

THE ROLE OF TONGKE - TONGKE VILLAGE GOVERNMENT IN IMPROVING SERVICE QUALITY AT THE VILLAGE

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Abstrack

Public services are a series of activities in order to fulfill service needs in accordance with those in the laws and regulations for every citizen and resident, or administrative services formed based on the law. The existence of the Tongke - Tongke Village Office is expected to be able to provide the maximum to the people who come. However, the Tongke - Tongke Village Office has been maximized in providing public services to the community. This research aims to find out things descriptively about public services, which are located at the Tongke Village Office - Tongke Sinjai Regency. The results showed that the quality of public services was maximized. In the form of sufficient professionalism of employees in carrying out their duties, as well as existing facilities and infrastructure that are sufficient to support existing public services at the Tongke Village Office - Tongke, the existing services are quite good, therefore there is still a need for improvement by paying attention to the qualifications of employees in providing services. In terms of tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (assurance), empathy (empathy). In addition, this research was conducted through literature studies or literature studies, in this study checking between libraries and paying attention to supervisory comments was carried out in order to maintain the immutability of the evaluation process, prevent and eliminate misinformation. So with the hope of improving the quality of public services that will be felt by the community. From this it will become a place of public service that has good performance by the community.

Keywords: Government; Public Service

PENDAHULUAN

Public service is a series of activities in order to fulfill needs (Parawangi et al., 2017) services in accordance with those in the laws and regulations for every citizen and resident, or administrative services established by law. A government agency is required to improve services to the community. The better the public service, the more comfortable the people who come to request the public services needed. The Sinjai Regency Government is part of the government organization of the Republic of Indonesia which has a State government structure from high to low. Tongke Village Office - Tongke is one of the public administration services. Forms of service in the form of making Identity Cards (KTP), Making Family Cards (KK) and others (Prakoso et al., 2021).

The Law of the Republic of Indonesia Number 6 of 2014 concerning Villages states that independence is a process carried out by the Village Government and the Village community to carry out an activity in order to fulfill their needs with their own abilities. Independent villages are the main target of the community development vision, independent villages, are developed villages that have the ability to carry out village development to improve the quality of life and life for the greatest welfare of the village community with sustainable social, economic and ecological resilience. This is stated in the Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia No. 2 of 2016 concerning the Village Development Index (Takdir & Jusniaty, 2019).

The government has an important role in providing excellent public services for all its citizens as mandated by law. Article 1 of Law Number 25 of 2009 concerning public services states the definition of public services as follows: "Public service is an activity or series of activities in fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and or administrative services provided by public service providers" (Parawangi et al., 2017). Providing services as well as possible is one of the performance results that can be done by the village government to achieve the goals set in the national service standards, namely service quality. The efforts made by the village government aim to accelerate the realization of good governance, because this is related to the many complaints from the community about the poor services provided by village officials. These service problems are a bad effect in village governance that results in the low quality of public services.

Optimal public services can realize a professional, efficient and effective, open and responsible village government or good governance. Thus, village governance is needed to realize good governance through public service improvement programs at the village level. If this governance is realized, the specified objectives can be achieved, namely improving the quality of public services, managing all village potential, facilitating the community in receiving information through data availability, encouraging community participation, transparency and accountability. Then, the realization of good governance at the village level is one of the accelerations to improve the quality of village governance to achieve the welfare of rural communities (Prakoso et al., 2021).

The quality of government officials is reflected in their ability to provide services to the community in accordance with their respective duties. One of the efforts made in developing and maintaining the quality of work of the apparatus can be started with motivational efforts. In addition, the role of leadership is also a factor that strongly supports the quality of service of government officials, therefore the efforts of the village government to improve the quality of public services are the main factors that need attention, in addition to understanding the professionalism and accountability of the village government, as well as to obtain deeper information about the satisfaction of the community in receiving public services (Mohi & Mahmud, 2018).

From a public administration perspective, village problems that occur and result in the lack of development in the village have relevance to the responsibilities of institutions that carry out their roles. To aspects of community life. The institutional aspect, as concluded by the Asian Development Bank (1978), is the main factor that determines the course of development and progress in the village. Institutionalization in this case is the government hierarchy up to the village government level has not played a more progressive role in dealing with the problems that always arise (Hutagalung et al., 2017). Based on the above problems, this research aims to find out descriptive things about public services. Then the object of this research is the Tongke-Tongke Village Office. In terms of Reliability, Responsiveness and Assurance. Satisfaction Law Number 6 of 2014 concerning Villages has mandated that the implementation of village development be carried out by utilizing local wisdom and village natural resources (Mursak, 2019).

