International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Analysis Of The Quality Of Service Of SPHP Rice Distribution In The Distribution Network (TPK And RPK) In Perum Bulog Regional Office Yogyakarta

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Abstract

This study aims to analyze the quality of rice distribution services in the Food Supply and Price Stabilization Program (SPHP) carried out by Perum BULOG Kanwil Yogyakarta through the Rumah Pangan Kita (RPK) and Toko Pangan Kita (TPK) distribution networks. This study uses a quantitative approach with data collection techniques through closed questionnaires distributed to 100 distributors as respondents. The analysis was carried out using the SERVQUAL model which includes five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. The results showed that all dimensions of service quality were in the "good" category with an overall average score of 4.14, which reflects the level of distributor satisfaction with BULOG's services. However, the assurance dimension obtained the lowest relative score, indicating the need for improvements in the aspects of trust and competence of officers in maintaining rice quality. The implications of this study are the importance of improving officer training, strengthening communication with distributors, and handling complaints more responsively in order to increase distribution effectiveness and strengthen partner trust in supporting national food security.

Keywords: Service quality, SPHP rice distribution, Perum BULOG, SERVQUAL, TPK and RPK

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E-ISSN : 2964-0865
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INTRODUCTION

Food is a fundamental human need, and in Indonesia where rice is the staple food the government prioritizes the stability of rice availability and pricing to support economic security, food resilience, and public welfare. Perum BULOG plays a central role in ensuring rice supply and price stability, particularly through the Food Supply and Price Stabilization (SPHP) program, which provides affordable rice for low-income communities while maintaining price consistency across markets. The SPHP program operates through a distribution network involving Rumah Pangan Kita (RPK) and Toko Pangan Kita (TPK), with BULOG's Yogyakarta Regional Office managing local implementation. However, demographic diversity, geographic constraints, and infrastructure limitations present challenges to effective distribution. Issues such as delivery delays, pricing inconsistencies, and declining rice quality highlight the need for service improvement.

Service quality in this context is measured using Kotler's five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy and reflects BULOG's ability to meet public expectations. Yet obstacles like logistical inefficiencies and administrative shortcomings continue to hinder performance. Therefore, this study aims to analyze service quality in the SPHP rice distribution network in Yogyakarta to identify strengths and weaknesses and offer strategic recommendations. Improving distribution services is vital to supporting food security, increasing social equity, and sustaining the success of the SPHP program across Indonesia.

Objectives

This article intends to analyze the quality of SPHP rice distribution services at Perum BULOG Yogyakarta Regional Office based on the dimensions of service quality.

LITERATURE REVIEW

Service Quality

In Supranto's view (2006), service quality is a crucial aspect that must be pursued optimally by every service provider. This quality is formed through a process of comparison between consumer expectations of expected services and their perceptions of the actual performance of the service provider. This evaluation is comprehensive and reflects the company's level of success in meeting the needs of its consumers. Ultimately, this perception of service quality has a significant effect on consumer loyalty, including the tendency to make repeat purchases (Chen et al., 2019).

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E-ISSN : 2964-0865
IJEBIR

Kotler, as cited in Buchari's work (2018), suggests that service quality is a manifestation of a company's continuous efforts to improve quality both in products, processes, and overall service aspects. This opinion is reinforced by Tjiptono (2018) who states that the essence of service quality lies in the company's ability to provide services that are in line with consumer expectations. Satisfaction will be created when the services received by consumers are in line with their expectations; and if the service is able to exceed expectations, it is considered to have excellent quality. Conversely, if the service is below the standard expectations, then the service is perceived as unsatisfactory.

Based on these various definitions, it can be concluded that service quality is a tangible form of the company's response and fulfillment of the needs of its customers through the provision of consistent and professional services. Furthermore, Kotler in Rachma's quote (2019) emphasizes that the process of improving service quality must start from understanding customer desires and end with their perception of the services provided. This means that the final assessment of the quality of a service is fully determined by the consumer's perspective, not by the provider. Therefore, it is important for companies to develop a customer-focused service strategy, by ensuring that all determining elements of quality can be maximally fulfilled to create a superior service experience.

