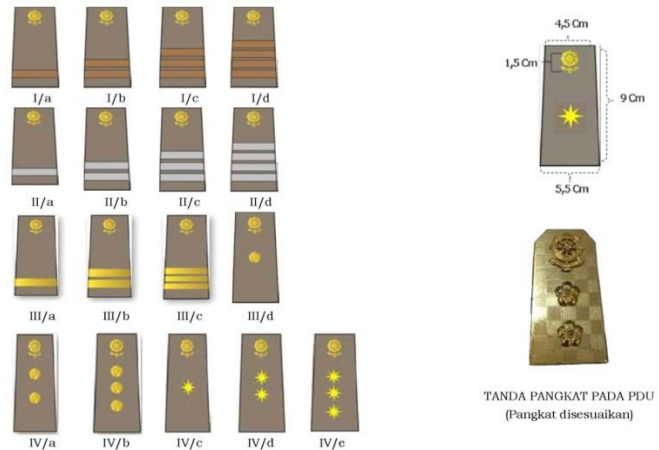


Figure 4. Civil Service Police Rank Identification as stipulated in Permendagri No. 19 of 2013

Concerning Guidelines for Official Clothing, Equipment and Operational Equipment for Civil Service Police Units

The level of public trust in the Bandung City Civil Service Police Unit is currently decreasing, this is because the performance of the Bandung City Civil Service Police Unit in carrying out its duties is still not good. Evidenced by the increasing number of complaints from the community regarding the treatment of this Bandung City Municipal Praja Police Unit in carrying out its duties. As in the case ... mobilize its members to be able to provide the best service to the community. On the other hand, the Regional Government must motivate and pay attention to the Civil Service Police Unit of the City of Bandung, which still needs to do a lot of work, especially in the Units in order to increase professionalism, ability and knowledge, and act quickly, swiftly and carefully in serving and providing a sense of comfort to the community remove the negative stigma that dealing with the police requires money. The leadership of the Unity and the community also hopes that the Pamong Praja Police Unit of Bandung City can prioritize the prevention of public safety compared to law enforcement. Thus, a more active role is needed for the leadership of the Bandung City Civil Service Police Unit. The hope is that the good results that have been achieved by the Bandung City Civil Service Police Unit will be improved. Generally, the level of trust and performance of the Pamong Praja Police Unit in Bandung has decreased in general, which has an impact on public dissatisfaction with the Task that has been carried out by the Bandung City Civil Service Police Unit. It is felt that the community members do not work professionally in carrying out their duties and responsibilities in protecting, protecting and serving the community. This can be used as input for the Bandung City Civil Service Police Unit to immediately clean up internally. Many things must be improved to achieve maximum service targets

and be able to provide satisfaction to the community. One of them is adequate facilities and infrastructure by utilizing technology and information to provide quick and precise access to work. In addition to improving facilities and infrastructure, it is also increasing quality and competitive Human Resources (HR). This is because superior human resources are needed as the driving force for the system to run smoothly and be able to achieve targets. The City of Bandung Civil Service Police Unit hopes that with the improvement of good human resources for members of the Bandung City Civil Service Police Unit, they will be able to show good and maximum performance and achieve targets that have been planned or programmed beforehand. The improvement of superior human resources is carried out through a series of education and training programs within the Bandung City Civil Service Police Unit and the Bandung City non-Police Praja Police Unit. In addition, to support better performance, the government provides a performance allowance as a positive reinforcement factor to increase individual performance motivation in a professional and proportional manner, and to be able to achieve maximum targets and also generate high achievement needs (need achievement). Performance allowances for the City of Bandung Civil Service Police Unit as stipulated in the Regional Government Decree regarding Employee Performance Allowances in the Bandung City Civil Service Unit Police Unit. Performance allowance is defined as a form of direct compensation paid to employees because their performance exceeds the specified standards. This standard is another form of direct wages apart from wages and salaries which is a permanent compensation called the performance-based competency system (pay for performance plan) (Rivai and Sagala, 2013).