LITERATURE REVIEW

Role of Village Government

Ndraha (1987: 110) states that the role of government in community development is very broad, starting from matters of operational services to matters of ideological and spiritual nature with this the role of government will have its own authority and ability to carry out its main duties and functions of a leader, because the demands of its own main duties and functions can solve problems within the community and government. The role of local government in regional development planning is a government that has a very strategic authority and strategic position, this is related to its function as a "public service" to improve welfare, prosperity, security, justice and peace for the community (Zunita & Ratna, 2010). Because regional development planning is an activity to be carried out in the future in this case starting from the stages of the process of preparing programs and activities that involve various elements in it, for the sake of utilizing and allocating existing resources with the aim of improving the welfare of the community in general in an environment or area planned within a certain period of time (Soares et al., 2015).

According to Poerwodarminta (Big Indonesian Dictionary), (2005: 17) Role has the meaning of a set of expected levels possessed by those who are positioned in society. while role is part of the main task that must be carried out. Role is a dynamic aspect of status, because if a person carries out his rights and obligations in accordance with his position then he has carried out a role. Article 1 point 2 states that: "Village Government is the administration of government affairs and the interests of the local community in the system of government of the Unitary State of the Republic of Indonesia." Article 1 point 3 states that: "The Village Government or what is called by another name is the Village Head and Village Apparatus as the administration of the village government organizers" (Maga et al., 2017). At the village level, the role of the village government is very important for the progress of a village. Law No. 6/2014 on Villages was passed on January 15, 2014. This law replaces

the regulations on villages contained in Law No. 32/2004 on Regional Government and PP No. 72/2005 on Village Government. A village is a unit of territory inhabited by a number of families that has a self-governing system (headed by a village head).

Thus the village government is the lowest government agency and has a small area coverage so that it is expected that the village government can absorb all aspirations from the community. Aek Korsik Village is one of eight villages in Aek Kuo Sub-district, North Labuhanbatu Regency, North Sumatra Province. The government and its apparatus are the administrators of the main organizers of government, development and community activities as well as the builders of peace and order in the region. Their role is so important in determining the back and forth of a government (Panjaitan et al., 2019). With the existence of Law No. 6/2014 on villages, one of the objectives of regulating villages is expected to improve public services for the community. One of them is in citizenship administration services such as the introduction of birth certificates, identity cards, family cards, death certificates, and the making of land sale and purchase certificates. Law No. 6/2014 on Villages Article 26 paragraph 4 section h states that one of the roles and duties of the village government is to organize good village administration.

The apparatus here in article 48 consists of the Village Secretary, regional executives and technical executives who are tasked with assisting the village head in carrying out his duties and authorities, one of which is the management of village administration. The existence of the village head and village officials, who are also entrusted with administrative duties, occupy a very important position because as the lowest organ of government, the lowest government knows exactly all the conditions and problems that exist in its area, so input to the sub-district government concerning various information and information is needed in making regional and national policies for overall development needs (Wance et al., 2023).

In the regulation of the minister of home affairs number 47 of 2016 concerning village government administration states that Village Government Administration is the whole process of recording data and information about the Village Government in the Village Register Book, the things referred to are General Administration; Population Administration; Financial Administration; Development Administration; and other administration (Maga et al., 2017).

Service Quality

The quality of public services is in principle addressed to humans, it is in the nature of every human being to need service, even at the extreme it can be said that service cannot be separated from human life. Since birth, humans have needed services, as stated by Rusli (2004) that during his life, humans always need services. According to him, service implementation is in accordance with the life cycle theory of leadership that at the beginning of man- sia's life (infants) physical services are very high, but as humans age the services needed will decrease (Fitrawati & Takdir, 2022). Public services

can be conceptually explained by examining word by word. According to Kotler as quoted by Lukman (2000), it is stated that service is any activity that is profitable in a group or unit, and offers satisfaction even though the results are not tied to a physical product. The term public in everyday terms in Indonesia is often understood as the state or the public, this is commonly found in Indonesian language patterns that translate the public as in the term public administration which is translated as state administration. The word public has actually been accepted into the standard Indonesian language as public which means general, or many people (Mahsyar, 2011). As for being able to provide comprehensive public services for service users, and service providers must meet the principles of service (Basyriah et al., 2020).

