

Quality of Public Service: Study in Molas Village, Bongomeme District, Gorontalo Regency

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Abstract

The research problem: People still have to pay the cover letter while the services was free by government. This type of research is qualitative inductive approach that aims to provide or obtain an overview the Quality of Public Services in Molas Village Bongomeme sub District of Gorontalo District. This research was conducted in Molas Village Bongomeme sub District of Gorontalo District. The aim of the research was to know the quality of public servant in Molas Village. The result showed that the quality of public servant in Molas Village was good. But any must be completed, that there are not adequate facilities, the ability of officials still need to be sharpened as well as public awareness of public services was minimal.

Keywords: Quality, Public, Servant

Introduction

Public service is the fulfillment of communal needs. Article 1 of Law Number 25 of 2009 on Public Services defines public services as actions or a set of activities that meet service demands in accordance with laws and regulations for every citizen and resident in the form of commodities, services, and/or administrative services (Ostrom & Ostrom, 2019). By public service providers In his work on state administration legislation and public service policy, Juniarso Ridwan argues that service is fundamental to human existence, to the point that it cannot be separated from people's lives (Ridwan & Susrajat, 2012).

Community members directly or indirectly benefit from public services (Nabatchi et al., 2017). However, the need for government services from the society increases with time. Sinambela (2014) said that people constantly seek great public services from bureaucrats, despite the fact that these demands are often not in line with expectations, given that empirically, public services that have happened to date are still complicated, sluggish, costly, and exhausting. According to Dwiyanto, it is becoming more difficult for the community to adequately enjoy public services. People must pay extra for identification documents, passports, and other permissions (Dwiyanto, 2012).

The government's primary purpose is to protect and serve the community, including assuring the accomplishment of welfare in all aspects of communal life. Bureaucratic actors (government) are essentially those who serve the community, not those who demand to be serviced (Surjadi, 2009).

Our government bureaucratic services continue to be less effective and well below public expectations. Bureaucrats carry out government duties mostly in accordance with their own beliefs and objectives. Conditions that enable the formation of a bureaucratic atmosphere and state infrastructure that serve the people (public servant) must continue to be sought and maximized, as our government bureaucracy still seems procedural, slow, unproductive, and indifferent to the public interest. As long as government interference (bureaucracy) is excessive in the public life sector, bureaucratic services will inevitably become more complicated (over administration), and the possibility of public activities will incur significant expenses. Because the findings of observations indicate that, bureaucratic orientation in the sense of red tape, many tables that must be passed for service delivery is inefficient in public activities, many tables must be passed for service delivery. This problem persists in several government bureaucratic service areas. The most significant element that must be changed is the government's capacity and commitment to shift the attitude of bureaucrats from a focus on rulership to a focus on serving the community's interests in an honest and fair way (Wilson, 2019). Institutional transformation in the proper form of state administration is a prerequisite for advancing the policymaking and service delivery system (Parsons, 2002). For this reason, the management of the state increasingly requires a theory of state administration that prioritizes the construction of an equitable distribution of services (Sinambela, 2014).

Improving the performance of the public service bureaucracy will have far-reaching effects, particularly on the degree of public faith in the government, while the poor performance of the bureaucracy has been one of the key contributors to the crisis of public trust in the government.

On the basis of the aforementioned factors, it can be said that the government has to pay close attention to public services (governance). In order to attain great public services, it is necessary to emphasize effective governance. Molas, a community situated in the Bongomeme District of the Gorontalo Province, has made every effort to provide outstanding services (good governance). Among these are achieving effective village government, enhancing services to meet people's fundamental rights, and creating basic infrastructure, as mentioned in the village mission. To do this, the village government deploys a mobile government at the hamlet level once a year. This is done to facilitate public access to services. People should just wait in their own hamlets according to the provided timetable. In addition, village authorities are expected to attend trainings about village governance and public services. This is done with the expectation that the community would be pleased with the offered services. The village government has also introduced free population administration services, including the provision of ID cards, family cards, birth certificates, and death certificates. Nevertheless, according to the findings of researchers, there are still those who pay. People must pay Rp 10,000 to get, for instance, a cover letter for an ID card, despite the fact that free service has been implemented. In addition, the community had to make many trips to the village office because the files were incomplete, and upon presenting the ID, they had to return empty-handed since they could not locate the

equipment that offered the service. This demonstrates that the community has not been happy with the public services in Molas village.

Literature Review

Service is an act (deed), performance or effort (Warella in Pasolong, 2013a). According to Kotler in Sampara Lukman, a service is any activity that is profitable for a group or entity and offers decisions even though the outcomes are not tied to a physical product. The term public derives from the English word public, which meaning universal, community, or state. The term public has been adopted into Standard Indonesian as public, which meaning widespread, many, and crowded. The term *pamong praja* refers to a government that serves the interests of all the people. The correct equivalent of the word used is *praja*, which means the people. Syafiie defines the public as a group of people who share right and good thoughts, feelings, hopes, attitudes, and behaviors based on the norm values they believe they possess (Sinambela et al., 2014). According to Pasolong (2013b), public refers to the general public, the general public, the throng, and the people.

