

QUALITY OF PUBLIC SERVICES IN ISSUING CERTIFICATES OF INDIGENCE AT THE KAWEDUSAN VILLAGE OFFICE

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Abstract

This study discusses the quality of public service in the issuance of certificates of indigence at the Kawedusan Village Office, Ponggok District, Blitar Regency. The quality of public service can be measured using five dimensions: tangible, reliability, responsiveness, assurance, and empathy. The research was conducted from March to May 2024. This study employs a descriptive method with a qualitative approach, using data collection techniques such as observation, interviews, documentation, and data analysis through triangulation. Informants were selected using purposive sampling. The findings of this study indicate that the quality of public service in the issuance of certificates of indigence (SKTM) at the Kawedusan Village Office meets the tangible dimension, as evidenced by the availability of service tools such as computers and printers, as well as a clean and comfortable service area. The reliability dimension is met through the staff's ability to operate service tools and maintain good service quality standards. The responsiveness dimension is demonstrated by quick, accurate, and responsive service. The assurance dimension is fulfilled by timely service guarantees and service legality assurance. The empathy dimension is evidenced by the friendly, polite, and respectful attitude of the staff in providing service, valuing each applicant who comes in, and prioritizing the applicant's needs. This research highlights the importance of internet-based programs such as electronic queuing systems and online service applications to enhance efficiency and accuracy in service delivery.

Keywords: Quality, Publik Service, SKTM

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1. INTRODUCTION

In the context of public service, the quality of service is an important measure to assess the extent to which the needs of the community are met, the satisfaction of the public is achieved, and the efficiency of the service is improved. Some commonly used dimensions to measure the quality of public service include affordability, responsiveness, accuracy, speed, ease of processing, transparency, fairness, and decency. The primary duty of the government is to provide quality public services to the public. In carrying out this task, governments must ensure that the public services provided meet certain standards and are most effective in meeting the needs and interests of local communities. Public services must prioritize the rights of their citizens over superior services, and the apparatus must proactively respond to the provision of timely services. Management solutions must meet appropriate operational standards, and governments must have clear information about the integrity of management as well as the reliability of the authorities providing services. Atik and Ratminto (2015:34) stated that services are a series of activities that cannot be neglected that occur as a result of interaction between consumers and employees or other aspects provided by service providers. The purpose of these services is to solve problems or needs of consumers or customers.

The conventional definition of quality tends to reflect the physical or technical characteristics of a product, such as performance, reliability, ease of use, aesthetics, and so on. On the other hand, in a more strategic definition, quality is said to be the ability of a product or service to meet the needs of customers. This definition emphasizes the overall aspect involving customer experience and satisfaction, including non-technical aspects such as service and responsiveness to individual needs.

The village offices, especially in the area of Blitar district, are always guided by the standards of service and empowerment of the community to create a strong, independent village and promote the well-being of a fair and prosperous community. Based on pre-research by researchers, on the bureaucracy of the Government of the Village District in the process of servicing is already in accordance with the regulations in force despite some obstacles and problems that occur in it. This is due to the consequences of the quality of service that has not been delivered to the maximum, especially in terms of

information to the public. This leads to a society that is less capable of understanding the importance of having a letter of declaration. (SKTM).

Based on the explanation given in the background, the author would like to discuss further the quality of SKTM manufacturing services in the Department of Public Services Office, with the title of the research Quality of Public Service in the Manufacture of Impossible Letter of Explanation in Ponggok District Department of Blitar District.

2. LITERATURE REVIEW

Hardiyansyah (2011) in (Rahmawati, 2017) defines service can be interpreted as an action given to provide assistance, preparation, or management of either the form of goods or services from one party to the other. Thus, service is a series of activities intended to provide services, help, settlement, or administration on the needs of others.

Tjiptono (2000) in (Rahmawati, 2017), mentions service quality as an attempt to control the level of service excellence in order to meet customer expectations. In the context of public service, service quality becomes a crucial measure used as a benchmark to evaluate customer satisfaction according to the expectations set.

According to some of these definitions, it can be concluded that quality of service is an effort to fulfil all aspects related to products, services, people, processes, and the environment that are the needs and desires of the consumer. It includes goods or services that are expected to meet the expectations and satisfaction of the public as a user of the service.