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 consequences for improving services in the public service sector. It is expected that government officials throughout Indonesia carry out public services well according to what is expected by the community. There are still many things that must be corrected from public services in Indonesia and it is possible that the Pasirjambu District area is one of the implementers of public services (Yayat, 2017).

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, regional, and within State-Owned Enterprises (BUMN) or Regional-Owned Enterprises (BUMDES), in order to fulfill community needs (Wikipedia, 2021). Examples of public services in the form of administrative services are making KTP (Identity Card) and SKCK (Police Record Certificate), services in the form of services such as post offices and banks. Meanwhile, services in the form of goods such as tax payments are used for the development of state infrastructure such as bridges and toll roads (Silfiah & Nabila, 2021).

According to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014, service standard components related to the service delivery process include requirements, procedures, service period, fees/tariffs, service products, and handling complaints. If a government agency and other institutions are able to implement these quality standards, it can be said that these government agencies and institutions have provided good service quality. Quality public services or excellent services are the best services that meet service quality standards. Service Standards are benchmarks that are used as guidelines for service delivery and service quality assessment references as obligations and promises of service providers to the public in the context of quality, fast, easy, affordable and measurable services (Silfiah & Nabila, 2021). 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 services". If the services provided have met the criteria and capacity of the village government in realizing development in Tongke - Tongke Village, it can be said that needs have been met so that they can provide satisfaction to the community (Takdir & Jusniaty, 2019).

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 (Yayat, 2017). In the implementation of development in Sinjai Regency, of course, various media are involved in it, both electronic and print media, Tongke-Tongke Village is one of the villages in Sinjai Regency that implements public services in the field of population administration. Public services in the field of population administration at the Tongke-Tongke Village Office include making Family Cards (KK), Electronic Identity Cards (e-KTP), Temporary Residence Certificates (SKTS) and there are recommended services including: making birth certificates, marriage certificates, land certificates, business licenses (HO), introduction to making SKCK and SIM (Rasmala, K., & Mursak, 2014).

RESEARCH METHODS

The method used in this research is to use a type of research in the form of a literature study or literature study. Literature studies can be used by collecting references consisting of several previous studies which are then compiled to draw conclusions (Prakoso et al., 2021). Literature study research is research that aims to understand the phenomena experienced. The data analysis technique used in this study uses the content analysis method which can be used to obtain valid references and can re-examine. After that, the facts of the problem that have been investigated are described. In addition, with accurate and rational results. This is to provide a clear picture of the quality of service at the Tongke Village Office - Tongke.

DISCUSSION

Tangible (Physical Evidence)

This tangible relates to the physical evidence of services, namely the appearance of officers / apparatus, the comfort of the place, the ease of the service process, the discipline of officers / apparatus in service requests, the ease of customer access in service requests, and the use of aids in service. Based on the results of research conducted in an effort to determine the quality of public services at the Tongke Village Office - Tongke, it shows that the officers have a clean and neat appearance and have used uniforms in accordance with established rules.

On the indicator of ease of service, the Tongke-Tongke Village Office has not maximized convenience for service users. There are still people who do not know the requirements needed so they have to go back and forth in fulfilling the necessary requirements. The use of existing tools in Tanjungsari Subdistrict is currently a computer, printing equipment and camera for the purposes of making KTP.

Reliability

Reliability is the ability of the service unit to provide the promised service immediately and satisfactorily. Reliability can be interpreted as doing it right in accordance with work procedures, service standards and the promised time. To measure the Reliability dimension in an effort to determine the quality of public services at the Tongke Village Office - Tongke can be measured through the following indicators:

Having clear Service Standards, Service standards are benchmarks that are used as guidelines for service delivery and reference for assessing service quality as an obligation to the community. These standards include service procedures, service time, service fees, service products, infrastructure, and employee competence. However, some people do not know the standards of public services. Having clear service standards is very important for employee guidelines in serving the community because based on service standards, the service process runs well and will achieve service goals. (Panjaitan et al., 2019)

Employee Ability to use tools in the service process The ability of employees to use tools in the service process is a very important asset in supporting service quality so that the service process can run well. The ability of employees to use tools in the service process is very important so that the service process runs well and service goals will be easily achieved.