The purpose of providing a performance allowance for the Bandung City Civil Service Police Unit is to improve the welfare of the Bandung City Civil Service Police Unit in order to be more motivated to work better and optimally. In addition, to reduce and even eliminate problems that occur within the Bandung City Civil Service Police Unit. Problems due to the lack of welfare it receives include: a. Poor service quality (slow, convoluted, favoritism, unaccountability and transparency); b. Practices of Corruption, Collusion and Nepotism (KKN) still occur; and c. Low discipline and employee morale which results in being unproductive, ineffective and inefficient (Saleh and Darwis, 2015). The performance allowance that is given gradually to the members of the Pamong Praja Police Unit in Bandung is a form of compensation to improve performance and work productivity in a professional and maximum manner in community service. In addition to performance allowances, what affects performance is motivation. Soemanto (1987) generally defines motivation as a change in energy marked by effective encouragement and reactions to goal achievement. Motivation is an encouragement to do a job to achieve the goals that have been determined in an organization. Research conducted by Kadji (2008) which examines the relationship between work motivation and public service performance in Gorontalo, concluded that the work motivation of public sector officials has a direct and significant effect on public service performance. Research conducted by Prasepti (2006) also shows that motivation strengthens the effect

of compensation and working conditions on employee performance in an organization. Researchers have the opportunity to conduct a Pre-Survey to find out what are the factors that can affect the motivation of the Bandung City Regional Civil Service Police Unit, wherein the implementation of the Pre-Survey succeeds in summarizing the results of interviews with 32 Civil Service Police Units of Bandung City, that the low motivation is shown by the Bandung City Regional Civil Service Praja Police Unit, which should be able to pursue achievement, appreciation and certain goals in carrying out their duties as the Bandung City Regional Civil Service Praja Police Unit. This statement can also be a sign of motivation in self-development and maintaining mandate/responsibility as a Bandung City Civil Service Police Unit, Bandung City Region. Supposedly, members of the Bandung Municipal Praja Police Unit, Bandung City Region, can be motivated by their motivation on this page to be reported. The good performance of employees with various factors, both originating from individual employees and those originating from the organization. As previously described, among the important aspects related to employee performance, without neglecting the importance of other aspects are aspects related to Employee Training. Training is an effort to improve the ability of employees in carrying out the tasks that have been given so that employees become more skilled and able to carry out the responsibilities outlined by the organization. This means that the employee training program is a process of teaching certain knowledge and skills so that employees are more skilled and capable and have a better attitude as expected. Through training, employees are assisted in doing existing jobs, which can improve employee careers and help develop future responsibilities. For this reason, it is said that the Civil Service Police Unit of the City of Bandung has at least basic knowledge and skills at least basic training including general duty policing, basic intelligence and early detection, negotiation, mediation, social communication, solving social problems and speaking effectively. Also, the City of Bandung Civil Service Police Unit is the mouthpiece between the Bandung City Civil Service Police Unit and the community, where the performance of the Bandung City Civil Service Praja Police Unit is said to be in the form of conveying messages of social security to the public. Besides, it must also absorb the hopes and desires of the community in the Bandung City Civil Service Police Unit according to the levels and procedures that apply. It is said that the Pamong Praja Police Unit of Bandung City is also a development agent and agent of change in the village/sub-district where he is assigned. He must be able to change conditions that are less conducive to conducive, less advanced to advanced, and less harmonious to harmonious.

LITERATURE REVIEW

- ***Performance Allowance***: According to Rivai and Sagala (2013), the performance allowance is defined as a form of direct compensation paid to employees because their performance exceeds the specified standards. This system is another form of direct wages apart from wages and salaries which is a fixed compensation called a performance-based compensation system (pay for performance plan). Remuneration can be defined as something that an employee receives in return for the contribution he has made to the organization where he works (Saleh and Darwis (2015).

