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Quality of Public Services at the Munjungan District Office Trenggalek Regency

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ABSTRACT: This study aims to analyze the quality of public services in the field of population administration at the Munjungan District Office, Trenggalek Regency. Public service is an effort undertaken by an agency to provide assistance to the public in order to achieve specific goals according to community needs. Service quality is often used to assess an agency's performance in providing public services. Service quality reflects the agency's performance in carrying out its duties and functions. In reality, problems persist in the quality of population administration services in Munjungan District. This study used service quality as a variable using a qualitative descriptive research method. The analysis technique employed four methods: data collection, data reduction, data presentation, and conclusions.

The results indicate that the quality of population administration services, particularly e-KTP (e-KTP) and KK (e-KK) services in Munjungan District, Trenggalek Regency, is not yet satisfactory. This is evidenced by several unmet indicators, such as the physical evidence dimension (lack of comfort in the service location), the reliability dimension (unclear service standards), and the empathy dimension (unfriendly service). The Adaptive SERVQUAL Model, Based on Local Wisdom, emphasizes the following principles: (a) mobility over stasis, (b) contextuality over standardization, and (c) relationality over transactionality. The quality of public services in remote areas like Munjungan is achieved optimally not through the rigid application of national standards, but through intelligent adaptation that combines theoretical principles with local wisdom. The SABKAL model demonstrates that the best service is one that transforms bureaucracy from mere administrative procedures into meaningful socio-cultural practices in community life.

KEYWORDS: administration, population, quality, service, public

INTRODUCTION

Public service is fundamental to both government and private institutions. The government, as a public servant, has an obligation and responsibility to provide good and professional services. Professional public service is characterized by accountability and responsibility from service providers or government officials. The implementation of regional autonomy, based on Law Number 23 of 2014 concerning Regional Government, aims to improve public services, local community welfare, inter-regional competitiveness, and community participation.

Civil servants (PNS) are part of the government apparatus and are required to be the primary actors in serving the public. Their duties as government officials are explained in Law Number 8 of 1974 concerning the principles of civil service. It states that the smooth running of government and the implementation of national development primarily depend on the perfection of the state apparatus, and the perfection of the state apparatus depends on the perfection of civil servants in carrying out their duties. From this explanation, it can be concluded that the perfection of the bureaucracy depends on the perfection of the state apparatus in providing public services.

According to Article 1 of Law Number 25 of 2009 concerning Public Services, the definition of public services is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen for goods and services or administrative services provided by public service providers (Government of the Republic of Indonesia, 2009). So it can be interpreted that public services are efforts carried out by an institution to provide encouragement to citizens in order to achieve certain goals according to public needs. The creation of public service laws aims to provide legal certainty or legal guarantees in the relationship between citizens and service providers. With the existence of legal certainty provided by the government, it can realize clear boundaries and bonds regarding the rights and obligations of all parties related to the implementation of public services.

Shifts in thinking about the position of society, prioritized values, and the role of government have given rise to a new paradigm in public administration, the New Public Service (NPS). The New Public Service paradigm holds that the government's task is to empower citizens and hold

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them accountable for their performance. This paradigm emphasizes that state administrators must listen to the needs and desires of the community (citizens). The government should position the citizens as owners. Citizens' needs are no longer seen as individual needs but as the result of interconnectedness in achieving shared goals and values.

According to Prasetya, public service consists of two words: service and public. Service can be defined as the effort to serve the needs of individuals, while public is the effort to serve the needs of the community or the people (Prasetya et al., 2016). In government, public service is also known as general service. The definition of public service is also stipulated in Law Number 25 of 2009 concerning Public Services. Public service encompasses all activities related to the regulation, development, guidance, provision of facilities, services, and other services carried out by government officials in an effort to meet the needs of the community in accordance with applicable laws and regulations.

Quality public service, or what can be called prime service, is the best service that meets service quality standards. Service standards are benchmarks used as guidelines for service delivery and as a benchmark for service quality, reflecting the obligations and promises of service providers to the public to provide high-quality, fast, easy, affordable, and measurable services. According to Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014 concerning Public Service Standards, the components of service standards related to the service delivery process include requirements, procedures, service durations, costs/tariffs, service products, and complaint handling. If a government agency or other institution is able to implement these quality standards, it can be said that the government agency or institution has provided good quality service.

