



The Quality of Public Services in the South Margahayu Village, Bandung Regency

Dinda Salmania R

Al-Ghifari University, Bandung, Indonesia
dindasalmania535@gmail.com

Deden Suhendar

Al-Ghifari University, Bandung, Indonesia
deden_suhendar321@yahoo.co.id

Received: 3 Juli 2024 | Accepted: 11 Agustus 2024 | Published: 31 Desember 2024

Abstract

This study aims to understand how the quality of public services in the field of population administration in South Margahayu Village, Margahayu District, Bandung Regency. This research was motivated by various obstacles that are still faced in an effort to improve the quality of public services in the village. The methods used in this research include interviews, documentation, and direct observation. The data obtained was analyzed through a process of reduction, presentation, and conclusion drawing. To ensure the accuracy of the data, the source triangulation method was used by verifying information from different parties and at different times. The selection of informants was based on certain criteria, involving service providers and people who use the service. The results showed that public services at the South Margahayu Village Office have not fully met the five dimensions of service quality. Some aspects that need to be improved include providing better facilities, increasing employee discipline and reliability, and improving employee attitudes in handling community complaints.

Keywords: Village Government, Service Quality, Public Services.

1. INTRODUCTION

In the context of public services, the government has an important role to play in ensuring that every citizen receives quality services as mandated by law. Based on Article 1 of Law Number 25 of 2009 concerning Public Services, public services are defined as a series of activities carried out to meet the needs of citizens and residents, in the form of goods, services, and administration, which are managed by public service agencies. Public service is a form of effort made by state administrators or government officials to help the community achieve certain goals. One of the crucial public services is population administration, which involves activities such as population registration, civil registration, population data management, to the utilization of these data for the purposes of public services and other sector development.

In addition, the Minister of Administrative Reform Regulation No. 63/2003 provides general guidelines regarding the implementation of public services. These guidelines cover various aspects, such as service procedures, requirements, official competence, service efficiency, equitable access, cost transparency, and service time certainty. These guidelines are the basis for government officials to improve the quality of public services throughout Indonesia in order to meet public expectations.

The quality of the administrative system implemented by the government greatly affects the effectiveness of government performance. The principle of regional autonomy stipulated in Law No. 32/2004 authorizes local governments, including villages, to manage their own affairs. This is reinforced by Government Regulation No. 72/2005, which stipulates that village governments are responsible for managing their local affairs. The Village Government, together with the Village Consultative Body (BPD), is tasked with regulating and managing the interests of the local community based on recognized customs within the framework of the Unitary State of the Republic of Indonesia.



Through Law No. 32/2004 and Government Regulation No. 72/2005, villages are granted authority in several key areas. These authorities include the management of government affairs originating from the village's right of origin, affairs delegated by the regency or city government, assistance from the central or regional government, and other tasks assigned in accordance with legislation. This authority emphasizes the important role of the village as the smallest unit of government that plays a role in supporting development and community services. As an integral part of the national bureaucratic system, the village government plays a strategic role as a local leader in the management and development of various village affairs. The main tasks of the village government include the development of democratic life, community empowerment, and the provision of quality public services (Dwipayana, 2003).

In carrying out this service function, the South Margahayu Village Government interacts directly with the community through various forms of public services that cover various aspects of community life. One of the main services provided is population administration, such as the processing of ID cards and KK cover letters, moving letters, and other population data management. Correspondence related to pensions and other civil administration is part of the public services provided by the village government. This is important because the *kelurahan* or village is the main center of various community activities. Based on the results of initial observations in the field, several problems were found related to the quality of public services in South Margahayu Village, including the following: (a) Problems with Facilities and Infrastructure (Tangible). The available public service support facilities are still inadequate. For example, the parking area, which is only 10x5 meters, makes it difficult for people to park their vehicles, especially when the village atmosphere is busy. (b) Dimension of Reliability that is not yet optimal.