Dimensions of Service Quality

According to Suhartini et al. (2022), there are five main dimensions that become benchmarks in assessing service quality, each of which reflects an important aspect in the interaction between companies and their consumers.

1. Reliability

   This dimension refers to the company's capability to provide services in a timely, accurate, and consistent manner as promised. Customers have high expectations that the services provided will meet predetermined standards and not experience deviations. Implementation accuracy and quality consistency are key aspects in building customer trust.

2. Responsiveness

   This aspect includes the company's readiness and readiness to respond to various requests, questions, and customer complaints. The company's level of awareness in providing fast and responsive service greatly affects customer satisfaction. The faster and more precisely the company responds, the higher the positive perception of its service quality.

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3. Assurance

This dimension relates to the level of expertise, knowledge, and professional attitude of employees in providing services. Customer credibility and trust in the company are built through interactions that reflect courtesy, a sense of security, and the ability of employees to maintain the confidentiality of customers' personal information. Thus, the quality of human resources plays an important role in this dimension.

4. Empathy

Empathy describes the company's attention and concern for the unique needs of each customer. Companies are expected to be able to understand individual customer desires, both in terms of the form of products or services, to the distribution process that suits their preferences. A personal touch in service provides added value and increases customer loyalty.

5. Physical Evidence (Tangibles)

This dimension shows how the company displays a physical presence that can be observed and felt directly by customers. Elements such as service room design, environmental cleanliness, staff appearance, and other supporting facilities are a tangible representation of the quality of service provided. A professional and well-maintained physical appearance is an indicator of the credibility and seriousness of the company in providing the best service.

Definition of SPHP

Food Supply and Price Stabilization (SPHP) is a strategic government program that aims to protect people's purchasing power and ensure the affordability of food prices at the consumer level. The program is regulated in Law No. 18/2012 on Food Article 55 paragraph (1), which emphasizes the importance of stable food supply and prices for the welfare of the community. The National Food Agency (Bapanas) acts as the main organizer of this program, in accordance with Regulation of the National Food Agency of the Republic of Indonesia No. 15 of 2022, which serves as the legal basis for the implementation of food supply and price stabilization for key commodities such as rice, corn and soybeans.

SPHP Distribution Network: Rumah Pangan Kita (RPK) and Toko Pangan Kita (TPK)

In implementing SPHP, BULOG utilizes an integrated distribution network, including Rumah Pangan Kita (RPK) and Toko Pangan Kita (TPK). RPKs and TPKs serve

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as strategic partners in ensuring that SPHP rice is equally available and accessible to the community. This network is designed to bring the rice supply closer to the community, especially in areas with limited food access. The role of RPKs and TPKs is crucial in supporting the smooth distribution of SPHP rice, as these networks operate at the local level with the capacity to reach consumers directly.

METHODOLOGY

Research Approach

This study aims to evaluate the service quality of the Stabilization of Food Supply and Prices (SPHP) rice distribution through the Rumah Pangan Kita (RPK) and Toko Pangan Kita (TPK) network under the coordination of Perum BULOG Yogyakarta Regional Office. Using the SERVQUAL model, the research measures service performance based on five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy, with the objective of generating strategic recommendations for improving future distribution systems. A quantitative approach was employed, using closed-ended questionnaires distributed online via Google Forms to RPK and TPK managers, enabling efficient and measurable analysis of the gap between service expectations and actual perceptions.

Primary data served as the main data source, comprising two key components: demographic profiles of respondents and their assessments of service quality based on SERVQUAL indicators. Each dimension consisted of specific indicators: Reliability (5 indicators related to punctuality, clarity of procedures, and tariff transparency), Responsiveness (4 indicators on discipline, problem-solving, and responsiveness to complaints), Assurance (3 indicators on politeness, accuracy, and service demeanor), Empathy (5 indicators on respect, communication, and prioritization of distributor needs), and Tangibles (4 indicators on staff capability, physical facilities, document clarity, and waiting area comfort). This structured approach allowed for a comprehensive and statistically sound evaluation of BULOG's service performance from the distributors' perspective.