According to Hayat (2017:22), public service is an attempt to provide all aspects of basic services that society needs in accordance with the provisions in force. This includes the provision of services to the public in need at the competent institution or agency, in accordance with established procedures. According to Mahmuda (2015:219), public service refers to all service activities carried out by the public service organizer to meet the needs of the public and implement applicable legal provisions. The aim is to provide the services needed by the public and to provide accurate information about the choice of services and ways of access that have been prepared by the government. According to Section (1997:131) public service to the community can be understood as an action aimed at providing services and facilities to the society. According to Sinambela (2006:5) public service is an activity carried out by the government on behalf of a group of people who

carry out activities that benefit the community or the business world, in this case people who have an interest in an organization. The purpose of this service is to provide satisfaction to the public according to the rules and procedures that have been established, even if the result is not a physical product. Based on several concepts and explanations relating to public service, it can be concluded that public service is a series of activities aimed at serving the public interest based on specific material and procedural factors, including the general interest, equality of rights, balance of rights and obligations.

According to Zeithaml dkk, (1990) in (Nurdin, 2019), the quality of service can be measured from five dimensions, namely:

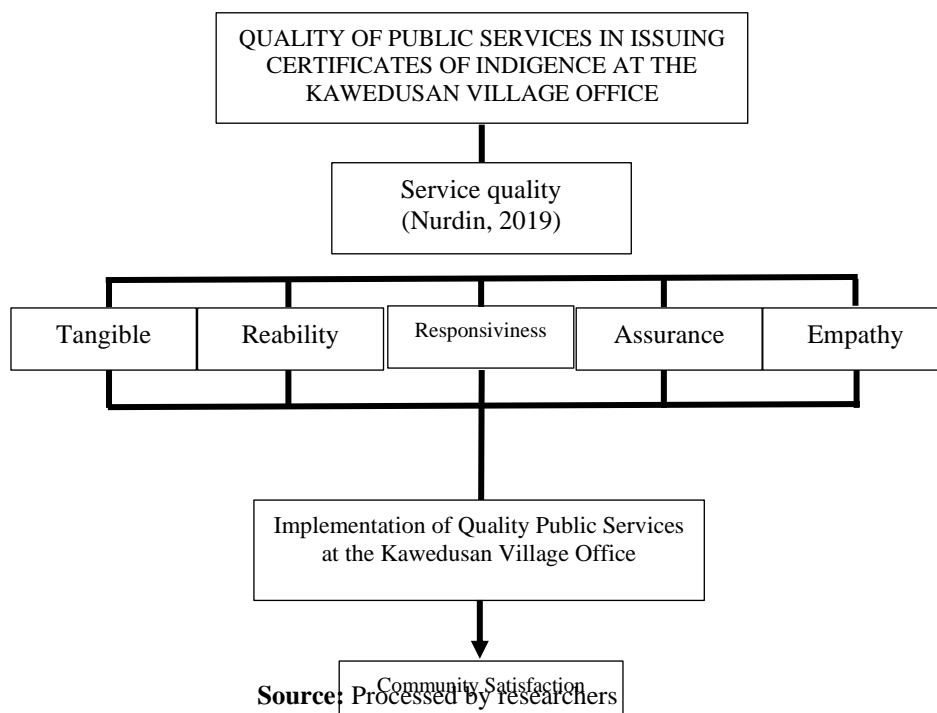
- 1) tangible, can be judged based on the appearance of the officer at the time of serving the community, the place and location of service comfortable, ease in the process of service, the discipline of officer in the provision of services, the ease of access of the applicant at the moment of applying for services, and the tools used when providing services.
- 2) reliability, can be judged on the basis of staff rigour when serving the applicant, compliance with standard of service, staff ability when using equipment in the service process, staff expertise in the use of equipment in service process.
- 3) responsiveness, can be judged based on the response of each applicant who wants to get the service, the officer performs the service quickly, the officials perform the service properly, officers do the service with responsiveness, and all customer complaints are answered by the officers.
- 4) assurance, can be judged on the basis of timely assurances when service, and guarantees legality when service.
- 5) empathy, can be judged on the basis of the priority of the applicant's interests, the officer serves with a friendly attitude, the official serves in a polite attitude and serves without distinction, as well as the staff serves and respects the applicants who come in.