The reliability of employees in providing services is still relatively low. The service process is slow and efforts need to be made to accelerate service completion. (c) Lack of Optimization of the Responsiveness Dimension. The community is dissatisfied with the service in *Kelurahan Margahayu Selatan*. This is due to the slow speed of officers in providing services. In addition, the information provided by officers is often incomplete, so that the community only receives part of the information needed. (d) Problems in the Assurance Dimension. In the process of making population documents in South Margahayu Village, there are charges in the form of "administration" and "transportation" which are considered by the community as retribution. However, the village only provides a certificate and cover letter to the sub-district head, because the population document itself is processed at the sub-district level. (e) Problems in the Empathy Dimension. The attitude of some service officers did not show friendliness. Some employees are not friendly or even seem not to care about the community, causing discomfort for service users.

This study aims to analyze and evaluate the quality of public services organized in South Margahayu Village, Margahayu District, Bandung Regency. This research is entitled "The Quality of Public Services in South Margahayu Village, Margahayu District, Bandung Regency." The problem formulations in this study are (a) What is the quality of public services carried out in South Margahayu Village, Margahayu District, Bandung Regency? ; (b) What are the obstacles faced in improving the quality of public services in South Margahayu Village, Margahayu District, Bandung Regency? ; (c) What steps have been taken to overcome obstacles in public services in South Margahayu Village, Margahayu District, Bandung Regency?.

2. METHOD

This research uses a qualitative approach, which is considered appropriate because the process is inductive, starting from observations of real phenomena that occur in the field and then analyzed in depth. In the context of this research, the phenomenon observed is the implementation of e- government in Bandung Regency, particularly with regard to the quality of public services in South Margahayu Village, Margahayu Sub-district. A qualitative approach



allows researchers to understand phenomena thoroughly and deeply, including aspects that may not be quantitatively measurable.

The analysis in this study refers to the theoretical framework of public services developed by Zeithaml as cited by Hardiyansyah (2011: 46). This theory identifies five main indicators used to measure the quality of public services, namely tangibles (physical evidence such as facilities and infrastructure), reliability (reliability in providing services according to standards), responsiveness (ability to respond quickly to community needs and requests), assurance (guarantees, including the competence and credibility of officers), and empathy (concern for the needs and feelings of the community). These five dimensions are considered relevant for evaluating the quality of services provided by the South Margahayu Village Office.

This research uses descriptive research. The descriptive approach was chosen because the main purpose of this research is to describe and explain the phenomena that are happening, namely the quality of public services, in a systematic, clear and detailed manner. With this approach, researchers can describe the condition of services in South Margahayu Village based on the data obtained, resulting in a comprehensive understanding of the existing problems.

In collecting data, various techniques were used to ensure that the data obtained was accurate and supported the analysis conducted. The researcher applied the data reduction method to sort out relevant information and organize the data in a structured manner, and present the data in an easy- to-understand form to facilitate drawing conclusions. To ensure data validity, researchers used the triangulation method. According to Moleong (2004:330), triangulation is a data validity checking technique carried out by comparing data from various sources, methods, or time. In this study, triangulation was carried out by matching information obtained through interviews with the results of direct observation and documentation, so that the validity of the data used could be more assured.

3. RESULT AND DISCUSSION

General Concept of Public Service Quality

According to Herbert (2015) Administration is a cooperative group activity with the aim of achieving common goals. Meanwhile, according to Sondang P. Siagian (2015) Administration is a series of processes for implementing decisions that have been taken, which are usually carried out by two or more people to achieve predetermined goals. And according to Hadari Nawawi (2015) Administration is an activity or series of activities in the form of a process of controlling the collective efforts of a group of individuals in order to achieve a common goal that has been previously formulated. Public administration is a branch of administrative science concerned with the management of government functions. Several definitions put forward by experts John M. Pfiffner and Robert V. Prethuis (1960) according to him Public administration is a process related to the implementation of state policies. Dimocks (2015) Public administration is a government activity in exercising political power to achieve state goals.

According to Ibrahim in Hardiyansyah (2011), service quality is a dynamic condition related to products, services, people, processes, and the environment, whose quality is determined based on assessments when public services are provided. In their international study, Arawati, Baker, and Kandampully (2007) stated that service quality is a major element in the performance of public sector organizations, because the main output of these organizations is service to the community. Yamit (2004) defines service quality as a comparison between consumer expectations and the actual performance of the service. Furthermore, Ramsoek in his international journal *"Service Quality in the Public Service"* (2010) explains that service quality refers to the organization's ability to meet or exceed customer expectations.