Population

According to Sugiyono (2017), population is a set of objects or subjects in a generalization area that has certain characteristics and properties that have been determined by the researcher, so that it can be used as a basis for drawing a conclusion from the research results.

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In this study, the population used as a reference is 714 people, consisting of managers of Toko Pangan Kita (TPK) and Rumah Pangan Kita (RPK) who are officially registered in the work area of Perum BULOG Yogyakarta Regional Office.

Samples and Sampling Techniques

In order for the research results to be generalized to the entire population, the selected respondents must meet the predetermined inclusion criteria. These criteria aim to ensure that the research sample truly represents the characteristics of the population to be studied, namely:

1. Shopkeepers of Toko Pangan Kita (TPK) and Rumah Pangan Kita (RPK) who live in the Special Region of Yogyakarta.
2. Operators of Toko Pangan Kita (TPK) and Rumah Pangan Kita (RPK) who have registered with Perum BULOG Yogyakarta Regional Office.

The population of this study consists of 714 individuals. The number of samples to be taken will be determined through the Slovin formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Description:
n: Sample size
N: Total population (714)
e: Error rate (e.g. 10% or 0.1)

Through the application of the Slovin formula, the optimal sample size for this study can be determined in the following way:

$$n = \frac{714}{1 + 714(0,1)^2}$$

$$n = \frac{714}{1 + 714(0,01)}$$

$$n = \frac{714}{1 + 7,14}$$

$$n = \frac{714}{8,14} = 87,7$$

(rounded to 100 respondents)

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The results of the sample calculation using the Slovin formula show that with 100 respondents, the author can obtain research results that have an accuracy rate of 95% and a margin of error of 10%.

The data processing process in this study was carried out through the application of descriptive statistics, which aims to present the data in a concise and easy to understand manner. Simple analysis techniques are used by calculating the total value of respondents' answers, then dividing by the total number of respondents, so that the percentage of each answer can be obtained. The percentage is then used as the basis for analysis in the preparation of the internship activity report.

The results of the calculation of the respondents' responses are then presented in the form of diagrams to facilitate reading and understanding of the data. From these results, an analysis is carried out based on the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles that reflect services at Perum BULOG Yogyakarta Regional Office. Through this analysis, service areas that still require further evaluation and special attention can be identified, and appropriate strategies can be formulated to encourage the improvement of service quality in the agency.

RESULTS AND DISCUSSION

Data analysis was conducted in two main parts. First, demographic data was processed to determine the basic characteristics of respondents, including gender, age, and type of partnership, whether as TPK or RPK partners. This information is important to understand the social context and experiences of each respondent in their involvement as rice distribution actors. Secondly, respondents' assessments of the quality of service they receive from Perum BULOG were analyzed, organized according to the five main dimensions of the SERVQUAL model, namely tangibles, reliability, responsiveness, assurance, and empathy. This model is used to measure the extent to which distribution partners' expectations of services can be met by BULOG, as well as identify gaps between expectations and perceived reality.

Each dimension is analyzed by calculating the average value of respondents' responses to predetermined indicators. This average value provides a quantitative representation of the perception and satisfaction of distribution actors with the quality of services provided. Through this analysis, it can be seen which factors are considered strong and need to be maintained, as well as which aspects still require improvement so that BULOG's services in distributing SPHP rice can run more effectively, efficiently, and

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oriented to the needs of partners. Thus, the results of this analysis are expected not only to serve as a means of internal evaluation, but also as a basis for formulating public service policies in the field of national food distribution.

Descriptive Statistical Analysis of Respondent's Demographic Data

The analysis of demographic characteristics aims to describe the general profile of respondents, including their individual information and involvement in the distribution network. The analyzed data cover several important aspects, such as gender differences, age range, as well as the form of partnership undertaken, either as a partner of Toko Pangan Kita (TPK) or Rumah Pangan Kita (RPK), which will be described in detail in the next section.

