

Analysis of the Public Services Quality at the Rinding Village Head Office, Berau Regency

Moch Nur Alimi Zain, Dian Herdiana, Dwi Putranto Riau

Universitas Terbuka

Article Info

Article history:

Received : 8 September 2023

Published : 01 January 2024

Keywords:

Analysis

Quality

Public Service

Info Artikel

Article history:

Diterima : 8 September 2023

Publis : 01 Januari 2024

Abstract

This study aims to determine the quality of public services at the Rinding Lurah Berau District Office. The technique for taking informants was purposive sampling, resulting in 13 informants consisting of the village head, service officers and 10 community members. The method used is descriptive qualitative, a public service dimension theory developed by Lovelock with 5 dimensions, namely tangibles, reliability, responsiveness, assurance and empathy. Based on the results of the research conducted, it was found that the Rinding Village Head Office had been able to implement several indicators in this dimension. However, there are still shortcomings, namely in terms of the comfort of the service waiting room during the day and also the need to increase the capabilities of service employees.

Abstrak

Penelitian ini bertujuan untuk mengetahui kualitas pelayanan publik di Kantor Lurah Rinding Kabupaten Berau. Teknik pengambilan informan secara *purposive sampling* sehingga menghasilkan 13 informan yang terdiri dari Lurah, Petugas pelayanan dan masyarakat 10 orang. Metode yang digunakan bersifat deskriptif kualitatif, teori dimensi pelayanan publik yang dikembangkan oleh Lovelock dengan 5 dimensi yaitu *tangibles*, *reliability*, *responsiveness*, *assurance* dan *emphaty*. Berdasarkan hasil penelitian yang dilakukan, didapatkan bahwa Kantor Lurah Rinding telah mampu menerapkan beberapa indikator dalam dimensi tersebut. Namun masih ada kekurangan yaitu dari segi kenyamanan ruang tunggu pelayanan di siang hari dan juga diperlukan peningkatan kemampuan pegawai pelayanan.

This is an open access article under the [Lisensi Creative Commons Atribusi-Berbagi Serupa 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/)



Corresponding Author:

Moch Nur Alimi Zain

Universitas Terbuka

Email : alimizain2019@gmail.com

1. INTRODUCTION

Public services in government bureaucracy are important and become one of the benchmarks for bureaucracy. This is as mandated in Law no. 25 of 2009 concerning Public Services which states that public services are activities or descriptions of activities related to fulfilling service needs according to the provisions of statutory regulations for every citizen and resident relating to goods, services and/or administrative services provided by the organizer. public service. Herwanto (in Wulandari et al., 2019) explained that service orientation in the public sector is very different from that in the private sector. Public service is actually based on the spirit of service to society rather than the spirit of pursuing profit. The public or community is placed as customers who must be served and treated fairly and service quality can be interpreted as a focus on fulfilling needs and requirements as well as fulfilling customer expectations, namely on time. Service applies to all services offered from the organization. Efforts to achieve satisfaction with government agency services must pay attention to several public service indicators. According to Lovelock (in Hardiyansyah, 2018) the dimensions of public service are a theory developed by Christopher Lovelock, a marketing expert who is also famous in the service sector. This theory suggests that there are five dimensions of public service quality that are important for customer satisfaction, namely:

- 1) *Tangibles*(Physical Evidence): This dimension relates to the physical conditions visible to customers, such as facilities, equipment, or the appearance of the staff. Good physical evidence can increase customer confidence in the public services provided.

- 2) *Reliability*(Reliability): This dimension refers to the ability of public services to provide services consistently and as promised. High reliability can build customer trust in public services.
- 3) *Responsiveness*(Responsive): This dimension refers to the ability of public services to respond to customer needs and requests quickly and responsively. High responsiveness can make customers feel appreciated and recognized.
- 4) *Assurance*(Guarantee): This dimension is related to the ability of public services to provide customers with a sense of security and confidence regarding the ability of public services to provide good services and in accordance with what is promised.
- 5) *Empathy*(Empathy): This dimension includes the ability of public services to understand and respond to customer feelings and needs in a positive and friendly manner. Empathy can make customers feel valued and comfortable in interacting with public services.

