

QUALITY OF PUBLIC SERVICES IN PATTONGKO VILLAGE

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Abstract

This study aims to determine the quality of public services in Pattongko Village, Central Sinjai District, Sinjai Regency. The approach in this study uses a type of research in the form of literature study or literature study. The data analysis technique used in the research uses the content analysis method which can be used to obtain valid information and can re-examine it according to its context.

The results of this study indicate that the quality of public services in Pattongko Village is quite good which is characterized by several factors. Where the employees have expertise or skills in each different field. For example, in the Family Card (KK) making section, the employees are able to serve the community well. The service facilities are also good, where the Pattongko Village Office, Sinjai Tengah kec.sinjai in making Family Cards is now via online, namely via Whatsup (WA). In this service access also provides adequate physical access so as to facilitate the service process of employees to residents.

Keywords: *Village, Public Service, Quality*

INTRODUCTION

The government has an important role to play in providing excellent public services for all its citizens as mandated in the law. In article 1 of Law Number 25 of 2009 concerning public services.(A.Pananrangi, 2017). Public service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers.(Mufid & Santoso, 2022) Public service is an effort made by a group or a bureaucratic person to provide assistance to the community in order to achieve a certain goal. One of the implementation of public services is population administration in a government. Population administration is a series of structuring and controlling activities in controlling population documents and data through population registration, civil registration, management of population administration information and utilization of the results for public services and development of other sectors.(Imanuelitha, 2013).

Along with the regional autonomy policy, the government bureaucracy in the regions can manage and organize public services that are more concerned with the needs of their local

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communities. There is a fundamental concept in terms of managing the affairs that govern this local government, namely the existence of its own initiative based on the aspirations of the local community. Regional autonomy means the willingness of local communities to solve various kinds of local community problems in order to achieve their welfare (Mayangsari, 2008). However, in reality, the implementation of public services carried out by the government is still faced with services that are not effective and efficient and the quality of human resources is inadequate. This can be seen from the many complaints from the public, both directly and indirectly, such as through the mass media, which demand an increase in the quality of public services.(Administration et al., 2018).

Improving the quality of public services is one of the most important issues. This is because on the one hand, public demands for service quality are getting bigger while the practice of service providers has not undergone significant changes. The public demands quality public services at all times, although these demands are often not in line with expectations because the public services that have occurred so far are still convoluted, slow, expensive, and tiring.(Rasmala, K., & Mursak, 2014). Public services need to pay attention to customer needs. Customer needs can be met if public services can provide services that meet six of the ten indicators of good service based on the theory put forward by Gasperz in Azis Sanapiah (2000: 15), namely "certainty of service time, service accuracy, politeness and friendliness, responsibility, completeness, and ease of getting service". If the services provided have met these criteria, it can be said that the needs have been met so that they can provide satisfaction to the community (Takdir et al., 2021).

The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the improvement of public services. On the other hand, community satisfaction is a benchmark for the success of public services provided by public service providers, therefore public services must be focused on meeting the needs of the community to the maximum in terms of both quality and quantity.(Rasmala, K., & Mursak, 2014). Based on the Decree of the Minister of Administrative Reform Number 63 of 2003 concerning general guidelines for the implementation of public services such as service procedures, service requirements, service officer capabilities, service speed, fairness in obtaining services, certainty of service costs, and certainty of service schedules, the government has a consequence to improve services in the public service sector. It is hoped that government officials throughout Indonesia will carry out public services well according to what is expected by the community.(Takdir & Jusniaty, 2019)

Based on preliminary observations that have been made in the village of pattongko kec.sinjai tengah, there are several problems regarding the quality of public services in the field of population administration. Problems encountered when people want to make products from population administration are still many people who do not understand what requirements must be brought. This can be shown from the fact that there are still many people who do not complete the requirements in making Family Cards (KK) and Electronic Identity Cards (e-KTP). The lack of complete requirements

is due to the lack of information from the village regarding the requirements needed. Indirectly, this problem will hamper the process of making KK and Electronic KTP. So that it will affect the length of making KK and Electronic KTP so that it will have an impact on the service satisfaction received by the community.(Fitrawati & Takdir, 2022).

Another problem encountered regarding administrative work that has not been carried out properly, namely the arrangement of archives in the service room is still seen in the arrangement of archives that have not been neatly arranged in the archive cupboard. With an archive system that is not in accordance with procedures, it can make it difficult for service employees to serve because searching takes a long time because of the incorrect archive arrangement. So that in serving the service becomes less fast because it is disturbed by the long search for archives.

LITERATURE REVIEW

Previous Research

Some research on the quality of public services has previously been researched, this relevant research examines research related to the title of the researcher conducted in the village of pattonoko kec.sinjai tengah kab.sinjai. the following are some studies as follows.

1. Public services are one of the most important parts that must be considered in the autonomous development side of a country, this is because public services are a basic part of the government sector and are also directly related to the people of a country. The main purpose of public services is indeed shown by providing services to the community. Public service is something that must be fulfilled not only for government organizations but also private organizations. One of the factors that influence the success of a public service is the quality of human resources in carrying out their duties and functions. Public services achieve success seen from community satisfaction
2. Public service can be interpreted as providing services (serving) needs with basic rules and procedures that have been determined. Government is essentially a service to the community, it cannot serve itself, but to serve the community and create conditions that allow each member of the community to develop their abilities and creativity in order to achieve common goals.
3. The government is the only party obliged to provide pure public goods in relation to the nature of private goods and pure public goods, especially public goods called rules or rules (public policy). Pure public goods in the form of rules are never and should never be handed over to private providers in the rules. This creates private interests that make the rules, so that the rules become full of vested interests and become unfair (unfair rule). The role of government that will remain inherent throughout its existence is as a provider of pure public goods called rules.

