



Public Service Quality in Buahbatu District Bandung City

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Abstract

Basically, as a public servant, the government must be responsible and capable of providing the best for the community in order to maintain public trust in the government. As a public service provider, the government is obliged to provide good public services to fulfill the rights of citizens. This study analyzes the Quality of Public Services in Buahbatu District, Bandung City, based on Bandung Mayor Regulation Number 64 of 2019 concerning Guidelines for the Implementation of Service Standards. The research method uses a qualitative approach with data collection through interviews, field observations, and document studies. This study identifies service quality, influencing factors, and efforts to overcome obstacles, using a service quality theory that includes efficiency, responsiveness, and non-partisanship. The results indicate that Buahbatu Subdistrict has improved efficiency through service standards and an official website, with varying service times. Responsiveness is good, with uncomplicated procedures and friendly service, although there are complaints about requirements. Services are provided fairly, but procedures for reporting unfairness are not yet fully known to the public. Influencing factors include access to technology and socialization of suggestion facilities. Efforts to address service quality barriers in Buahbatu Subdistrict, Bandung City, include improving transparency and accessibility of information by providing more detailed and easily understandable guidelines, and Buahbatu Subdistrict can implement an online queuing system that allows residents to obtain a queue number via the website before visiting the Subdistrict Office.

Keywords: Quality, Public Service, Buahbatu Subdistrict.

1. INTRODUCTION

Basically, as public servants, the government must be accountable and capable of providing the best for the community in order to maintain public trust in the government (Resmadiktia et al., 2023). The government must consider the level of public satisfaction with public services if they wish to improve them (Wahyudianto, 2015). Since public satisfaction is correlated with government performance, high public satisfaction indicates good government performance, while low public satisfaction reflects a negative image of the government (Simarmata et al., 2020). Therefore, every civil servant (ASN) is responsible and must be able to provide good services to increase public trust in the government. Public services provided by civil servants must be effective, efficient, and productive to maintain public trust in the government (Fauzan, 2024). The government, as a public servant, must be responsible and able to provide the best for the community (Endah, 2021).

As the organizer and implementer of public services, the government is obliged to provide good public services to fulfill the rights of citizens. As stated in Law Number 25 of 2009 concerning Public Services, the state is obligated to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services, which is mandated by the 1945 Constitution of the Republic of Indonesia (President of the Republic of Indonesia, 2009). Providing services in accordance with established standards is indeed an important aspect that requires careful consideration. Public service standards include procedures, time, costs, products, facilities and infrastructure, as well as



the competence of staff. Additionally, Regulation of the Mayor of Bandung City No. 64 of 2019 provides specific guidelines to improve the quality of public services at the city level. This regulation sets out the minimum service standards that must be met by local governments, including transparency of information, ease of access, and promptness in responding to public complaints (Mayor of Bandung, 2019). It is hoped that with the implementation of this regulation, every resident of Bandung City will receive services that are appropriate and in line with the established standards.

As public service providers, sub-districts have the primary task of assisting cities or regencies in the administration, development, and community affairs of their sub-districts (Supriatna, 2020). They also have the ability to improve public services by providing good government services through transparency and service standardization. This task is also carried out by Buahbatu Subdistrict in assisting the City of Bandung in serving the community. Buahbatu Subdistrict provides various services, one of the main services provided is population administration, such as the issuance of E-KTP documents, Family Cards, SKTM, and the management of other population data. This study aims to analyze the quality of public services in Buahbatu Subdistrict, Bandung City. The theory used in this study is AG Subarsono's theory (Dwiyanto, 2021) with three indicators, namely efficiency, responsiveness, and non-participation.