Lewis and Booms (1983), as cited by Tjiptono (2005), describe service quality as a measure of conformity between the level of service provided and customer expectations. Tjiptono adds that service quality is achieved if the needs and desires of customers are met, and if service delivery is carried out accurately to meet expectations. Service quality is influenced by two main factors, namely: Customer expectations, i.e. the anticipated level of service performance, Customer perception, which is an assessment of the service experience based on the interactions they experience. Services are considered quality if they meet the needs and expectations of the community. Public dissatisfaction with services indicates low service quality. Therefore, service quality is very important, because it is closely related to the level of satisfaction of service users. According to Hardiyansyah (2011), public service organizations have the characteristics of public accountability, where every citizen has the right to assess the quality of service they receive. Service quality assessment does not only depend on the service provider, but is also influenced by service recipients and flexible assessment criteria. This suggests that what is considered quality service at one time, may be considered inadequate in the future.

Collier (1987), as cited by Yamit (2001), asserts that service quality is directly related to customer satisfaction and the level of service provided. Collier also emphasizes that consistency in providing quality services can be achieved by improving service standards on an ongoing basis. Based on these various definitions, it can be concluded that service quality reflects the extent to which service providers are able to meet or exceed the expectations of service users.

Description of the Quality of Public Services in South Margahayu Village, Margahayu District, Bandung Regency

To evaluate the current quality of public services at the South Margahayu Village Office, researchers applied the five dimensions of service quality proposed by Zeithaml as described in Hardiyansyah (2011: 46-47). These dimensions include Tangible, Reliability, Responsiveness, Assurance, and Empathy. The assessment of the quality of public services in South Margahayu Village, which is located in Margahayu District, will be explained as follows.

Tangible dimension

The Tangible dimension refers to the physical aspects of service delivery, including facilities, equipment, employees, and communication tools. When this dimension is perceived positively by the community, they tend to rate the service positively and feel a higher level of satisfaction. In this dimension, facilities and infrastructure are very important for the quality of service in South Margahayu Village because they greatly support activity in the service process, while in the facts seen by the author, facilities and infrastructure are still lacking, for example, a parking lot which is a public complaint because the village is adjacent to a public road which will interfere with residents' activities.

Based on the results of my interview with Mrs. Nurul as a community member in South Margahayu Village said that "When I first went there and over time the village was crowded and automatically the parking lot was full so I had difficulty getting out, but for other facilities and infrastructure it is complete". Meanwhile, when I met with Mr. Nanang Supriatna, SP, he said that "the facilities and infrastructure owned are complete both from technology and from human resources which have young employees". In addition, the employees at the South Margahayu Village Office are also neatly dressed. In an interview, Ms. Ipong said that "The employees at the South Margahayu Village Office look very neat, wearing shirts, batik, and shoes." Mr. Nanang Supriatna, SP, also confirmed that the employees look neat and compact, perhaps because the staff are relatively young and easier to manage.

Based on the data collected by researchers, public services at the South Margahayu Village Office have implemented the Tangibles dimension and its indicators. In terms of service quality, this dimension is in accordance with community expectations, namely employees look neat when



carrying out their duties, wearing uniforms according to the provisions of the sub-district office. However, in terms of office facilities and infrastructure, there are still some shortcomings. The resources used to help smooth services are not yet optimal, meaning that although the Tangibles dimension has been sufficiently fulfilled, it has not been fully fulfilled.

Dimension Realibility (Reliability)

Reliability refers to the ability to deliver promised services accurately, consistently and in accordance with service standards. This dimension is important because public satisfaction depends on fulfilling service commitments. Quality service requires reliability and professionalism to ensure services are delivered quickly, accurately and to the satisfaction of the recipient. In South Margahayu Village, although most staff were technologically proficient, there were some who struggled to deliver

services efficiently. Ibu Siti and Ibu Nurul noted that some employees were unreliable, citing slow service, while Ibu Ita observed that "employees are often undisciplined and sometimes ignore villagers seeking assistance."