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Definition of Village

A village is a legal community unit that has territorial boundaries with the authority to regulate and manage the interests of the local community, based on local origins and customs that are recognized and respected in a unitary state government system. A village is an area that has a low density and is inhabited by a population with homogeneous social interactions. A village is an area with a population of less than 2500 inhabitants, the livelihoods of the villagers are usually still dependent on the surrounding natural conditions, mostly agrarian in nature.

Definition of Public Services

The implementation of public services is an effort by the State to meet the basic needs and civil rights of every citizen for goods, services, and administrative services provided by public service providers. Public services can be defined as all forms of services, both in the form of public goods and public services which in principle are the responsibility of and are carried out by government agencies at the central level, in the regions, and within State-Owned Enterprises or Regionally-Owned Enterprises, in an effort to fulfill community needs and in the context of implementing the provisions of laws and regulations. Public service quality is a dynamic condition related to products, services, people, processes and the environment where quality assessment is determined at the time of public service delivery.

RESEARCH METHOD

The approach in this study uses a type of research in the form of a literature study or literature study. Literature studies can be pursued by collecting references consisting of several previous studies which are then compiled to draw conclusions. The data analysis technique used in the research uses the content analysis method which can be used to obtain valid inferences and can re-examine according to the context. In this analysis, selection, comparison, merging, and selection will be carried out so that the relevant ones are found.

RESULTS AND DISCUSSION

There are several factors that can affect the quality of public services in a village government. Among them:

1. Employee Ability and Skill Factors

Employee skills are an important factor in achieving an organizational goal. Work skills aim to facilitate a job effectively and efficiently to produce good employee performance. At the pattongko village office, sinjai tengah, the employees have their skills or skills in each different field. For example in the Family Card (KK) making section, the employees are able to serve the community well. The employees also provide direction to the community on how to proceed with the process of making a Family Card (KK). With the abilities and skills possessed by employees,

the community feels helped and understands the flow in the Pattongko Village Office, Central Sinjai kec.

2. Service Facility Factors

At the pattongko village office, middle sinjai kec. sinjai in making a family card now through online, namely through Whatsup (WA). The dimension of service access in this study is a description of how easy online services are where people who live far from the city can now make the necessary letters and do not need to come to the Population sub. In addition to online services, an organized and good office layout, the availability of information that is easily accessible to the public both from personal employees and the Web (internet), the time (hours) of service provided according to the needs and conditions of the community. For services in managing e-KTP, family cards, death certificates and others can go through the links provided. In addition, the pattongko village office, middle sinjai kec. has a mobile car for services for people whose location of residence is remote.

3. Employee Awareness

In the service in the Population Registration subdivision in making Family Cards, the employees are good enough to serve the community. In this service access also provides adequate physical access so as to facilitate the service process of employees to citizens. However, in the field of population administration, namely, the protracted delay in making Family Cards, the community had protested because the promised time did not match the manufacturing procedure, which was three days. Related to population administration services include; delays in services carried out by employees to the community, where employees are unable to provide services in accordance with the available standard operating procedures. Therefore, communication is also very important in the quality of population administration services measured by attentive communication from employees to the community, communication in a language that is easily understood by the community and polite communication from employees to the community.

Public services basically involve very broad aspects of life. In the life of a state, the government has the function of providing various public services needed by the community, ranging from services in the form of regulation or other services in order to meet the needs of the community in the fields of education, health, utilities, and others. The results of this study can be drawn from the results of observations of researchers in the field, interviews with respondents with predetermined informants, and supported by documentation that is needed in this study. The dimensions of the quality of public services are Responsibel. (A.Pananrangi, 2017)

a. Tangibel (Tangible)

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Tangibles are concrete evidence of the ability to display the best for the people served. Both in terms of the physical appearance of buildings, facilities, supporting technology equipment, the comfort of the place of service, the discipline of officers, and the appearance of officers / apparatus in serving the community. (Suwarno, 2012)

b. Reliability

Reliable or reliability is the ability of service units or officers to create services, such as the accuracy of officers in serving the public, clear service standards, and the ability or expertise of officers in using tools in the administrative service process. (Susanto & Anggraini, 2019)

c. Responsiveness

Responsiveness is responsive to providing fast or responsive service and is accompanied by a clear and easy to understand delivery method such as responding to every community or applicant who wants to get service, officers perform services quickly, precisely, carefully and perform services with the right time.(Kurniawan, 2017)

d. Assurance (Guarantee)

The guarantee dimension is a dimension of service quality related to guarantees in service timeliness, cost in service, legality in service and cost certainty in service. This aspect is one of the most expected by the community. Officers who can provide guarantees to the community are one of the supporting factors for service users to give a good assessment of the services presented.(Ferdian et al., 2021)

e. Empathy (Empathy)

Empathy is giving sincere and personal attention to the community, this is done to find out the wishes of consumers accurately and specifically. This dimension of empathetic public service quality is related to services which prioritize the interests of the community, officers must also serve in a friendly, polite manner, serve non-discriminatively and as officers must serve and respect every community that comes.(Yayat, 2017)

CONCLUSION

Service quality is an effort made by service providers in order to consistently meet community expectations. Etymologically, service comes from the word layan which means helping to prepare or take care of what someone needs, then service can be interpreted as a matter or way of serving; service / service; in connection with buying and selling goods or services. The quality of public services in Pattongko Village is quite good, which is characterized by several factors. Where the employees have expertise or skills in each different field. For example, in the Family Card (KK) making section, the employees are able to serve the community well. The service facilities are also good, where the Pattongko Village Office, Sinjai Tengah kec.sinjai in making Family Cards is now via

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