2. METHOD

This study uses a qualitative approach, which is an important approach for understanding phenomena in their natural context, focusing on perceptions, experiences, and meanings constructed by people. The completeness of the information is ensured through the use of primary data, which is obtained directly from original sources through in-depth interviews, as well as secondary data, which is obtained from documents and literature. To collect data, three techniques were used: a) observation to directly observe behavior and interactions in the field; b) interviews to understand the opinions, experiences, and understanding of key informants; c) documentation to analyze various relevant written and visual documents (Sugiyono, 2018). The combination of these three methods is crucial for achieving data validity and reliability, as it allows researchers to verify information from various sources and perspectives. In this study, data analysis was conducted interactively using the Miles and Huberman model and can be explained through the following steps: a) data reduction. This involves summarizing important information from observations, interviews, and documentation and sorting that information; b) Data presentation, also known as data display, is done by organizing the reduced data into a systematic format such as a matrix or structured narrative. This makes patterns and relationships between data clearer and facilitates analysis; c) Drawing conclusions is a provisional action that requires ongoing data verification. Comparing results with new data, seeking supporting or contradictory evidence, and cross-checking between data sources will continue to validate these conclusions. This will ensure that the conclusions drawn are robust, supported by empirical evidence, and accurately reflect what was researched (John W. Creswell, 2019).

3. RESULT AND DISCUSSION

Service quality is defined as a condition in which there is an ever-changing relationship between users and service providers, both in the form of services and interpersonal interactions. The state is formed by the community with the aim of improving their welfare, and one of the needs of the community that is fulfilled by the state is public service. Public service has become a strategic policy concern because its implementation has not yet had a significant impact on various aspects of community life. Service quality can be defined as focusing on meeting needs and requirements, as well as on timeliness in meeting customer expectations (Arianto et al., 2021). Service quality is defined as the actions or deeds of an individual or organization aimed at providing customer satisfaction (Karundeng et al., 2021). Based on these opinions, researchers can describe that public service quality includes the level of excellence expected and controlled to meet customer desires, as



well as providing customer satisfaction. This study focuses on public service quality in Buahbatu District, Bandung City, with the aim of improving public service quality in the Bandung City area, including Buahbatu District. Based on a study by A.G Subarsono in (Dwiyanto, 2021), there are three indicators of public service quality, as follows.

Efficiency

Efficiency is one of the key aspects in providing services to the community (Utami, 2023). The Buahbatu sub-district has made various efforts to improve efficiency in serving the community. The principle of efficiency can be explained as the best comparison between input and output. The provision of public services can be said to be efficient if it achieves output/service results using minimal input/effort. To improve efficiency, every step in the service process must be optimized. This includes reducing waiting times, simplifying complex procedures, minimizing the use of unnecessary documents or paper, and ensuring that every employee can contribute productively to the community. As a result, community members can access fast, accurate, and convenient services, while the local government can save budget and resources.

Based on the results of an interview with Mrs. SN, a service recipient in Buahbatu Subdistrict, she stated that "I think the service standards in Buahbatu Subdistrict are already quite clear. I once applied for a business permit, and the service was efficient in my opinion. The processing time was also fast, taking only one day to complete." Meanwhile, according to Mr. GN, a service recipient, "Sometimes the procedures are a bit confusing, especially for those who are applying for documents at the subdistrict office for the first time. But once you know the process, it's definitely fast." Additionally, Mr. AA, a resident receiving services in Buahbatu Subdistrict, said, "In my opinion, the service is standard. Some processes are fast, while others take longer, depending on the type of document being processed." According to Mrs. Dra. Tita Dahriati, M.A.P., Head of the Government Section, "Buahbatu Subdistrict continues to make various efforts to improve services to the community, particularly in terms of efficiency in various aspects. We have provided services in accordance with the applicable service standards. Thanks to the strict implementation of service standards, every public service process is carried out quickly and accurately. All staff are committed to providing the best service to the community, thereby reducing waiting times and minimizing errors. These steps ensure that every resident receives adequate service without significant obstacles. In addition, information in Buahbatu Subdistrict is now accessible thanks to the official website. Through this website, the community can find various important information related to available services, requirements that must be met, and procedures that must be followed. This is very helpful, especially for those with time or distance constraints. The services require varying amounts of time, such as the issuance of an E-KTP, which takes one week because we have to wait for data from DISDUKCAPIL, and the issuance of documents such as Family Cards and Letters of Heirship, which take 1-3 working days.