Respondents Gender Data

After the process of distributing questionnaires to respondents was carried out, data was collected showing the profile of respondents based on gender categories, which are presented in the following description

Table 1. Demographic Data on Respondents Gender

:

Gender	Gender Number (People)	Percentage
Male	38	38%
Female	62	62%
Total	**100**	**100%**

Source: Primary Data

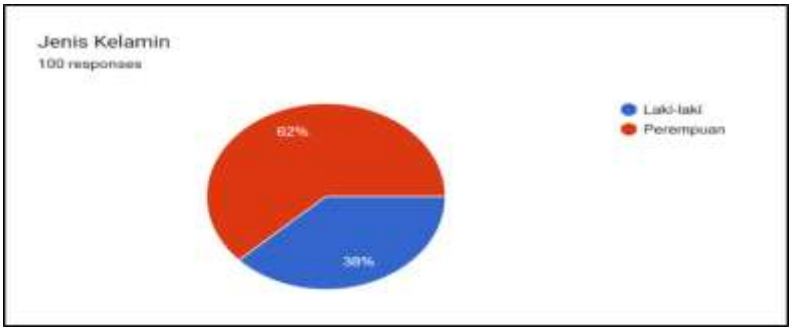


Figure 1 Demographic Diagram of Respondents Gender

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Based on the data displayed in Table 1 and Figure 1, it is known that out of a total of 100 respondents, 38 people or equivalent to 38% are male respondents. Meanwhile, 62 other respondents, which account for 62% of the total number, are female. This shows that female respondents dominate in this study.

Respondent Age Data

After distributing questionnaires to respondents, the data collected shows the characteristics of respondents based on age group, which are described as follows:

Table 2. Demographic Data Age of Respondents

Age of Respondent	Number (People)	Percentage
21 - 25 Years	1	1%
26 - 30 Years	6	6%
31 - 35 Years	11	11%
36 - 40 Years	11	11%
41 - 45 Years	14	14%
> 46 Years	57	57%
Total	**100**	**100%**

Source: Primary Data

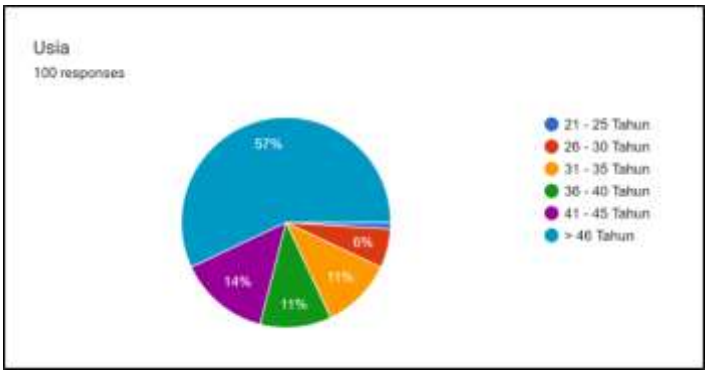


Figure 2 Demographic Diagram of Respondents Age

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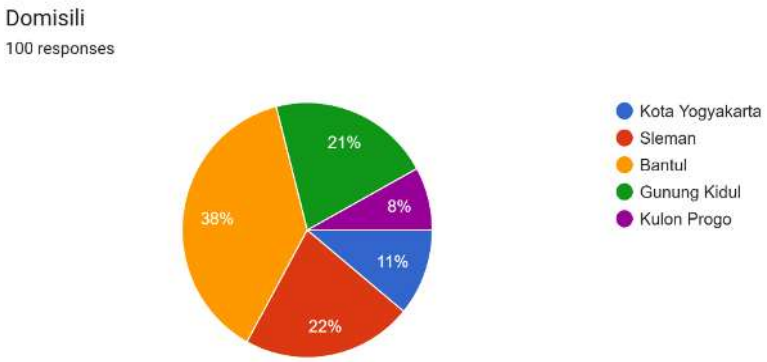
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Based on Table 2 and Figure 2, the data shows that of the 100 respondents, 1 person is 21-25 years old with a percentage of 1%, 6 people are 26-30 years old with a percentage of 6%, 11 people are 31-35 years old with a percentage of 11%, 11 people are 36-40 years old with a percentage of 11%, 14 people are 41-45 years old with a percentage of 14%, and 57 people are over 46 years old with a percentage of 57%.