Therefore, according to Lijan Poltak Sinambela et al. (2014), public service is any activity carried out by the government against a number of people who have every profitable activity in a group or unit and offer satisfaction even though the results are not tied to a product physically. Ridwan (2012) argues that public services are services provided by the government as state administrators to its people in order to meet the needs of the community and improve the welfare of the people.

Thus, it may be inferred that public service is the fulfillment of the desires and requirements of the community by state officials. In essence, the state, or in this instance the government (bureaucrats), must be able to satisfy the requirements of the community. since the fundamental goal of public service is to fulfill the community (Sinambela et al., 2014).

Quality Concept

Quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). According to Gaspersz in Sampara Lukman in the book on public service reform, basically quality refers to the main meanings, namely: (1) Quality consists of a number of product features, both direct features and attractive features that fulfill customer desires and provide satisfaction with product use; (2) Quality consists of everything that is free from deficiencies or damage (Sinambela et al., 2014).

Public Service Quality

Service quality is closely related to systematic and comprehensive services, which is better known as the concept of excellent service (Santos, 2003). In addition, quality services can also be carried out with the concept of "wholehearted service". Patricia Patton explains that wholehearted service means service that comes from oneself that reflects emotions, character, beliefs, values, points of view, and feelings (Sinambela et al., 2014). What is meant by the quality of public services in this study is a person's ability to provide services that can provide satisfaction to customers with specified standards (Kasmir in Pasolong, 2013c).

To determine the quality of public services carried out, the researchers used the Fitzimon theory, namely; (1) Direct Evidence (Tangibles) is very important for the quality of public services; (2) Reliability One of the most important indicators in public services is reliability. That is the provision of appropriate and correct services; (3) Responsiveness is the desire to serve consumers quickly; (4) Guarantee, Assurance assurance is the level of attention to ethics and morals in providing services; (4) Empathy is the level of willingness to know the wants and needs of consumers.

Methods

The research technique used is observation. Observation is a systematic direct observation of the symptoms to be studied (Pasolong, 2013b). Therefore, the type of research used is qualitative with an inductive approach. Where to achieve understanding and the truth is taken based on empirical facts about the reality / actual problems that are actually in the research location. Then a review is carried out in order to obtain a clear and systematic picture in order to solve the problems encountered. Therefore, the process in this research is more emphasized to describe the quality of public services in Molas Village, Bongomeme District, Gorontalo Regency.

Research Location and Time

This research took place in the village of Molas, Bongomeme District, Gorontalo Regency, Gorontalo Province. The choice of this location was because the researchers came from that village. the distance between residence and research location is easy to reach.

This research will be carried out for two months after the issuance of the research permit. Where the research targets are Molas village officials and Molas village community leaders who are considered capable and know the condition of public services in Molas village.

Data Source

Sources of data used in this study came from 2 (two) main sources, namely; (1) Primary data, namely all research data obtained through interviews from informants or resource persons who are considered qualified in providing relevant information and in accordance with reality. The resource persons used in this study amounted to five people consisting of the Village Head, Village Secretary and three community leaders; (2) Secondary data, namely data obtained from the village office and the study of documentation and literature, especially those related to the quality of public services in Molas village.

Data Collection Procedure

The research was conducted by reviewing and observing directly the object of research, using the following techniques:

Observation Technique

Observation is a data collection technique by conducting direct observations systematically on the symptoms to be studied. Pasolong (2013c) suggests that observation is a systematic direct observation of the symptoms to be studied. There are several forms of observation that can be used in qualitative research, namely: participation, unstructured observation, and unstructured group observation.

Interview Techniques

An interview or interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic (Esterberg in Sugiyono (2010) says that interviews are data collection techniques used to find out problems that must be researched and to find out things from more in-depth informants, while Pasolong (2013a) defines that an interview is a question and answer activity between two or more people directly.

Documentation

The documentation referred to in this case is a large number of facts and data stored in materials in the form of documentation. Most of what is available is in the form of letters, diaries, reports, photos, and so on.

Data Analysis

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation, by organizing the data into categories, breaking them down into units, synthesizing them, arranging them into patterns, choosing what is important and what is important. that will be studied, and make conclusions so that they are easily understood by themselves and others (Sugiyono, 2010).

Because this research is qualitative in nature, data analysis is carried out before entering the field, during the field and after finishing in the field. Nasution in Sugiyono (2010) states that the analysis has started since formulating and explaining the problem, before going into the field, and continues until the writing of research results. But in fact, qualitative data analysis takes place during the data collection process rather than after data collection is complete (Sugiyono, 2010). So the researchers chose to analyze the data during the data collection process and after data collection.

Checking the Validity of the Data

To test the validity of the data obtained, the researchers used data triangulation techniques. Among the types of data triangulation used is source triangulation. Source triangulation is comparing and checking back the degree of trustworthiness of information obtained through time and different qualitative tools, this can be achieved by; (1) Comparing observational data with interview data; (2) Comparing the opinion of a particular person in a research situation with his opinion over time; (3) Comparing the situation with one's perspective with various opinions and views of people such as ordinary people, government officials; (4) Comparing the results of interviews with the contents of a related document.