Responsiveness

Responsiveness, namely the responsiveness of employees in providing the services needed and being able to complete services quickly in accordance with the promised time period. The speed of service provided is the responsiveness of employees in providing the services needed by service users. This responsive attitude relates to two things, namely the mind and way of thinking of employees shown to service users. To measure this dimension to determine the quality of service at the Tongke Village Office - Tongke can be measured through the following indicators: Responding to every service user who wants to get service, Responding to service users is an obligation for employees. Service users will feel appreciated by employees when giving a good response. A good call will lead to a positive for the quality of public services. Employees respond and respond to service users as evidenced when service users who have finished getting services, employees immediately call the next queue and ask what needs are needed. Response or response to all complaints from service users is a

good assessment for employees and can improve the quality of public services at the Tongke Village Office - Tongke.

Dimensions Employees perform services quickly. Fast and precise service is the match between the services provided by employees and what service users need and complete quickly and well so that ultimately community satisfaction is achieved. Service employees quickly perform tasks in the service process so that service users will feel satisfied and happy. Service user complaints in the service process are a form of poor service in the service process. If the community submits all complaints, employees must respond to these complaints, all service user complaints are responded to by employees. Complaints can occur if the needs desired by service users do not match what is provided by service employees.

Assurance

Assurance is the scope of knowledge, ability, politeness and trustworthiness of employees, free from danger, risk and doubt. Guarantee is a protection effort that is presented to the community for the community against risks that if the risk can cause disruption in the normal structure of life. To measure this dimension to determine the quality of public services at the Tongke Village Office - Tongke can be measured through the following indicators: Employees provide guarantees on time in service. Employees at the Village Office provide a timely guarantee in service at that time if it is resolved employees try to be on time. If it cannot be done on that day, it is also resolved, for example, KTP and KK which are not usually completed in one day. Employees provide cost guarantees in services. In taking care of all needs, not all of them incur costs to take care of it. It depends on what type of letter the service user will need. With the guarantee of costs from service employees, service users do not need to spend money to take care of their needs.

Emphaty

Emphaty includes ease of making relationships, communication, good and understanding the needs of service users. Empathy is attention that is carried out personally or individually to the user by putting himself in the situation as a service user. To measure the dimensions. Emphaty (Empathy) in an effort to determine the quality of public services at the Tongke Village Office - Tongke can be measured through the following indicators:

Putting the interests of service users first. Service users in the service process are a priority in service. Whatever the needs of service users related to services at the Village Office must be given top priority and must be in accordance with what is needed by service users. It can be seen that when the author conducted research, there were still service users waiting because the employees related to the management needed by employees were not at the Tongke Village Office - Tongke. Service employees serve in a friendly and polite manner. The friendliness of service employees is very

necessary in the service process. If service employees are friendly, it will provide a good assessment of service users. Politeness is also needed by service employees to serve service users. Friendliness and courtesy of service employees are indispensable in the service process. If service employees are friendly and polite, it will provide a good assessment of service users, because basically everyone will like a service place where there are many friendly and polite people.

CONCLUSIONS

The role of the Tongke-Tongke Village Government in improving service quality at the Village Office is as follows:

1. This tangible relates to the physical evidence of service, namely the appearance of officers / apparatus, the comfort of the place, the ease of the service process, the discipline of officers / apparatus in service requests, the ease of customer access in service requests, and the use of aids in service.
2. Reliability is the ability of the service unit to provide the promised service immediately and satisfactorily. Reliability can be interpreted as doing it right in accordance with work procedures, service standards and the promised time. To measure the Reliability dimension in an effort to determine the quality of public services at the Tongke Village Office - Tongke.
3. Responsiveness, namely the responsiveness of employees in providing the services needed and being able to complete services quickly in accordance with the promised time period. The speed of service provided is the responsiveness of employees in providing the services needed by service users. This responsive attitude relates to two things, namely the mind and way of thinking of employees shown to service users.
4. Assurance is the scope of knowledge, ability, politeness and trustworthiness of employees, free from danger, risk and doubt. Guarantee is a protection effort that is presented to the community for the community against risks that if the risk can cause disruption in the normal structure of life. To measure this dimension to determine the quality of public services at the Tongke Village Office - Tongke.
5. Empathy includes ease of making relationships, communication, good and understanding the needs of service users. Empathy is attention that is carried out personally or individually to the user by putting himself in the situation as a service user. To measure the dimensions.

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