- **Motivation** is an impetus in a person to try to make changes in behavior that are better at meeting their needs. Motivation comes from the Latin word *movere* which means encouragement. Terry in Hasibuan (2016) explains that motivation is a desire an individual stimulates to take action. The definition of motivation put forward by Terry is more internal because the driving factor emerges from within a person who stimulates him to take action. The driving factor can be in the form of needs, wants desires that exist in humans.
- **Training** is an effort to improve the technical, theoretical, conceptual and moral abilities of employees by the needs of the job or position through education and training. According to Nitisemito (2014) says that: "Training is an activity of the company which aims to improve and develop the attitudes, behavior, skills and knowledge of its employees by the activities of the company concerned" According to Hasibuan (2016), the principle of training is to improve the quality and ability of employees to work. A program training program is a type of concrete plan that already includes objectives, policies, procedures, budget and implementation time. A program has been carried out. For this training to achieve good results at a relatively small cost, a training program should first be established. In the training program, the objectives, policies, procedures, budget, participants, curriculum and implementation time must be stated. The training program must be based on increasing the effectiveness and efficiency of the work of each employee in his position. An organization's training program should be communicated openly to all employees or members so that they prepare themselves.
- **Performance** is the main topic of discussion in organizations because whatever the form of organization, performance is an indicator of the effectiveness or success of an organization. An effective and successful organization is an organization that has employees with good performance as well. According to Mangkunegara (2009), performance e result of work in quality and quantity achieved by a person in carrying out his function by the responsibilities given to him. Mathis and Jackson (2014) define employee performance, which is basically what employees do or don't do. Employee performance is what affects how much they contribute to the organization.



Figure 5. Framework and Hypothesis

Hypothesis

Hypothesis 1: Performance allowances affect the performance of the Bandung City Civil Service Police Unit, Bandung City Region

Hypothesis 2: Motivation affects the performance of the members of the Bandung City Civil Service Police Unit, Bandung City Region

Hypothesis 3: Training affects the performance of the members of the Bandung City Civil Service Police Unit, Bandung City Region

Hypothesis 4: Performance allowances, motivation, training affect the performance of the Bandung City Civil Service Police Unit, Bandung City Region

RESEARCH METHODOLOGY

This study aims to obtain the results of the study and analysis of the effect of performance allowances, motivation and training simultaneously on the performance of the members of the Pamong Praja Police Unit in Bandung City. This research method uses a descriptive method of verification with the population of the study is the members of the Civil Service Police Unit of Bandung City with a total of 186 respondents. Primary data were obtained by surveying the field and distributing questionnaires to these respondents, while secondary data in this study were obtained by finding out about library research by collecting data references from theoretical studies and previous research. The processing technique in this study uses the Path Analysis method using LISREL for Student software, this technique is to determine the results of the effect of each variable

Research Finding and Argument

In this study, to answer the research hypothesis regarding the effect of performance allowances, motivation and training on the performance of the members of the Pamong Praja Bandung City Police Unit. The research data were obtained by distributing questionnaires for 186 officers of the Pamong Praja Police Unit in Bandung. The results of data measurement through questionnaires for the independent variables studied were ordinal data. Then the data collected from a questionnaire that has an ordinal measurement scale, first converted to an interval scale using the LISREL program to equate ordinal scale-independent variable data with interval scale-independent variables. Analysis of the influence of performance allowances, motivation and training on the performance of the members of the Pamong Praja Police Unit in Bandung. The research was conducted quantitatively and qualitatively, namely analyzing the data using statistical tools and the results were explained. To test the truth of the main hypothesis in this study, it can be seen in the calculation of the correlation coefficient between variables. According to Santoso (2011:29), a correlation figure above 0.5 indicates a strong enough correlation, on the other hand, if it is below, the correlation is weak. The results obtained can be seen in the following table.

Table 1. Matrix Correlation

Variable	Performance	Performance Benefits	Motivation	Training
Performance	1.000			
Performance Benefits	0.594	1.000		
Motivation	0.612	0.910	1.000	
Training	0.581	0.449	0.497	1.000

Source: Path Analysis Data processed in December 2020

The influence of performance allowances (X1) and performance (Y) is 0.594. Reaches the level of 59.4 percent or in other words, the level of relationship between the two variables is strong.

Motivation (X2) and performance (Y) is 0.612. Reaches the level of 61.2 percent, the level of relationship between the two variables is strong.