Results and Discussion

Direct Evidence (Tangibles)

The quality of service at the Village office will immediately feel good if this direct evidence is considered, because this is related to the first assessment from the community. Based on the observations of researchers on the dimension of direct evidence (tangibles), there are still many shortcomings in facilities such as the lack of tables and chairs. There are only six pairs of tables

and chairs available for the apparatus, while there should be ten pairs of chairs. The arrangement of the waiting room is not optimal because the waiting room is still mixed with the officers' room. In addition, there is no special room for computer operators and a room for village secretaries. Another drawback is that there is no arrangement or procurement of information boards/brochures/leaflets that can assist the community in administering administration at the village office, and narrow parking spaces.

Based on the foregoing, it can be concluded that the public service at the Molas village office in terms of direct evidence is good but there are still many things that need to be addressed and implemented.

Reliability

One of the most important indicators in public services is reliability, namely the provision of appropriate and correct services. Based on the researcher's observations, the obstacles or shortcomings found at the Molas Village Office were the slow administration of the administration. This is due to the limited number of officers. The lack of number of officers causes the completion of administrative arrangements to be slow, because one officer handles or manages more than one section. In addition to the insufficient quantity of the apparatus, the quality of the existing apparatus is still low. There are still many officers who cannot operate computers, the ability of the apparatus in reviewing and making decisions is still slow, this is due to the lack of quality-oriented training. So that the apparatus has not been trained in providing fast and appropriate services in accordance with the objectives of public services. In addition, decision-making still seems rigid because it all depends on the leadership so that every decision taken is still slow. This is confirmed by the narrative of village officials that training activities related to the main tasks and functions of village officials only occur twice a year. Based on data from the 2013/2018 RPJM Molas Village, it is stated that one of the problems faced by the village is that village officials have not carried out their duties according to their respective tupoksi. This is due to the lack of knowledge of the apparatus regarding their duties and functions (Review Document of RPJM-Molas Village 2013-2018).

Sudarsono in Abdussamad (2014) suggests that customer-oriented quality systems and strategies can be effective, if we pay attention to the dimensions of quality improvement such as timeliness of service, accuracy of service, and ease of getting service. Punctuality, fast service and easy service that is served plays an important role in public services (Rosenbaum, 2006).

Responsiveness

Responsiveness is the desire to serve consumers quickly. Based on the results of the researchers' observations, the quality of service at the Molas Village Office when viewed from the responsiveness dimension is good, where understanding or socialization of population administration service requirements, especially the issuance of research permits, continues to be monitored and paid attention to by village office officials until the issuance of documents. Service openness to the community is carried out through outreach at every meeting with village/kelurahan officials involving the community.

This proves that responsiveness is very influential in realizing the quality of public services.

Guarantee (Assurance)

Assurance assurance is the level of attention to ethics and morals in providing services. Based on the observations of researchers in terms of assurance (Assurance) is good although there is still a lack of knowledge of the apparatus regarding quality public services. However, the apparatus has carried out maximum services so that the community is satisfied with the public services received.

Empathy

Empathy is the level of willingness to know the wants and needs of consumers. Parasuraman and Zeithami in Abdussamad (2014) argue that empathy is care, sincerity, attention, and various conveniences in communication provided by the organization and its employees to customers, as well as the need for the ability to take individual approaches and efforts to understand customer needs and desires. The public service process must be informed openly so that it is easily known and understood by the public, whether requested or not. The people's desire is to be served honestly. Transparency is a service that is open, easy and accessible to all parties who need it and is provided adequately and easily understood (Florini2007). Thus, it can be said that empathy is the ability of the apparatus to help facilitate the community regarding public services. This can be marked by helping to provide information that is needed by the community, either in writing, such as brochures/pamphlets, announcements or notices by letter that can be posted in public places that are commonly used by the community.

According to the observations of researchers, transparency has also been applied to types of public services, requirements, fees and others verbally. As for writing, there is still something that must be done, namely the effort to make it easier for the community by making written information related to requirements, costs and procedures that must be passed in requesting services at the village office. As for communication related to openness, it is good, as is the case with the management of ID cards, which is in accordance with the government's program on freeing ID cards to the public. As for the people who paid, it was not at the request of the village office apparatus. However, as a thank you from those served for being helped by the apparatus concerned. As for the people who pay more, that's because they don't want to bother in taking care of it by just waiting for the net results.

Conclusion

Based on the description of the research results and the discussion in the previous chapter, the researcher can draw the conclusion that in general the quality of public services in Molas village is good. However, there are still things that need to be improved, namely the existing facilities are not adequate, the capacity of the apparatus that still needs to be sharpened and public awareness of public services is still minimal. As for communication related to openness, it is good, as is the case with the management of ID cards, which is in accordance with the government's program on freeing ID cards to the public. As for the people who paid, it was not at the request of the village office apparatus. However, as a thank you from those served for being helped by the officials concerned. If there are people who pay more, it's because they don't want to go through the trouble of taking care of it by just waiting for the net results.

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