Respondent Domicile Data

Table 3. Respondent Domicile Data

Domicile	Number (People)	Percentage
Kota Yogyakarta	11	11%
Sleman	22	22%
Bantul	38	38%
Gunung Kidul	21	21%
Kulon Progo	8	8%
Total	**100**	**100%**



Source: Primary Data

Figure 3 Diagram of Respondents Domiciles

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According to Table 3 and Diagram 3, of the 100 respondents surveyed, the majority came from Bantul Regency, as many as 38 people or 38%. Followed by Sleman Regency with 22 respondents (22%), and Gunung Kidul Regency with 21 respondents (21%). Meanwhile, respondents from Kota Yogyakarta totaled 11 people (11%), and Kulon Progo Regency was the least, with only 8 people (8%). Thus, it can be concluded that Bantul district had the highest number of respondents, indicating that SPHP program distributors in the region had the highest involvement in this study.

Partnership Type Data

Table 4. Demographic Data of Partnership Types

Partnership Type	Number of Respondents	Percentage
Rumah Pangan Kita (RPK)	48	48%
Toko Pangan Kita (TPK)	52	52%
Total	**100**	**100%**

Source: Primary Data

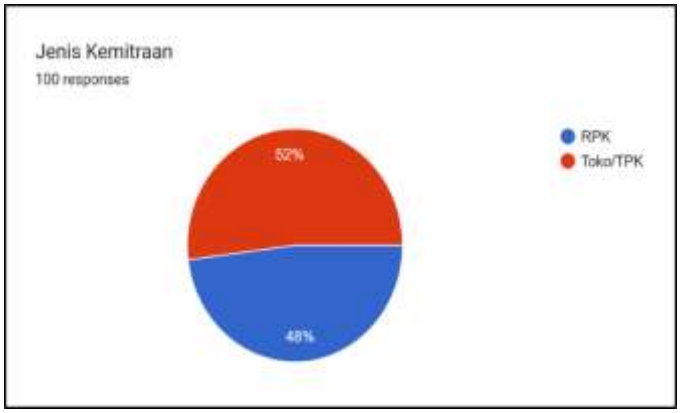


Figure 4 Demographic Chart of Partnership Types

According to Table 4 and Figure 4, out of the 100 respondents surveyed, 52 respondents (52%) chose Toko Pangan Kita (TPK). Meanwhile, 48 respondents (48%)

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selected Rumah Pangan Kita (RPK). Therefore, it can be concluded that the majority of respondents in this study are distribution agents affiliated with Toko Pangan Kita (TPK).

Descriptive Analysis Of The Servqual Variable Assessment

Before conducting the analysis on the assessment results, it is necessary to first establish an evaluation standard that reflects the actual conditions in the field. This standard is classified into five categories: very poor, poor, fair, good, and very good. The following formula is used to determine the length of the score interval:

$$\text{Score Interval} = \frac{(maximum\ score - minimum\ score)}{number\ of\ categories}$$

$$\text{Score Interval} = \frac{(5-1)}{5}$$

$$\text{Score Interval} = 0{,}8$$

Table 5 Standard Score Range

No.	Score Range	Category
1.	1,0 - 1,8	Very Poor
2.	1,9 - 2,6	Poor
3.	2,7 - 3,4	Fair
4.	3,5 - 4,2	Good
5.	4,3 - 5,0	Very Good

The Servqual assessment analysis covers respondents' perceptions regarding the quality of SPHP rice distribution services through the distribution networks (TPK and RPK) under Perum BULOG, Regional Office of Yogyakarta. The collected data include the five Servqual constructs: reliability, responsiveness, assurance, empathy, and tangibles. The average scores obtained will be compared with the established evaluation standards to analyze the results. The table below presents the average score results from the questionnaire along with the corresponding evaluation standards.