The issue of staff discipline is another problem. Ms. Siti reported that some employees were unprofessional during working hours, laughing and chatting, while others did not serve community members when needed. This was also experienced by researchers during a visit to the village office; employees were busy making phone calls and providing unclear information. However, Mr. Nanang Supriatna, SP emphasized that working hours are from 08:00-16:00, with a lunch break from 12:00- 13:00. To maintain discipline, he holds a morning roll call every Tuesday to gauge staff commitment. He states that punctuality in these roll calls is a reflection of the staff's sense of responsibility, while tardiness is a reflection of a lack of accountability.

In conclusion, employee discipline at the South Margahayu Village Office still needs to be improved. Officers sometimes lack focus when working, which affects the delivery of public services. Therefore, the assessment of the Reliability dimension shows that the quality of public services in South Margahayu Village is still lacking, because the indicators of this dimension have not been fulfilled thoroughly.

Responsiveness dimension

Responsiveness refers to the ability to help customers immediately, provide services in a timely manner, and handle any complaints from service users. Interviews with community members in South Margahayu Village revealed that, although most staff were technologically proficient, some staff were still inefficient in providing services. According to Ms. Siti and Ms. Nurul, some staff were slow, causing long waiting times for the community. Based on these observations, it can be concluded that the Responsiveness dimension has not been adequately fulfilled at the South Margahayu Village Office.

Assurance dimension

Optimizing the quality of public services in village-level government institutions, especially in the South Margahayu Village Office, is a fundamental expectation of every element of society as service consumers. The implementation of service effectiveness requires substantial communicative interaction between village officials as service providers and the community as service recipients. However, the mere existence of communicative interconnection cannot be a comprehensive parameter in achieving public satisfaction. The public service apparatus needs to actualize its capability in maintaining credibility and reliability in the eyes of its constituents. The concrete manifestation of this commitment can be realized through the provision of service quality assurance aspects, which include standardization of service duration and transparency of the financing system in every administrative procedure held. Based on the results of the



interview, Mrs. Nurul said that "Indeed, all services are free but when we entrust we pay to the person because it is a fee" and for the time guarantee Mr. Siti said "It's quite long because the service is very slow and not fast enough".

However, after conducting an interview with Mr. Nanang Supriatna, SP said that "Everything is free, there is no fee collection because it is the rule and it must be arranged like that". Based on the results of these interviews, the cost guarantee in Kelurahan Margahayu Selatan is currently resolved and must follow the predetermined rules and there are no more entrustments or other people, it is better to come alone and complete it yourself. From the description above, it can be concluded that this dimension has been fulfilled.

Empathy dimension

The empathy dimension includes the ability to build relationships effectively, communicate well, and understand the needs of service users. Empathy is a form of attention given personally or individually to service users, by putting oneself in the user's position. Based on the empathy dimension, the quality of a service can be measured, good or bad. The attitude of officers in providing services reflects the competence of government agencies as public service providers in meeting community needs. This attitude includes friendliness, politeness, politeness, priority to the interests of service recipients, and respect for every service user who accesses these services. One of the factors determining the success of service delivery is the level of hospitality provided to service users, such as through greetings and smiles. When service providers show hospitality, it fosters a sense of comfort and trust among service users. Friendliness, not just resources, plays an important role in enabling service providers to build positive and effective relationships with the individuals they serve

In the Empathy dimension, researchers aim to evaluate the attitude of officers towards the community during the performance of their duties. For this reason, direct interviews were conducted with several individuals who had previously received services at the South Margahayu Village office. Based on the results of interviews with Mrs. Nurul and Mrs. Siti said that they were quite friendly but sometimes "did not show a friendly attitude, took a long time, and provided information that was late sometimes if I was waiting for the officer to continue chatting then another officer came and asked what I was doing they suggested that I go to another section first why not from earlier", Mrs. Ita also experienced that she said "when I asked for information the officer did not show a friendly attitude and put the community aside". Meanwhile, according to Ms. Ifong "friendly service, doing 3S (greeting, smiling, saying hello). However, according to Mr. Nanang Supriatna, SP, one of the employees at Kelurahan Margahayu Selatan, "Alhamdulillah, it looks friendly, in my opinion, the name of the helper is serving, which means serving it must be friendly and polite and that is what I always emphasize". In terms of the nature of the employees who provide services in Kelurahan Margahayu Selatan, it still does not meet the indicators in this dimension because not all employees are friendly to the community and have different attitudes.

