

Analysis of Public Service Quality at the Sub-District Office of Eastern Kei-Kecil of Southeast Maluku Regency

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Abstract:

Background: The objective of this study was to understand the quality of public services delivered by the Sub-District Office of Eastern Kei-Kecil of Southeast Maluku Regency. To uncover the objective of the study, a survey was undertaken using questionnaires and observation. The population of the study was 430 persons who had done business with the sub-district office. Applying purposive-random sampling technique, 43 respondents were selected as respondents for the study. Five aspects of service quality were investigated in this study. They were tangibles, reliability, responsiveness, assurance and empathy. The results of the study showed that the quality of service delivered by the office of Kei-Kecil Sub-District had not met the public expectation, especially in the aspect of responsiveness, reliability, and tangibles. Only empathy aspect of the service had met the public expectation.

Key Word: Quality of Public Service

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I. INTRODUCTION

Bureaucracy is actually a means for the government to provide public services. Basically, establishing a government bureaucracy is to serve the community and thereby realize the public interest. Osborne and Gaebler (1992; 192) stated that a democratic government is "looking for ways to please its citizens". Based on this understanding, service is a critical issue that must be the government's main program.

Based on data taken from four service sectors, namely education, health, electricity and drinking water, Sofyan Effendi (in Wahyudi Kumorotomo, 1992:133) reveals that the ease of service for the middle to the lower class of society is very low. Meanwhile, Salus (2004:3) argues that almost no business can be solved without facilitation payments. It can be said that this happens at every level of the bureaucracy, even at the neighborhood level, for example, for the management of ID cards. Thus, it is clear that the performance of the bureaucracy is low because something is wrong in the public service system provided by the government bureaucracy.

Therefore, the government issues a service provider to the public, which is contained in the Regulation of the Minister for Administrative Reform Number: Per/20/M.PAN/04/2006 concerning guidelines for preparing public service standards that must pay attention to and apply the principles of service standards. Based on the Southeast Maluku Regency Regional Regulation Number 4 of 2019 concerning the Formation and Composition of the Southeast Maluku Regency Regional Apparatus, the Sub-District Office is a government bureaucracy that has the authority to carry out community service activities related to the processing of ID cards, family cards, certificates and other documents.

In carrying out their duties and functions as public servants, there are indications that government apparatus at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency, are less friendly. For example, the apparatus is not polite in greeting people who want to be served and lack a smile in greeting. Not punctual in completing tasks and additional costs as a lubricant to speed up the management process. Thus, this study aims to analyze the quality of public services at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency.

II. LITERATURE REVIEW

The concept of quality is widely discussed in management studies. Many management experts with various points of view, resulting in various definitions, have given the understanding or meaning of the concept of quality itself. Trigun (1997:76) defines the concept of quality as follows:

"Quality is a standard that must be achieved by a person or group or institution or organization regarding the quality of human resources, the quality of working methods, processes and work results or products in the form of goods and services".

The understanding given by Triguno shows that the concept of quality is closely related to the achievement of expected standards or targets. Another case with Goetsch and Davis (in Tjiptono and Diana, 2000: 51) states the concept of quality has the understanding as a condition associated with products, human services, processes and the environment that meet or exceed expectations.

Tjiptono gives a more detailed understanding of quality after evaluating many definitions of the concept of quality, then pulling out the seven most frequently used definitions to the concept of quality, namely:

1. Compliance with requirements and demands
2. Suitable for use
3. Continuous improvement or improvement
4. Free from damage or defects
5. Fulfilling customer needs from the start and every time
6. Doing things right from the start
7. Something that makes customers happy

In Tjiptono's opinion above, it can be seen that the concept of quality, in addition to referring to the notion of meeting certain standards or requirements, but also has an understanding as an effort to make improvements and improvements continuously to satisfy customers.

According to Levine (Ratminto and Atik Septi Winarsih, 2005; 175) said that indicators in service quality could be known through:

1. Responsiveness or responsiveness measures providers' responsiveness to the hopes, desires and aspirations and demands of customers.
2. Responsibility is a measure that shows how far the process of providing public services is carried out without violating the provisions that have been set.
3. Accountability or accountability is a measure that shows how large the level of conformity between service delivery and external measures exists in the community and is owned by stakeholders, such as values and norms that develop in society.