Training (X3) and performance (Y) is 0.581. Reaches the level of 58.1 percent, the level of relationship between the two variables is strong.

The influence of performance allowances (X1) and motivation (X2) is 0.910. Reaches the level of 91.0 percent, the level of relationship between the two variables is very strong.

The effect of performance allowances (X1) and training (X3) is 0.449. Reaches the level of 44.9 percent, the level of the relationship between the two variables is less strong.

The influence of motivation (X2) and training (X3) is 0.497. Reaches the level of 49.7 percent, the level of the relationship between these two variables is less strong.

To calculate the path analysis using the Lisrel program, a structural equation is obtained with the results of the following formula:

$$\text{kinerja} = 0.223 \cdot \text{tnj_kine} + 0.226 \cdot \text{motivasi} + 0.369 \cdot \text{pelatiha}, \text{Errorvar.} = 0.515, R^2 = 0.485$$

Standerr	(0.128)	(0.132)	(0.0611)	(0.0539)
Z-values	1.740	1.716	6.028	9.566
P-values	0.082	0.086	0.000	0.000

Source: Path Analysis Data processed in December 2020

From the above equation it can be seen that the path coefficient for each variable in the table below.

Table 2. The amount of the Path Coefficient

Individual Influence	PYX ₁ = 0,223
	PYX ₂ = 0,226
	PYX ₃ = 0,369
Concurrent Influence	R ² Y (X ₁ X ₂ X ₃) = 0,485
Effect of Residual Coefficients	PY e = 0,515

Source: Path Analysis Data processed in December 2020

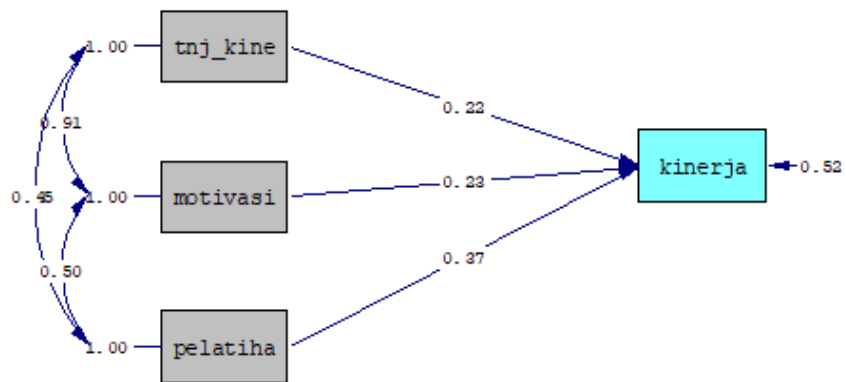


Figure 6. Structural Relationship Between X1, X2 and Y

The direct effect of the performance allowance variable on performance is 0.22 or 0.048 (squared). This can be interpreted that the relationship between the two variables is 4.84 percent or the influence is in a very weak level of influence.

The motivation variable on performance is 0.23 or 0.052 (squared). This can be interpreted that the relationship between the two variables is 5.2 percent or the influence is in a very weak level of influence.

Training variable on performance is 0.37 or 0.136 (squared). This can be interpreted that the relationship between the two variables is 13.6 percent or the influence is in a very weak level of influence.

The relationship between performance allowances and motivation is 0.910 or 0.828 (squared). This can be interpreted that the relationship between the two variables is 82.8 percent or the influence is in a very strong level of influence.

The relationship between motivation and training variables is 0.500 or 0.250 (squared). This can be interpreted that the relationship between the two

variables is 25.0 percent or the influence is in a level of influence that is not strong.

The relationship between the performance allowance and training allowance is 0.450 or 0.202 (squared). It can be interpreted that the relationship between the two variables is 20.2 percent or the influence is in a level of influence that is not strong.

From the results of research conducted by researchers, that the direct effect of all independent variables such as Performance Allowances, Motivation and Training, has a very insignificant effect on performance. The influence that has the greatest influence is the influence of motivation on performance with a percentage of 13.6 percent, this is due to the fact that members of the Bandung City Civil Service Police Unit feel that performance and training allowances already know as the goal of improving performance, therefore motivation becomes big role to do the job of the leader.