Based on the interview results, the researcher described that the services in Buahbatu Subdistrict showed two different aspects in their outcomes. On one hand, those who use the services report that they receive certain documents, such as business permits, quickly and efficiently, sometimes within a single day. This indicates that the system in Buahbatu Subdistrict can operate optimally for standardized procedures that are likely frequently monitored. However, on the other hand, some perspectives highlight challenges in the clarity of procedures and consistency of service timelines. This indicates that efficiency is not yet consistent across all service lines, as evidenced by initial confusion for new applicants and variations in processing times between different types of documents. Therefore, there is a need to enhance the dissemination of procedures to make them easier for the general public to understand and optimize workflows to ensure more consistent service speeds, regardless of the type of document being processed.



Responsive

One of the foundations of community-oriented public services is the principle of responsiveness, which states that service providers must have the ability to identify and thoroughly understand the needs of the community. This means not only fulfilling requests that are made, but also discovering needs that may not yet be clearly articulated and predicting future needs. To be responsive, you must also know how to prioritize each need. Public service institutions must be smart in allocating their resources and efforts to the most urgent needs or those that will have the greatest positive impact on the majority of the community, as not all needs have the same urgency or impact. Public satisfaction and trust in public service providers are the ultimate goals of applying the principle of responsiveness. Public satisfaction increases when their needs and desires are heard, understood, and effectively addressed. In turn, this satisfaction fosters the belief that the government or public institutions genuinely care about people's well-being. To ensure that the services provided are always relevant and aligned with public needs, this process involves open communication channels, effective feedback mechanisms, and a willingness to adapt and innovate based on public input.

Based on the researcher's interview with Mr. LM, a service recipient in Buahbatu Subdistrict, "So far, I feel that when we come to the subdistrict office, the staff are quite friendly. They can immediately provide solutions and clear guidance." Additionally, according to Mrs. DK, a service recipient in Buahbatu Subdistrict, "I feel that the service at the subdistrict office is already quite good. When I processed my family card yesterday, the staff responded quickly and the process didn't take long." Mrs. Dra. Tita Dahriati, M.A.P., as Head of the Government Section, also confirmed that "the staff here always apply the 'smile, greet, and address' approach to the community during the service process because the comfort of the community is important." Based on the interview results, the researcher described that Buahbatu Subdistrict has fairly good service quality, particularly in terms of responsiveness and friendliness. The public who received the service had a good experience with the friendly staff, their ability to resolve issues, and their ability to provide clear and direct guidance. Additionally, the perception that the service was quick and the staff demonstrated good responsiveness, such as in handling Family Card documents, supports this. In other words, Buahbatu Subdistrict has successfully created positive and efficient service interactions from the public's perspective. This picture is reinforced by the affirmation of the Head of the Government Section to implement a culture of "smile, greet, and address," which shows that community friendliness and comfort are institutional priorities. This significantly increases the satisfaction of service recipients and enhances positive perceptions of public service performance in the area.

Non-Partisan

The provision of fair and equitable services regardless of social status, religion, ethnicity, or tribe is referred to as non-partisan public service. This means that every member of the community has the same right to access high-quality services, avoiding favoritism based on background. These principles are crucial for building public trust, strengthening government legitimacy, preventing corruption, and encouraging active community participation. To implement them, clear standard procedures, professional and honest staff, and efficient and transparent complaint mechanisms are required. The importance of applying non-partisan principles extends far beyond administrative measures. To foster public trust in the government, these principles are vital because the public will believe that justice and meritocracy, not connections or wealth, govern them.

This also enhances the legitimacy of the government, demonstrating that it cares for all its citizens. Non-partisan services are also crucial in preventing corruption, collusion, and nepotism, as they eliminate discriminatory practices that could enable abuse of authority. Finally, fair public services will encourage the community to participate more actively because they will feel valued and have a voice in the public service process. To achieve this, clear and transparent standard procedures, professional and honest officers, and effective and open complaint mechanisms are needed to ensure that all parties are accountable and responsible.