Based on the background above, it can be understood that there are people who are satisfied with the public services at the Rinding Village Office, while there are still people who are not satisfied with the public services at the Rinding Village Office. It is considered necessary to conduct research on the efforts of the Rinding Village Office in providing public services so that it is able to provide satisfaction to the community.

2. RESEARCH METHOD

This research uses a qualitative approach (Qualitative research) because this research was conducted in natural conditions and the data collected and the analysis were qualitative in nature. The qualitative research approach basically consists of observing people in their environment, interacting with them and trying to understand their language and interpretation of the world around them.

This research aims to present a detailed description of a particular situation from the research location to accurately describe the characteristics of the symptoms or problems being studied. That is the reason researchers chose qualitative research methods. In more detail, it can be seen that analyzing the quality of public services in Rinding Berau Village as a research instrument, the researcher carried out direct observations, interview guides and recording equipment.

3. RESEARCH RESULTS AND DISCUSSION (12 Pt)

Rinding Village is the lowest government organizational unit under Teluk Bayur District, Berau Regency, East Kalimantan Province. Located in the River Bank area and can be reached by land transportation. The area of Rinding Village is 914.74 Ha, of which the area consists of several natural conditions, in the form of rivers, forests, agricultural land and residential areas. Meanwhile, the soil structure is mostly peat and alluvial/clay sediment.

To determine the current quality of public services at the Rinding Village Head Office, researchers used five (5) dimensions of public service quality proposed by Lovelock, namely Tangibles (Physical), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Guarantee) and Emphaty (Empathy). Apart from that, researchers also examined what factors support and hinder the quality of public services at the Rinding Village Head Office and efforts to improve the quality of public services at the Rinding Village Head Office.

A. Tangibles (Physical) Dimensions

a) Appearance of Service Officers

The appearance of the service staff at the Rinding Sub district Office is quite neat and the public feels friendly and polite from the staff, so that when the staff look neat, the public will be interested and comfortable in carrying out the service process without any complaints. People who are happy with public services can increase their trust and loyalty to the government.

b) Comfort of service place

The comfort of the service location influences the service process. Service providers must pay more attention to comfort for service users. If the place provided by service

users is good, then the people using the service will feel comfortable. However, on the other hand, if the space provided is not provided then the people using the service will not feel comfortable

Based on the results of interviews, observations and documentation, the service area at the Rinding Village Office is comfortable and clean, but during the day the waiting room still feels hot because the air conditioning is not sufficient.

People who are dissatisfied with public services can increase the potential for conflict or social tension that may arise due to dissatisfaction or discomfort in the public service process.

c) Ease of service process

The ease of the service process in Rinding Village is quite optimal and there are many positive responses from the community using the service. The ease of the service process is a benchmark for the success of a service.

Staff and public service employees who serve the public who are happy with the public services they receive feel more motivated to provide better services. This can increase efficiency and productivity in providing services.

d) Discipline of officers in carrying out the service process

Officer discipline shows that the discipline of service officers at the Rinding Subdistrict Office is still very lacking. This can be seen in the presence of officers who are often late, as well as officers who leave the workplace or service room before the service time ends or during break times. So people as service users sometimes have to spend time waiting for service officers to arrive.

e) Use of tools in the service process

The Rinding Subdistrict Office has used sufficient tools to serve the community. The use of computers and printers as tools in public services helps increase efficiency, accuracy and speed in data and document processing. This also allows public service institutions to provide faster, more transparent and effective services to the public.

B. Dimensions of Reliability (Reliability)

a) Officer's accuracy

The accuracy of employees in serving service users, including how thoroughly the service is provided, is very important for the service process. Service officers are required to be careful in serving the community to avoid mistakes and creating new jobs.

Based on the results of the interview, the researcher drew the conclusion that not yet fully Service officers in Rinding Village can be careful in covering all existing officers.

b) Clear service standards

Rinding Sub district already has clear service standards including service time, service costs, service products, facilities and infrastructure and the competence of service officers.

c) Ability to use service tools

Employee ability to use tools in the process service is a very important capital in carrying out service quality.

