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ANALYSIS OF THE QUALITY OF PUBLIC SERVICES IN DPPPAKB PASURUAN CITY

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ABSTRACT

This study aims to determine the quality of public services in a government, namely the Office of Women's Empowerment, Child Protection, and Family Planning of Pasuruan City. This research method is descriptive qualitative. Descriptive qualitative research is research that describes and describes phenomena and events that occur in the field and presents data factually, systematically, and accurately. Data collection is done by observation, interview and documentation. Data analysis in this study is by data reduction, data presentation, and conclusion drawing. The results showed that public services carried out by the Pasuruan City Office of Women's Empowerment, Child Protection, and Family Planning were related to employee awareness, the existence of rules, organizational factors, facility factors, and factors of ability and skills of human resources which were said to be running well. The results showed that the quality of public services in the Office of Women's Empowerment, Child Protection, and Family Planning of Pasuruan City has implemented five dimensions, namely Tangibel, Reliability, Responsiveness, Assurance, and Empathy.

Keywords: Public Service Quality, Public Service

INTRODUCTION

Public service is a very important part and must be considered in terms of autonomy development in a country. Public Service is a basic part of government that is directly related to the people in a country. Public services have the main objective of providing services to the community that must be fulfilled not only for government organizations, but private organizations also take part. The factors that influence the success of a public service are qualified human resources who are able to carry out their duties and functions properly. Public services can be said to be successful can be seen from public satisfaction (Botutihe, 2017).

The task of government Human Resources (HR) in providing public services is intended to provide excellent service that prioritizes the quality of a service. According to Mohi & Mahmud, 2018, the quality of government human resources can be said to be good if the performance in providing services to the community is maximized. Public service is a series of government activities to the community where these activities benefit and offer satisfaction (Sinambela, 2014). Based on the Decree of the Minister of Administrative Reform Number 63/KEP/M.PAN/7/2003, public services are all activities related to assisting service needs in accordance with legislation.

A public service will be carried out optimally if the conditions of the government bureaucracy are good. Good government or so-called good governance can be seen from the provision of quality public services. Therefore, in realizing good governance, it is necessary to improve public services. This is so that the public's view of the government will look good. According to Supardi (2012), better public services will affect public satisfaction so that in this case it will increase public trust

in the government. The Office of Women's Empowerment, Child Protection, and Family Planning (DPPPAKB) of Pasuruan City is one of the government agencies that organizes public services. In providing public services, DPPPAKB Pasuruan City tries to fulfill community satisfaction and run in accordance with the applicable SOPs.

Research on public services that has been carried out by several previous authors includes first, an article entitled "Public Service Quality in Population and Civil Registry Services at the Dinoyo Village Office, Lowokwaru District, Malang City (Case Study at the Dinoyo Village Office, Lowokwaru District, Malang City)" conducted by Afifudin Zamroni and Roni Widodo. The purpose of the study was to analyze the quality of public services in Dinoyo Village. The results of the study state that the quality of public servants in Dinoyo Village is in accordance with the dimensions of public servants, namely tangible, reliability, responsiveness, assurance and empathy. The second research from Norliani entitled "Quality of Public Services in the Cahaya Baru Village Government, Jejangkit District, Barito Kuala Regency. From this study it was concluded that the quality of public services applied in the tangible, reliability, responsiveness, assurance and empathy dimensions, but there are still dimensions that have not gone according to the wishes of the community. The dimensions that are not running are due to insufficient human resources and inadequate infrastructure.

Based on the background of the problem above, the researcher is interested in conducting a scientific study entitled **"ANALYSIS OF PUBLIC SERVICE QUALITY IN DPPPAKB CITY PASURUAN"**.

RESEARCH METHODOLOGY

This research uses a qualitative approach method with a descriptive research type. Qualitative research is a research method based on the conditions of the object under study naturally (Sugiyono, 2019). The data sources in this study are primary and secondary data sources. Primary data in this study are the results of observations made by researchers who work as ASN at DPPPAKB Pasuruan City and also the results of interviews. Secondary data in this study are documents in the DPPPAKB of Pasuruan City. The data analysis technique uses the Miles and Hubberman model, namely data collection, data reduction, data presentation and conclusion drawing.

IMPLEMENTATION RESULTS AND DISCUSSION

Supporting factors in the implementation of public services are employee awareness, rules, organizational factors, ability and skill factors, service facilities factors (Moenir, 2006). The following are the results of research based on Moenir, which the authors studied at DPPPAKB Pasuruan City as follows:

1. Employee awareness

In DPPPAKB Pasuruan City, the employees are very orderly to the rules and are considered good and appropriate in accordance with the guidelines of the administrative system, it is based on the duties and functions itself as a government institution. In the service at DPPPAKB Pasuruan City, the employees are good enough in serving the community. The service access is also very easy for the community. For example, in terms of family planning services for people who need these services. DPPPAKB employees are able to provide services in accordance with the available standard operating procedures. This can be seen in the increasing community satisfaction from

year to year. In addition, communication between employees at DPPPAKB Pasuruan City is very good in terms of communication between employees and communication between employees and the community using language that is easy to understand and polite. In public services at DPPPAKB Pasuruan City, most of the apparatus already have competence in Information Technology which is one of the factors in effective public services in its implementation.