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Reliability

Based on the information in Table 5, the data shows how the distributors (RPK and TPK) assess the reliability of services provided by Perum BULOG, Yogyakarta Regional Office, in the distribution process of SPHP rice:

Table 6 Descriptive Analysis of Reliability

No.	Statement	Average Score	Category
1.	Our distributors believe that BULOG Yogyakarta Regional Office is willing to provide services in accordance with the service procedures.	4.27	Good
2.	Our distributors believe that BULOG Yogyakarta Regional Office is always punctual in providing SPHP rice distribution services.	4.18	Good
3.	Our distributors believe that the requirements set by BULOG are easy to fulfill in the SPHP rice distribution process.	4.05	Good
4.	Our distributors believe that access to information regarding the distribution process of SPHP rice is clear and easy to understand	4.14	Good
5.	Our distributors believe that BULOG Yogyakarta Regional Office always provides clear information regarding tariffs and costs in the distribution process.	4.20	Good
Total		**4,168**	**Good**

Source: Processed Primary Data (2025)

Based on the data in Table 6, the overall average score for reliability in BULOG Yogyakarta Regional Office's services is 4.168, which falls into the "good" category. The first indicator, assessing BULOG's willingness to deliver services according to procedure, received the highest score at 4.27, indicating that distributors perceive BULOG as

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consistent in following established procedures. The second statement, on punctuality in SPHP rice distribution, scored 4.18, suggesting that distributors consider BULOG to be timely in service delivery. The third statement, regarding the ease of fulfilling requirements, received a score of 4.05, indicating that BULOG's administrative process is relatively manageable for distributors. The fourth statement, addressing clarity and accessibility of information, scored 4.14, reflecting that distributors find the information to be clear and easily understood. Finally, the fifth statement regarding transparency of tariffs and costs scored 4.20, showing that BULOG provides sufficient clarity in financial aspects. This positive assessment suggests that overall, distributors are satisfied with the reliability of BULOG's services in the SPHP rice distribution process.

Responsiveness

Based on the summarized results from the questionnaire, an average score was calculated as a reference for analysis in the report. The following describes the calculation and analysis of respondents' perceptions regarding the responsiveness of Perum BULOG in the SPHP rice distribution service process

Table 7 Descriptive Analysis of Responsiveness

No.	Statement	Average Score	Category
1.	Our distributors believe that BULOG Yogyakarta Regional Office is always disciplined during the service process.	4.18	Good
2.	Our distributors believe that BULOG officers are well-versed in regulations and are skillful.	4.19	Good
3.	Our distributors believe that BULOG officers are responsive when receiving complaints from distributors.	4.15	Good
4.	Our distributors believe that BULOG Yogyakarta Regional Office has the ability to handle service-related issues.	4.16	Good
Total		**4,17**	**Good**

Source: Processed Primary Data (2025)

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The data in Table 7 provides an overview of how distributors evaluate the responsiveness of services provided by Perum BULOG Yogyakarta Regional Office in the SPHP rice distribution process. The first statement, which evaluates discipline in the service process, scored 4.18, categorized as "good," indicating that distributors perceive BULOG as disciplined in service execution. The second statement scored 4.19, showing that distributors agree BULOG personnel are knowledgeable and skilled in performing their duties, which contributes to better service delivery. The third statement, assessing responsiveness to complaints, scored 4.15, suggesting that distributors feel BULOG is fairly responsive in addressing concerns. The fourth statement, evaluating the ability to resolve service issues, scored 4.16, again falling into the "good" category. Overall, this positive evaluation shows that BULOG Yogyakarta Regional Office demonstrates a good level of responsiveness, with a total average score of 4.17, indicating a high level of distributor satisfaction.

Assurance

Based on the summarized results of the questionnaire, the average score was calculated as a reference for analysis in preparing the report. The results and analysis related to respondents' perceptions of the assurance provided by Perum BULOG in the SPHP rice distribution service can be described as follows:

Table 8 Descriptive Analysis of Assurance

No.	Statement	Mean	Category
1.	Our distributors perceive that BULOG Yogyakarta Regional Office staff act politely and courteously during the SPHP rice distribution service.	4.18	Good
2.	Our distributors believe BULOG staff pay close attention to quality accuracy during the distribution process.	4.09	Good
3.	Our distributors believe BULOG Yogyakarta consistently ensures the quality of the distributed SPHP rice is well maintained.	4.05	Good
Average		**4,1**	**Good**

Source: Processed Primary Data (2025)

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Based on Table 8, it can be seen how distributors evaluate the assurance of services provided by Perum BULOG Yogyakarta Regional Office in the SPHP rice distribution process. The first item, which assesses the politeness and courtesy of BULOG staff, scored an average of 4.18, indicating a general agreement among distributors that the staff demonstrate courteous behavior, reflecting strong interpersonal service quality.