Table 3. Great Influence

Correlation	Correlation Value	Influence		Influence
		Direct	Indirect	
Performance Allowances for Performance	0,22	4,84%	8,00%	12,84%
Motivation for Performance	0,23	5,25%	8,00%	13,25%
Performance Training	0,37	13,6%	8,00%	21,60%
Total				47,69%
Residual Factor				52,31%

The external environmental forces with KLE2 (macro force: political turmoil) as its most influential factor, give the strongest impact on competitive strategy than the company resources, though both variables affected competitive strategy. Meanwhile, the company resources with SDP9 (intangible assets: quality level of experts) as its most influential factor, influences the company performance more than the external environmental forces do. In addition, competitive strategy with SB8 (speed-based strategy: speed movement in anticipating the latest technology trends) as its most influential factor, affects the company performance on the textile industry in Indonesia. The textile industry's competitive strategy needs to be thought out and designed in such a way, especially taking into account the external environmental forces so that it can be maximally applied. The textile industry can also provide training to better educate the workers, the better the quality of the workforce, the more it shall boost the performance of company. The ability and speed in analyzing the latest technological trends are needed in order to prepare a more mature strategy and utilize it to excel in competition.

CONCLUSION

Conclusion

The effect of the performance allowance on the performance of the members of the Civil Service Police Unit of the City of Bandung shows a correlation value of 0.22 or 4.84%, this shows that the value is not very close between the two variables.

The influence between motivation and the performance of the members of the Civil Service Police Unit of the City of Bandung shows a correlation value of 0.23 or 5.25%, this shows that the value is not very close between the two variables.

The effect between training and the performance of the members of the Pamong Praja Police Unit in Bandung shows a correlation value of 0.37 or 13.6%, this shows that the value is not close between the two variables. Performance allowances, motivation and training with the performance the members of the Bandung City Civil Service Police Unit show a correlation value of 47.69%, this shows that the value is not close enough between these variables.

Suggestions

Nominal value that still shows dissatisfaction is felt by members of the Bandung City Civil Service Police Unit. can be given as a token of appreciation for the performance of the members of the Bandung City Civil Service Police Unit.

Awareness of the main duties and functions of each Police officer should be more intensively reminded by the environmental leaders of the City Bandung, because the motivation in all areas of the respective duties of the Police in the Bandung City Civil Service Police Unit environment needs to be improved. This can avoid the level of social jealousy between other individual Police and members of the Bandung City Civil Service Police Unit.

The training material should be able to show an increase in the quality of the material and changes in the material provided in each training and education. This can avoid a level of creativity and initiative beyond the limits of the members of the Bandung City Civil Service Police Unit. The members of the Civil Service Police Unit of the City of Bandung are able to be matched by the results of the evaluation of the training given to each of these individual members.

Leaders must be able to provide a workload in accordance with the ability of individual Police, especially in the Bandung City Civil Service Police Unit. Lack of work intensity can lead to jealousy among members of the Police within the Cimahi Police, which can lead to internal conflicts. Apart from that, members of the Bandung Municipal Praja Police were able to be given an extra workload and under pressure.

The results of research on the members of the Pamong Praja Police Unit in Bandung reveal that the variables not examined in this study include the dissatisfaction of the members of the Pamong Praja Police Unit in Bandung City in receiving the performance allowance given and determined by the leaders of the Police Unit Pamong Praja Bandung City. Next is the internal factor of the members of the Pamong Praja Bandung City Police Unit who lack the initiative to improve their performance within the scope of the Bandung City Civil Service Police Unit, this is because the findings in this

study are one of which is a lack of motivation caused by the workload. members of the Pamong Praja Police Unit of Bandung City were neither suitable nor serious. In addition, the value given by the leaders of the Bandung City Civil Service Police Unit to their subordinates is in accordance with the applicable rules and policies, therefore the variable customer value can be investigated in this subsequent study. Therefore, the variables that can then be investigated and continued from this research are the presumed variables that were not studied, including customer satisfaction, internal consumer factors and customer value.

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