2. The existence of rules

In each each field in DPPPAKB Pasuruan City has its own rules, these rules have been contained in the Mayor's Regulation (PERWALI) of Pasuruan City Number 3 of 2022 concerning the Organizational Structure and Work Procedures of Regional Apparatus and the Mayor's Regulation (PERWALI) of Pasuruan City Number 13 of 2022 concerning the Main Duties and Functions of the Office of Women's Empowerment, Child Protection and Family Planning. And in its services it is also based on Law Number 32 of 2004 concerning Regional Government and Law Number 33 of 2004 concerning Central and Regional Financial Balance, giving authority to the City / Regency to manage and advance its own region.

3. Organizational factors

An organization is a place that contains people who have an interest in achieving the same goal. An organization must have a plan, people, and goals. In DPPPAKB Pasuruan City has a directed organizational structure. Each field has its own organizational structure. DPPPAKB Pasuruan City has four (4) fields, namely the Women's Empowerment Division, the Child Protection Division, the Family Planning and Reproductive Health Division, and the Family Resilience Division. Where the four fields carry out their duties and functions in accordance with existing regulations. In order for the services provided to the community to be

maximized, the four fields must perform their duties and functions optimally as well. With the organizational structure in DPPPAKB Pasuruan City, the work mechanism (systems, procedures, and methods) can be able to produce excellent and quality services to serve the needs of the community.

4. Ability and skill factors

The skills of government employees or human resources are an important factor so that an organization's goals are achieved, while work skills have the aim of making it easier for a job to be more effective and efficient so as to produce good and maximum employee performance. In DPPPAKB Pasuruan City, employees have different expertise and skills in each field. For example, in the field of Women's Empowerment, employees are able to serve women for cases experienced or provide motivation to women heads of families (PEKKA) in living their lives with one of them through the guidance of skills for them to be able to support their small families. In the field of Child Protection, employees are able to serve if there is a child case, assisting the child so that the problem is resolved as expected. In the field of Family Planning and Reproductive Health, employees are able to serve community acceptors who need contraceptive services. And in the field of Family Resilience, the employees are able to serve in family problems such as teenage family development, elderly family development, and toddler family development.

Public service quality is an effort to fulfill everything related to production, human services, processes, the environment and the wants and needs of the community in the form of goods and services that can meet public satisfaction. In general, the quality of service is able to meet the expectations of community satisfaction, but the quality of service does not fully comply with the wishes of the community, but in accordance with existing rules and

procedures. The quality of public services can be seen from the comparison of public perceptions as service users with the services they receive. And quality service in this study can be seen in several dimensions.

First, the Tangibel Dimension (Physical Evidence) is the ability of service providers, in this case the DPPPAKB of Pasuruan City, to show its existence to the public. This can be seen in the appearance and ability of the physical facilities and infrastructure of the office and the surrounding environment is tangible evidence of a service provided by DPPPAKB Pasuruan City including the physical place of service, technology (equipment and equipment used) and the appearance of employees who serve. In this study, the tangible dimension is seen in the indicators of the appearance of the apparatus in carrying out service tasks, the ease of the service process, the comfort of the service place, and the ease of public access in requesting services.

The second dimension is the Reliability Dimension, which is a dimension that includes guarantees and certainties, namely the ability, courtesy, and knowledge of service employee apparatus in order to foster public trust in service providers which include components of credibility, communication, competence and courtesy. In short, it can be interpreted as the knowledge and ability and hospitality of employees to be trusted and trusted.

Public services at DPPPAKB Pasuruan City have implemented the Responsiveness Dimension and its indicators. This dimension includes the appearance of the apparatus in service by providing services quickly, precisely, and carefully. Employees in providing services by providing services precisely and carefully and at the right time according to community needs. Responsiveness is the willingness of public service employees to

help service users in this case the community, the responsiveness of officers in increasing community comfort so as to encourage service success. This responsiveness will affect performance, because if the implementation of the service is based on the attitude, desire and commitment of public servants in serving the community well, it will create good and maximum service quality.

Public services at DPPPAKB Pasuruan City have implemented the Assurance Dimension and its indicators include providing guarantees on time in service and guaranteeing costs in service. The guarantee provided by the service provider, in this case the Pasuruan City DPPPAKB, is related to the ability of service providers to provide a sense of high trust to the community, in this case called service users. If service users have been given this service guarantee, it will be able to increase public trust (service users) in service providers (DPPPAKB Pasuruan City).

The last dimension, namely the Empathy Dimension. This Empathy dimension provides sincere and individualized attention given to the community as service users by trying to understand the wishes of the community and service providers are expected to have understanding and knowledge of the wishes of the community. Service providers understand the specific needs of the community and have a convenient operating time for the community. Public services at DPPPAKB Pasuruan City have implemented the Empathy Dimension. This can be seen in putting the interests of the community as service users first, employees in serving with courtesy, employees in serving are not discriminatory and serve and respect the same service users. One of the main factors for success in a public service is friendliness to service users, one of which is by smiling and greeting. With greetings and smiles, service users (the community) will feel themselves

cared for and on the other hand they feel comfortable with the services provided. Friendliness is indeed the key to success in providing services to the community so as to create a good relationship between service users and apparatus.

CONCLUSIONS

Based on the discussion, the authors conclude that public services carried out by DPPPAKB Pasuruan City related to employee awareness, rules, organizational factors, ability and skill factors, service facilities factors can be said to be running well. The quality of public services at DPPPAKB Pasuruan City has implemented five dimensions, namely Tangibel, Reliability, Responsiveness, Assurance, and Empathy.

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