The second statement, assessing attention to quality accuracy, scored 4.09, suggesting that distributors believe staff are adequately attentive to the quality of the rice distributed. This is crucial for maintaining trust in the quality of goods provided.

The third item, which evaluates BULOG's consistency in maintaining rice quality, scored 4.05. While slightly lower, it still indicates that distributors generally agree BULOG maintains quality standards. With an overall mean of 4.1 (categorized as "agree"), it can be concluded that distributors are satisfied with the assurance aspects of BULOG's SPHP rice distribution service.

Empathy

Based on the questionnaire summary, average scores were calculated to form the basis of the analysis. The results and analysis of respondents' perceptions regarding the empathy demonstrated by Perum BULOG in the SPHP rice distribution service are as follows:

Table 9 Descriptive Analysis of Empathy

No.	Statement	Mean	Category
1.	Our distributors believe BULOG Yogyakarta respects its distributors.	4.17	Good
2.	Our distributors believe BULOG Yogyakarta understands their needs.	4.17	Good
3.	Our distributors believe BULOG Yogyakarta is responsible for the services it provides.	4.00	Good
4.	Our distributors believe BULOG staff possess good communication skills during the service process.	4.22	Good
5.	Our distributors believe BULOG staff prioritize distributor interests during service delivery	4.06	Good
Average		4,124	Good

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Table 9 illustrates how distributors assess the level of empathy exhibited by Perum BULOG Yogyakarta during the SPHP rice distribution process. The first and second statements, each scoring 4.17, suggest that distributors feel respected and understood by BULOG. The third statement, with a score of 4.00, indicates general agreement regarding BULOG's responsibility in service delivery. The fourth item, scoring the highest at 4.22, demonstrates that BULOG staff are perceived to have strong communication skills. Lastly, the fifth statement, with a score of 4.06, indicates that distributors feel their interests are prioritized. Overall, with an average score of 4.124, distributors perceive that BULOG Yogyakarta demonstrates strong empathy through respectful, communicative, and distributor-focused service delivery.

Tangibles

Based on the questionnaire summary, the average score was calculated as a basis for analysis. The results and analysis of respondents' perceptions of the tangibles provided by Perum BULOG in the SPHP rice distribution service are as follows:

Table 10 Descriptive Analysis of Tangibles

No.	Statement	Mean	Category
1.	Our distributors believe BULOG Yogyakarta staff have adequate capabilities in delivering services.	4.08	Good
2.	Our distributors believe BULOG Yogyakarta provides facilities that support convenience and comfort during the service process.	4.10	Good
3.	Our distributors believe the documents related to SPHP rice distribution are complete and easy to understand.	4.19	Good
4.	Our distributors feel that the waiting area at BULOG Yogyakarta is comfortable during service processing.	4.19	Good
Average		4.14	Good

Source: Processed Primary Data (2025)

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Based on Table 10, the tangible aspects of BULOG Yogyakarta's services are positively perceived by distributors. The first item scored 4.08, suggesting that distributors agree BULOG staff are adequately skilled. The second item, with a mean of 4.10, indicates that the facilities provided ensure comfort during service delivery. The third and fourth statements, each scoring 4.19, show that the distribution documents are clear and complete, and that the waiting area is comfortable. Overall, with an average score of 4.14, distributors consider the tangible elements of BULOG's services to be of good quality, contributing to a positive service experience.