As for the inhibiting factors in improving the service process of public service quality in the village of South Margahayu, in the process of organizing public services does not always go as expected, the South Margahayu Village Office encountered several obstacles in organizing the public service process, according to Mr. Nanang Supriatna, SP the obstacles found include: (a) Related to people who are impatient in waiting for the completion of services because of the different characters of the community. (b) Lack of coordination, such as miscommunication in the field, which should have been reported in advance but there was no one on either side.

In addition efforts to overcome obstacles to improving the quality of public services at the South Margahayu Village Office, according to Mr. Nanang Supriatna, SP as the village head, the efforts made are as follows. (a) First ask the extent of the problem, if the service problem is in the community then the community itself is told how the service procedure is. (b) We must improve



coordination with all agencies in the field, such as Neighborhood Association (RT) and Citizens Association (RW).

4. CONCLUSION

The quality of public services can be measured based on the five dimensions proposed by Zeithaml, namely the dimensions of Tangible, Reliability, Responsiveness, Assurance, and Empathy, each of which has a number of indicators. Based on the research results, public services at the South Margahayu Village Office have not fully met the five dimensions of service quality, considering that there are still several indicators that require improvement and improvement such as facilities and infrastructure that must be completed, employee discipline and reliability in carrying out the service process, and employee attitudes in serving public complaints.

Factors inhibiting the quality of service in Kelurahan Margahayu Selatan are the lack of coordination with agencies in the field such as Neighborhood Association (RT) and Citizens Association (RW), the lack of friendliness of officers to various communities, which hinders and greatly affects the quality of service. For the efforts that have been made, namely by providing socialization to the community about service procedures so that the community is patient in waiting for service and for coordination, Kelurahan Margahayu Selatan improves coordination with agencies in the field.

REFERENCES

- Dimock ME, & Dimock. (2015). *State Administration*. Jakarta: Rineka Cipta.
- Dwipayana, A., & Eko, S. (2003). *Building Good Governance in the Village*. Yogyakarta: Institute of Research and Empowerment (IRE).
- Hardiyansyah. 2011. *Concepts, Dimensions, Indicators and Implementation of Public Service Quality*. Yogyakarta: Gava Media.
- Kandampully, J. (2007). An exploratory study of service quality in the Malaysian public service sector. *International Journal of Quality & Reliability Management*, 177-190.
- Law Number 32 of 2004 concerning Regional Government and Government Regulation Number 72 of 2005 concerning Villages
- Lewis, B. R. (1993). Service quality measurement. *Marketing Intelligence & Planning*, 11(4), 4-12.
- Moleong, Lexy J. (2004). *Qualitative Research Methodology*. Bandung: PT. Remaja Rosdakarya.
- Nawawi, Hadari 2015, *Human Resource Management*, Gadjah Mada University, Yogyakarta.
- Siagian, Sondang P. 2015. *Human Resource Management*. Jakarta: PT Bumi Akarsa.
- Simon, H. (2015). *Public Administration*. New York: Alfred Knopf.
- Tjiptono, Fandy. (2005). *Marketing Strategy, Second Edition*. Yogyakarta Law Number 25 of 2009 on Public Services
- Pfiffner, J. M., & Presthus, R. V. (1960). *Public Administration*. New York: The Ronald Press Company.
- Yamit, Z. (2001). *Product & Service Quality Management (1st Edition)*. Yogyakarta: Ekonisia



Campus, Faculty of Economics UII.

Yamit, Z. (2013). Product and Service Quality Management. Yogyakarta: Ekonesia Publishers.