Public services provided by government officials are currently perceived as not meeting public expectations. This is evident from the various public complaints voiced through the media and social media. Unaddressed, these complaints can negatively impact the government. Furthermore, they can lead to public distrust. Previous research by Enggraini demonstrates that the government, as a state apparatus, must be capable of providing good public services to its citizens (Enggarani, 2016). Yuningsih's research indicates that success in improving the quality of public services is determined by the government's ability to improve the work discipline of service personnel (Yuningsih, 2016). Research by Minahasa (2019) also shows that, in line with public demands for quality public services, the government strives to provide them as efficiently as possible. The delivery of public services is inextricably linked to legal entities, which still face numerous shortcomings, resulting in a quality assessment that falls short of public expectations. Several previous research journals served as references for the author, prompting the researcher to conduct research on the quality of public services. The government has an important role to provide public services to the community with an orientation towards public satisfaction, which makes public services one of the spearheads of efforts to ensure the smooth running of development and is a necessity that must be optimized by both individuals and organizations, because the form of service provided reflects the quality of the individual or organization that provides the service, because the public itself is a number of people who have the same views and the same hopes, meaning that everyone has the same views on something that is general.

Article 1 of Law Number 25 of 2009 concerning Public Services defines public services as follows: Public services are activities or a series of activities designed to fulfill the service needs of every citizen and resident, in accordance with statutory regulations, for goods, services, and/or administrative services provided by public service providers. The same definition of public services is also contained in Trenggalek Regent Regulation Number 70 of 2015 concerning Guidelines for Public Satisfaction Surveys on Public Service Provision.

According to Decree of the Minister of Administrative and Bureaucratic Reform No. 63 of 2003 concerning public services, public services are divided into three groups: goods services, service services, and administrative services. One implementation of public services is serving the public's needs related to population administration in government agencies. This is stipulated in government regulations in Law No. According to Law No. 23 of 2006 concerning Population Administration, population administration encompasses the organization and issuance of population documents and data through population registration programs, civil registration, administrative information management, and utilization for public services and development in other sectors. Population administration is crucial because, from birth to death, humans are bound by administrative matters, including birth certificates, electronic identity cards (e-KTP), family cards (KK), and death certificates.

One of the most fundamental public services is population administration, which is linked to a person's existence as an Indonesian citizen. Possession of population documents such as e-KTP and KK serves as proof of a person's identity as a citizen, legally recognized for determining each resident's personal status. To fulfill these requirements, the public requires quality public services from government officials. Essentially, the government, as a public service provider, must be responsible for providing the services the public needs. Therefore, the quality of public services also determines public satisfaction.

According to Shandy Utama (2020), improving service quality lies in the satisfaction of the public, who act as stakeholders. Therefore, it is important to understand the factors related to public satisfaction. In this context, the public refers to all individuals who demand that a public organization meet service quality standards, as this impacts the public organization.

The public requires services to meet various needs that cannot be met alone. In extreme cases, it can be said that services are inseparable from human life. Government officials throughout Indonesia are expected to provide public services effectively in accordance with public expectations. There are still many areas of correction and improvement in the implementation of public services, so this issue is likely to receive attention from the Munjungan District Government, which is also a regional government organization in Trenggalek Regency that provides public services to the community.

RESEARCH METHOD

The research method used by the author in this study is a qualitative approach, as it only describes the actual nature of a variable, symptom, or condition and does not intend to test a hypothesis. The definition of qualitative research, as stated by Sugiyono in Zamroni et al. (2019), is that qualitative research is a research method based on the philosophy of postpositivity, used to examine natural object conditions, with the researcher as the key instrument, data collection techniques are triangulated (combined), data analysis is inductive or qualitative, and qualitative research results emphasize meaning rather than generalization.