Overall Average of SERVQUAL Indicators

Based on the summarized questionnaire results, average scores were calculated as a reference for the analysis presented in this report. The results and analysis regarding respondents' perceptions of the service quality dimensions (SERVQUAL) provided by Perum BULOG in the SPHP rice distribution service are as follows:

Table 11 Overall Average of SERVQUAL Indicators

No.	Indicator	Average	Category
1.	Reliability	4.168	Good
2.	Responsiveness	4.17	Good
3.	Assurance	4.10	Good
4.	Empathy	4.124	Good
5.	Tangibles	4.14	Good
Total		**4.14**	**Good**

Source: Processed Primary Data (2025)

The data presented in the table above provides an overview of how distributors evaluate the service quality provided by the Yogyakarta Regional Office of Perum BULOG

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in the SPHP rice distribution process. The Reliability indicator, which assesses BULOG's ability to consistently provide accurate and dependable services, obtained an average score of 4.168, classified as good. This suggests that distributors perceive BULOG Yogyakarta as highly reliable in executing the SPHP rice distribution process in accordance with established procedures.

The **Responsiveness** indicator, with an average score of 4.17, reflects that distributors consider BULOG Yogyakarta to be responsive to their needs and complaints during the distribution process. This rating indicates that BULOG is perceived as adequately prompt in addressing every request and complaint.

The **Assurance** dimension received an average score of 4.10, also falling under the "good" category. This demonstrates that distributors trust the services provided by BULOG personnel, particularly in terms of politeness, courteous behavior, and their ability to ensure the quality of the distributed rice.

For the **Empathy** indicator, with an average score of 4.124, distributors feel that BULOG personnel show sufficient concern and understanding of their needs, delivering services that align with their expectations.

Overall, with a total average score of 4.14, it can be concluded that distributors are satisfied with the service quality provided by the Yogyakarta Regional Office of Perum BULOG in the SPHP rice distribution process. The strong performance in reliability, responsiveness, assurance, and empathy, as well as the supporting tangible aspects, reflect the high quality of service and efficiency in the distribution process.

DISCUSSION

This report aims to evaluate the quality of the SPHP rice distribution services provided by the Yogyakarta Regional Office of BULOG, focusing on assessments from distributors affiliated with Toko Pangan Kita (TPK) and Rumah Pangan Kita (RPK). It also seeks to provide an overview of the distributors' satisfaction level with the services delivered by BULOG, as well as to offer recommendations for further improvement.

Based on data analysis obtained from 100 respondents with direct experience in the SPHP rice distribution process, the overall evaluation results indicate a satisfactory outcome. Through descriptive analysis, it can be observed that respondents' level of agreement with various statements under the measured SERVQUAL constructs Reliability, Responsiveness, Assurance, Empathy, and Tangibles suggests that BULOG Yogyakarta has provided services that are beneficial and sufficiently adequate. The

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average scores, which fall within the “good” category, indicate that respondents are generally satisfied with the quality of the distribution services.

However, certain challenges remain, particularly concerning the Assurance dimension. Although this indicator is categorized as “good,” it received a slightly lower average score compared to the others. The main challenges related to this dimension include:

Enhancing Distributor Trust

While the Assurance indicator achieved a favorable average score of 4.1, there is still room for improvement in strengthening distributors' trust in BULOG personnel especially regarding accuracy and the ability to maintain the quality of the distributed rice. Enhancements in personnel training and a deeper understanding of distributors' needs can contribute to increased trust and service reliability.

In conclusion, by addressing the identified challenges particularly within the Assurance dimension BULOG can undertake targeted improvements to enhance service quality, ensure distributor satisfaction, and achieve more optimal results in the SPHP rice distribution process.

CONCLUSION

This journal can be concluded that the service quality of rice distribution in the SPHP program through the Rumah Pangan Kita (RPK) and Toko Pangan Kita (TPK) networks is overall in the good category based on the five dimensions of SERVQUAL, namely reliability, responsiveness, assurance, empathy, and physical evidence. However, the assurance dimension obtained the lowest average score, indicating that distributors still have doubts about the ability and professionalism of BULOG officials. Therefore, increased training, strengthened communication, and understanding of partner needs are needed to increase distributor trust. With these improvements, it is expected that the quality of service and effectiveness of SPHP rice distribution can continue to be improved.

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