C. Dimensions of Responsiveness (Responsiveness)

a) Responding to every customer, where every service employee is obliged to respond to service users who come. Responding to service users can have a positive effect on the quality of public services at the Rinding Village Office.

b) Service quickly

The existing service is not very good in all respects, there are still several shortcomings. However, apart from being fast, service must also be precise. If the employee has provided service quickly and thoroughly, then the service employee has done their job correctly.

c) Employees perform services in a timely manner

The right time to complete work in a service process is important, because completing it on time will not make service users wait. Delays still occur frequently, so many service users feel disappointed with the promises made by service employees.

D. Assurance Dimension (Guarantee)**a) On time service**

People who use services who are satisfied with the performance and timeliness provided by service employees return to the files they want to take care of, and some services can even be carried out more quickly.

b) Certainty of costs in services

In taking care of needs in the sub-district, currently there are no fees for services.

E. Empathy Dimension (Empathy)**a) Put the applicant first**

Putting the applicant first, researchers concluded that service employees should put the applicant's interests first because service users are the employee's priority. If service users are not put first, complaints will arise and will give a less good image to service employees.

b) Serve with a friendly, polite and non-discriminatory attitude and respect every customer.

Friendly attitude, politeness, non-discrimination and respect for every customer, it can be concluded that in general everything has been carried out well, but there are still several errors that must be corrected in order to make the service more optimal.

4. CONCLUSION

Based on the description of the research results and discussion, the following conclusions can be drawn:

1. Tangibles, appearance, comfort, ease and use of tools are good, but comfort is still lacking due to the lack of air conditioning or fans;
2. Reliability, accuracy, service standards are clear, but there are still shortcomings, namely accuracy with frequent typos in service;
3. Responsiveness, there are still complaints from the public regarding long service processing times;
4. Assurance, guarantee of time and costs without complaints from the public;
5. Empathy, no complaints

Important for remembering that public satisfaction is an important point of effectiveness and quality of public services. Therefore, the government and public institutions must strive to understand and meet the needs and expectations of the community in order to improve public services.

6. BIBLIOGRAPHY

- Agus. (2018). Informan Dan Pemilihan Informan Dalam Penelitian Kualitatif. Sistem Informasi Akuntansi: Esensi Dan Aplikasi, Desember.
- Akbar, N. (2020). Analisis Kualitas Pelayanan Publik di Kantor Kelurahan Ratu Sima Dumai. Universitas Susca Riau, 11.
- Alifia, M. (2021). No Analisis struktur co-dispersi dari indikator terkait kesehatan dari orang utama. Title. 7, 6.
- Fortuna, Y. (2016). Hubungan Kualitas Pelayanan dan Kepuasan Pelanggan Dalam Pembentukan Intensi Pembelian Konsumen Matahari Group di DKI Jakarta. *Jurnal Ekonomi*, 18, 93–103.
- Hardiyansyah. (2018). Kualitas Pelayanan Publik - Konsep, Dimensi, Indikator, dan Implementasinya. *Gava Media*, 250.
- Harta, R., Diana, B. A., Riau, D. P., & Akadira, T. (2022). Peningkatan Talenta Manajemen Aparatur Desa Dalam Menyusun Laporan Pertanggungjawaban Keuangan Desa Di Desa Mulyasari Kecamatan Banjar Patroman Kota Banjar. *Jurnal Pengabdian Kepada Masyarakat Radisi*, 2(2), 64–71. <https://doi.org/10.55266/pkmsradisi.v2i2.143>
- Kotler, P. (2017). Philip Kotler: some of my adventures in marketing. *Journal of Historical Research in Marketing*, 9(2), 203–208. <https://doi.org/10.1108/JHRM-11-2016-0027>
- Kurniati, I. D., Setiawan, R., Rohmani, A., Lahdji, A., Tajally, A., Ratnaningrum, K., Basuki, R., Reviewer, S., & Wahab, Z. (2015). *Buku Ajar*.

Lembaran, T., & Republik, N. (2018). 2014 244.