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To analyze the data obtained from the field, an interactive data analysis model was used. The data analysis technique used in this study was the interactive data analysis model of Miles, Huberman, and Saldana. In conducting research using interactive data analysis techniques according to Miles, Huberman and Saldana (2014), it can be done with four activity flows, namely as follows: 1. Data Collection, 2. Data Condensation, 3. Data Display, 4. Drawing and Verifying Conclusions

RESULTS AND DISCUSSION

This study measured the quality of e-KTP (e-KTP) and KK (family card) delivery services, as well as other population administration services, using instruments within five dimensions of service quality: tangible evidence, reliability, responsiveness, assurance, and empathy.

1. Tangible Evidence Dimension

The tangible evidence dimension relates to the physical evidence of the service and the service location, including employee appearance, comfort of the location, ease of service delivery, employee discipline, and the use of service aids. The results of this study, conducted to determine the quality of public services in Munjungan District, Trenggalek Regency, indicate that service quality in this dimension is not yet satisfactory.

a. Staff Appearance

Staff appearance is one indicator directly assessed by the public in assessing service quality. Staff appearance relates to the use of uniforms or attributes. Cleanliness and neatness of uniforms are important considerations for service providers. According to researchers, officers appear clean and neat and wear uniforms in accordance with established regulations. Appearance can influence the service process. If officers appear well, they can create a positive impression on service users, and vice versa. Employees are expected to maintain their appearance to provide quality service.

b. Comfort of Service Location

The comfort of the service location significantly influences user assessments of the quality of service provided. Therefore, sub-districts, as providers of public services, must provide a comfortable environment for service users. Munjungan Sub-district needs to provide sufficient space to ensure service users do not exceed the capacity of the room. In addition to sufficient space, air conditioning (AC) is recommended to improve user and employee comfort, as the room can get hot during the day, and to maintain the cleanliness of the service area.

c. Ease of Service Process

This indicator emphasizes ease of service to facilitate the public. Based on the research, Munjungan Sub-district has provided convenience for users of e-KTP (e-KTP) and KK (e-KK) services. Ease of service processes is essential for service users to avoid confusion during the service process. In addition to the service process, service locations must also be easily accessible to the public to facilitate their access.

d. Employee Discipline in Serving the Public

In carrying out their duties, employees require work discipline to ensure the smooth running of the service process. Employee discipline fosters a sense of responsibility in their work, thus creating a conducive work environment that supports the achievement of goals, particularly in the service process. Employees must prioritize the interests of the service above their personal interests, as service work prioritizes the public interest or the interests of service users. In other words, the interests of the public must always be a priority for service personnel.

2. Dimensions of Reliability

The reliability dimension is the ability to perform promised services accurately and consistently. Several indicators can be used to measure the reliability dimension in understanding the quality of public services in Munjungan District. Research results indicate that the quality of e-KTP and KK services in this dimension is not good.

a. Employee Accuracy in Serving the Public

Employee accuracy in the service process is crucial for service users to minimize errors. If employees are not careful in their work, errors can occur, which can lead to new workloads. For example, employee accuracy in typing. Therefore, employees are required to be meticulous in carrying out their duties and responsibilities to ensure good service and satisfaction for the public. Based on the research, Munjungan District employees are meticulous in serving the public.

b. Having Clear Service Standards

Munjungan District does not yet have clear service standards. However, during the research, some residents did not understand the service procedures.

c. Employee Ability to Use Assistive Devices

Employee ability to use assistive devices is crucial to the service process. If all staff are able to use assistive devices during the service process, service will be faster because it doesn't rely solely on those who can use assistive devices. In a study conducted, all employees were able to use assistive devices during the service process. For example, all employees were able to operate computers.

Employee ability to use assistive devices is crucial for facilitating their work and ensuring the smooth running of the service process. All employees working in the service department must be able to use assistive devices to ensure the service process runs smoothly.

3. Responsiveness Dimension

The responsiveness aspect that a bureaucratic agency serving the public needs to provide is a good, fast, and responsive response to every public complaint, as well as providing maximum service for every e-KTP (e-KTP) and KK (e-KTP) service in Munjungan District. This can foster public satisfaction as service users. Research has shown that service quality in this dimension is already high.

a. Responding to Every Customer

The public will feel appreciated if employees respond well. Responding well to the public will have a positive impact on the quality of public services in Munjungan District. Employees respond and are responsive to the public who will receive services by greeting them and inquiring about their needs. The public will feel happy when employees respond and are responsive to their interests. If employees respond to every customer, it will create a positive assessment of the agency.