In connection with the assessment of service quality, Zeithaml et al. 1 (in Rangkuti 2006:30) suggests that to determine the quality of service that consumers feel, there are indicators of consumer satisfaction measures which lie in five dimensions of service quality, namely: first

1. Responsiveness, namely the ability to help customers and availability to serve customers
2. Reliability, namely the ability to perform services as promised promptly, accurately, and satisfactorily.
3. Empathy, namely a sense of caring, gives individual attention to customers, such as ease of contact.
4. Assurance, namely knowledge, courtesy, officers and their trusting nature so that customers are free from risk.
5. Tangibles (direct evidence); includes physical facilities, employee equipment, and communication facilities

These quality dimensions also play an important role in developing a quality management strategy. These dimensions provide demand in establishing a framework for measuring and determining quality measures.

III. METHODS

This research was conducted at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency, with the survey method. The population in this study was all 18 employees at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency, and all people who had been involved in the service process of Identity Card, Family Cards, Deeds, and other documents.

Based on data at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency in the past year (2020), it is known that the number of people who manage ID cards as many as 215 people, processing Family Cards as many as 93 people, certificates as many as 50 people and processing other documents as many as 72 people so that the total number of people who have been involved in the service process at Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency is 430 people.

In this study, 10% was taken, as it is known that the total population in this study was 430 people so that $430 \times 0.1 = 43$ respondents were taken by purposive sampling technique. This research will only focus on

the four villages closest to the Sub-District Office of Eastern Kei-Kecil as the centre of government implementation, namely Rat village, Rumaat village, Rewav village, Wain village.

Data analysis in the research process is a very urgent factor because it is a stage that presents a series of information objectively and rationally about the data/facts found in research that is more rational and objective. Then the data collected is analyzed using measuring tools consisting of:

- a. Very good is Four
- b. Fairly good is Three
- c. Less good is two
- d. Not good is one

Based on the value set above, the frequency of each respondent's answer is calculated. The percentage of each criterion by using the formula:

Score = value x Frequency

$$\text{Average score} = \frac{\text{Total Score}}{\text{Number of Respondents}}$$

$$\text{Average percent} = \frac{\text{Average score}}{\text{Total score ideal}} \times 100\%$$

The category intervals are defined as follows:

1. Very good:
Average score = 3.5 –4
Average percent = $\geq 81\%$
2. Fairly good:
Average score = 2.5 – 3.4
Average percent = 61% - 80%
3. Less good:
Average score = 1.5 – 2.4
Average percent = 41% - 60%
4. Not good:
Average score = 1 – 1.4
Average percent = $\leq 40\%$

IV. RESEARCH RESULT AND DISCUSSION

To measure the quality of service in the Sub-District Office of Eastern Kei-Kecil, the following sub-variables or dimensions are used:

1. Responsiveness Dimension

The Responsiveness dimension relates to the level of responsiveness of the apparatus in understanding the aspirations and needs of customers and responding to these aspirations and needs. This Responsiveness dimension can be accessed from the speed of employees in the service process, the rate of resolving complaints, and the ability of the apparatus in providing services.

To see the quality of public services at the Sub-District Office of Eastern Kei-Kecil, the overall dimensions of Responsiveness can be seen in the following table:

Table I
Average Score of Responsiveness Dimension

No	Sub Variables	Average		Interpretation
		Percent	Score	
1.	Speed of apparatus in the service process. Speed in resolving public complaints.	57	2.3	Less good

2.	Ability in service delivery.	57	2.3	Less good
3.		52	2.1	Less good
Average		55	2.2	Less good

Source: Results of the 2020 Questionnaire.

2. Dimension of Reliability

The dimension of reliability is the ability of the apparatus to provide services accurately and according to the quality standards that have been set and expected by the community or customers. This dimension can be accessed from the sub-variables of the presence and readiness of officers at the service, the level of damage to service products, the availability of clear information, and procedures that are not complicated or easy to understand.

To see the quality of public services at the Sub-District Office of Eastern Kei-Kecil, the overall Responsiveness Dimension can be seen in the following table:

Table II
Average Score of Reliability Dimension

No	Sub Variables	Average		Interpretation
		Percent	Score	
1.	The presence and readiness of officers at the service	57	2.3	Less good
2.	The level of damage to service products The availability of clear information The procedures are not complicated or easy to understand.	57	2.3	Less good
3.		57	2.3	Less good
4.		57	2.3	Less good
Average		57	2.3	Less good

Source: Results of the 2020 Questionnaire.