Based on the researcher's interview with Mrs. SN, a service recipient in Buahbatu Subdistrict, "In my opinion, the services in Buahbatu Subdistrict are very fair, with no discrimination between different parties, and I am not familiar with the system for reporting unfair treatment." Additionally, according to Mr. LM, a service recipient in Buahbatu Subdistrict, "There is no discrimination in the services in this subdistrict. Everyone is served with the same attention, but the manual queuing system and lack of call-outs cause people to rush to get services quickly." Meanwhile, according to Mrs. DK, a service recipient in Buahbatu Subdistrict, "I feel the services in the subdistrict are fair, but the manual queuing system takes too long. If possible, there should be a solution to make it more time-efficient so people don't have to wait too long." Mrs. Dra. Tita Dahriati, M.A.P., as Head of the Government Section, also confirmed that "there may not yet be a reporting procedure for unfair actions, but the public can directly inform us through the admin number on the website. We have a queue machine, but it is currently broken and cannot be used. We have requested a new queue machine from the central office, but there has been no response yet." Based on the interview results, the researcher described that in terms of public service, Buahbatu Subdistrict has successfully implemented the principle of fairness or non-partisanship. Everyone is served equally regardless of their religion, ethnicity, social status, or economic background. This is a positive sign indicating a commitment to equitable service. However, this finding also highlights significant weaknesses in service delivery, particularly in the queueing system, and a lack of information about official reporting mechanisms. The service process is not yet time-efficient, as evidenced by the manual queueing system, which causes long queues and extended waiting times. Although the Buahbatu Subdistrict acknowledges the queueing machine's malfunction, the request for replacement has not been responded to. In addition, the community's lack of knowledge about the procedures for reporting injustices indicates that official channels or feedback mechanisms have not been well socialized, despite the commitment to serve complaints through the website admin number.

CONCLUSION

The quality of public services is crucial to creating public welfare, and this requires an evolving relationship between service providers and users. The state must improve the welfare of its citizens through the best public services. However, implementation often fails to have a significant impact, making service quality assessment a strategic priority. The level of excellence expected and controlled to meet customer needs and provide satisfaction, including timeliness and fulfillment of needs, is known as service quality. The objective of this study is to improve public service quality in Buahbatu Subdistrict, Bandung City. A.G. Subarsono uses three main indicators for the analysis structure: efficiency, responsiveness, and impartiality.

Buahbatu Subdistrict has sought to improve efficiency, defined as the best ratio between input and output to achieve maximum results with minimal effort. While some service recipients reported positive experiences with fast services, such as business permit processing in one day, which demonstrates the efficiency of standardized procedures, interview findings also revealed several issues. People often find the procedures confusing, especially for new applicants, and there are varying timeframes for completing different types of documents. This indicates that efficiency is not yet consistent across all service lines. Therefore, procedure socialization must be improved, and workflows must be optimized.

Buahbatu Subdistrict demonstrates fairly good results in terms of responsiveness, which is the ability of service providers to understand and prioritize community needs. Staff are always friendly, capable of providing clear guidance and solutions, and able to respond quickly to issues, such as when handling Family Cards. This positive image is reinforced by the Head of the Government Section's emphasis on implementing a "smile, greet, and address" culture, demonstrating the institution's commitment to community comfort. This enhances public trust and increases service recipient satisfaction.



Buahbatu Subdistrict has successfully implemented the principle of non-partisanship, meaning fair and equitable services regardless of an individual's social status, religion, ethnicity, or tribe. Generally, the community believes that services are provided without discrimination, where "everyone is served with equal attention" and there is no "favoritism toward various parties," affirming the commitment to equal access to services. However, interviews also revealed weaknesses in infrastructure and reporting mechanisms. Operational inefficiencies were highlighted by issues with the manual queueing system, which caused long queues and waiting times. As evidence of technical challenges directly affecting the community's experience, the subdistrict stated that the queueing machine was broken and the request for replacement had not been responded to. Additionally, most people do not know how to report unfairness, despite the principle of fairness being felt. Although there is information about the website admin number for complaints, the lack of dissemination of formal mechanisms indicates that feedback channels are not yet fully effective and transparent. Overall, Buahbatu Subdistrict has shown progress in the friendliness and fairness of its services. However, there are still challenges to improve operational efficiency and increase the transparency of the feedback system to achieve optimal and sustainable public service quality.

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