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b. Fast and Accurate Service

Services provided in Munjungan District are expected to be fast and accurate. If services are delivered quickly, the public will feel satisfied. As conveyed by Dio from Bendoroto Village, a user of the e-KTP service said, "The service is fast, ma'am, approximately 15 minutes."

c. Response to Public Complaints

Munjungan District employees receive complaints from the public through the provided Customer Service, not through the suggestion box. This allows the public to submit their complaints directly. Complaints are received directly through Customer Service and immediately provided with a solution. However, if the complaint is beyond the staff's capabilities, it will be coordinated with the relevant agency.

4. Assurance Dimension

The assurance dimension relates to employee knowledge, skills, and trustworthiness, free from danger, risk, and doubt. Research results show that service quality in this dimension is good.

a. Guaranteed Timely Service

Munjungan District employees have guaranteed timely service. Employees provide 10-15 minutes of service for e-KTP recording and Family Card delivery. After registering for your e-KTP (e-KTP), residents will be given a certificate confirming their registration. This certificate will be provided upon collection.

b. Guaranteed Costs for Services

Processing for e-KTP and Family Cards (KK) is free. This was confirmed by Mrs. Fitri, an employee who stated, "There are no fees. Everything from processing the e-KTP and KK is free. It just requires patience to wait for the process to be completed, as the number of applications is limited each day."

5. Empathy Dimension

This dimension relates to the friendliness and concern of employees in providing service to service users. Friendly employees who communicate well can be a supporting factor in the public's positive assessment of the service. If friendliness and concern are demonstrated, a good relationship can be established between employees and service users. Research results show that this dimension shows subpar quality.

a. Prioritizing Service User Interests

The primary priority in any service is public satisfaction. All public interests related to services in Munjungan District must be prioritized and aligned with their needs. Research results show that Munjungan District prioritizes the needs of the public in providing services.

b. Serving with a Friendly and Courteous Attitude

Friendliness is essential for employees in carrying out the service process. Being friendly means being kind and engaging. If employees are friendly, this can increase positive ratings from service users. However, when researchers observed, not all employees were friendly to the public, as some did not smile when serving.

c. Non-discrimination

The service system available in Munjungan District does not yet use a number system for users. However, residents still maintain a queuing culture. This was demonstrated by Dio from Bendoroto Village, an e-KTP service user, who stated that employees served new arrivals directly, without using queue numbers.

CONCLUSION

Based on the research and discussion conducted regarding the quality of e-KTP and KK services in Munjungan District, Trenggalek Regency, it can be concluded that the quality of public services in the field of population administration is categorized as Good, as it meets three of the five indicators in the service quality theory. The theory used to measure service quality is the theory proposed by Tjiptono (2000).

Several indicators still need to be optimized, including the tangible dimension, which indicates that service quality is still lacking due to the lack of chairs in the waiting room. The reliability dimension indicates that service quality is quite good, as Munjungan District has established service standards, though they are not yet fully clarified, particularly for e-KTP (e-KTP) and KK (family card) services. The empathy dimension indicates that service quality is quite good, as staff are friendly in serving the public, with smiles being a lack of genuine sincerity. Meanwhile, the responsiveness and assurance dimensions demonstrate good quality.

In Munjungan, the most effective service quality theory is not the most academically sophisticated, but rather the one that best aligns with local realities. Supporting and inhibiting factors are not merely research variables, but teachers who teach that in remote areas, true quality is born from the harmony between universal theory and local wisdom.

The public service quality model at the Munjungan sub-district office teaches that in remote areas, the highest quality is achieved when: Administration is no longer a burden, but a natural part of life; Documents are no longer mere paper, but a recognition of a complete identity; Officers are no longer officials, but part of the community; and the office is no longer a building, but a service activity. This model proves that in Munjungan and similar areas, quality public service is one that is able to translate the state into the language of everyday life, that is able to transform bureaucracy from something intimidating into something down-to-earth, and that ultimately presents the state not as a ruler behind a desk, but as a companion in the lives of citizens on the fringes of the republic.

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