3. Dimension of Empathy (Empathy)

In connection with the attention given to customers by the waiter for the services obtained from the sub-district apparatus, to create a harmonious atmosphere and mutual understanding between those who serve and those who are served. The dimension of empathy can be seen from the sub-variables of employee friendliness in the service process, politeness of employees in the service process, ease of contact by the applicant in providing services.

To find out more clearly the average value of respondents' answers from several sub-variables on the Empathy dimension, it can be seen in the following table:

Table III
The Average Score of Empathy Dimensions

No	Sub Variables	Average		Interpretation
		Percent	Score	
1.	Friendliness of employees in the service process	65	2.6	Fairly good
2.	Politeness of employees in the service process Ease of contact by the applicant if there is a problem.	70	2.8	Fairly good
3.		52	2.1	Less good

Average	57	2.5	Fairly good
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Source: Results of the 2020 Questionnaire.

4. Dimension Assurance (Guarantee)

In connection with the guarantee of the products provided to customers, customers get certainty of good and quality service. The Assurance dimension can be accessed from the sub-variable guarantee for file processing, certainty of costs according to the provisions, guarantee of timely settlement of affairs, guarantee of settlement of applicant's complaints.

To see the quality of public services at the Kei-Kecil Timur sub-district office, the overall dimensions of Assurance that have been described previously can be seen in the following table:

Table IV
Average Score of Assurance Dimension

No	Sub Variables	Average		Interpretation
		Percent	Score	
1.	Guarantee for file processing	60	2.4	Less good
2.	Certainty of costs according to the provisions	60	2.4	Less good
3.	Guarantee of timely settlement of affairs	57	2.3	Less good
4.	Guarantee of settlement of applicant's complaints	65	2.6	Fairly good
Average		60	2.4	Less good

Source: 2020 Questionnaire Results

5. Tangibles Dimensions (Direct Evidence)

The last dimension is Tangibles (Direct Evidence), this dimension relates to things that can directly prove how far the attention of the authorities is in service delivery. Tangibles dimension (Direct Evidence) can be seen or observed from the indicators of adequate service counters, the number of officers who are able to serve applicants, the availability of adequate service facilities, and the appearance of attractive employees in providing services.

To find out more clearly the average value of respondents' answers from several sub-variables on the tangibles dimension (direct evidence) can be seen in the following table:

Table V
Average Score of Tangibles Dimension

No	Sub Variables	Average		Interpretation
		Percent	Score	
1.	Adequate service counters	67	2.7	Fairly good
2.	Number of officers who are able to serve applicants	62	2.5	Fairly good
3.	Availability of adequate service facilities	60	2.4	Less good
4.	Appearance of attractive employees in providing services.	77	3.1	Fairly good
Average		66	2.7	Fairly good

Source: 2020 Questionnaire Results

Henceforth, a table of average values for each dimension is described. The number obtained from the average score comes from the total value divided by the number of respondents (N = 43), where before getting the table of values, the weight of each answer is firstly sought multiplied by the frequency of the research

results. The following is a recapitulation of the results of respondents' assessment of the quality of public services at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency:

Table VI
Recapitulation of Public Service Quality Assessment

At the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency

No	Dimensions of Public Service Quality	Score	Interpretation
1.	Dimension of Responsiveness	2.2	Less Good
2.	Dimension of Reliability	2.3	Less Good
3.	Dimension of Empathy	2.5	Fairly Good
4.	Dimension Assurance	2.4	Less Good
5.	Tangibles Dimensions (Direct Evidence)	2.6	Fairly Good
	Total	2.4	Less Good

Source: Processed results of the 2020 Questionnaire

Based on the results of the processed data in table VI, it can be concluded that the quality of public services at the Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency, is less good because it has not been appropriate with the community expectations, where the large recapitulation score of 2.4. Thus, there is still a need to further improve the quality of public services to be more optimal or better than what has been achieved previously so the customer or community satisfaction can be achieved.

V. CONCLUSION

The conclusion in this study is the quality of public services at Sub-District Office of Eastern Kei-Kecil, Southeast Maluku Regency seen from the Dimension of Responsiveness is still in a poor interpretation or the like from the expectations of people who have received service. The Dimension of Reliability is still in on poor interpretations or the like from the expectations of people who have received services. The Dimension of Empathy is in a fairly good interpretation or equivalent to the expectations of the people who have received services. The Dimension of Assurance is still in a poor interpretation or the like from the expectations of the community who have received services. The Dimension of Tangibles (direct evidence) is in a good interpretation or the like from the expectations of the people who have received services.

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