3. METHODS

The qualitative research method is a philosophical method that performs research in a scientific (experimental) condition, in which the researcher acts as its primary instrument. The data collection and analysis techniques used are qualitative and focused

on digestion. According to Alaslan (2022) qualitative research is research that uses natural methods to provide a holistic and detailed picture of the subject or participant in a particular situation in its natural environment. Qualitative descriptive research is a method of research that produces descriptiveness of written data about phenomena observed through individual experiences, beliefs, behaviors, and interpretations. This approach allows the researcher to understand and explain in depth the subjective aspects of the phenomenon, values, and perceptions by interpreting the experiences and interactions that take place in them. Data collection techniques include observations, interviews, and direct documentation at the research focus.

According to Alaslan (2022) triangulation is a method to verify data using different sources, approaches, and times. This technique is used to gain credibility by checking data that have been found from the same source with different techniques. Moleong (2008) stated that qualitative research is research that emphasizes the exposition of sentences, thus more able to understand human psychological conditions that are complex and influenced by many factors, this method is not sufficiently measured by using scales alone. It helps in confirming the validity of the data and strengthens confidence in the results of research. Here's the thought framework on this study can be seen and studied in Figure 1.



4. RESULTS

Here is a presentation of the results and discussion on this study as follows:

a. Tangible

According to Zeithaml dkk, (1990) in (Nurdin, 2019) the tangible indicators are the appearance of the officer at the time of serving the community, the place and location of convenient service, ease in the process of service, the discipline of officer in the provision of services, the ease of access of the applicant when applying for services, and the tools used when providing services.

The first measurement relates to the appearance in serving the customer, based on observations that show that all the staff in the village office are well dressed and ready to serve the coming community. The appearance of an officer who is always neat and clean not only reflects his seriousness in carrying out his duties, but also gives a professional impression that is essential to building public confidence in the quality of public service. It's also reinforced by the results of an interview by a source who stated that whenever they went to the village office, the officers were always dressed neatly and clean.

Then for the second indicator is related to the comfort of the place of service. It shows whether the officers and facilities have already provided comfort to the applicant. To perform the service equipped facilities – supporting equipment such as computers, printers, and writing tools are available and function well to ensure efficiency in the service process. Additional facilities such as a comfortable seat and toilet in good condition and clean as well as facilitated air-conditioned room. All these tangible aspects contribute to creating a positive service experience for citizens, increasing their satisfaction, and strengthening confidence in public service.

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The fourth indicator is the officer's discipline in doing service. Officers arrived at the village office on time, working hours. In addition, the officer also performed and

completed the work and processed the letter quickly. The fifth indicator is the ease of customer access when requesting service. According to the applicant, they had no difficulty in applying. Officers provide guidance regarding things that need to be prepared in applying for SKTM. The last measurement is the use of aids in the service. In the service of the SKTM, the staff's utilities are printers and computers. The utilities that are used are working well.

b. Reliability

On Reliability the first indicator is related to the agility of officers when serving customers. According to the results of observations and interviews, the staff served SKTM applicants carefully. It is seen that no documents are returned due to typing errors or input errors. Officers are doing their job carefully and carefully. Then, the second indicator is that the officer performs his job according to the standards set. Then the file-related instructions required by the applicant have been implemented well, accurately and reliably, with transparency in the process so that the applicants get a clear explanation of the procedure, conditions, and timing of completion.

From the authors' observations, to further improve the quality of service, some steps can be taken. First, regular training for officers to keep them up-to-date with the latest procedures and more efficient service techniques. Second, regular monitoring and evaluation systems to ensure that all officers continue to follow the established procedure and there is no decline in the quality of service. However, in this era of digitalization, the village office has not yet enforced the filing of letters online. There should be initiative efforts by officials to leverage the use of technologies such as electronic frontline systems and online registration and services to improve efficiency and accuracy in service. Finally, collecting feedback from citizens on a regular basis to find out which areas still need improvement and adapt services to their needs.

Then the last indicator is related to the employee's ability to operate computers and printers during the service process as well as the staff's expertise when operating computers or printers in the service. From the observations and interviews it can be seen that the officer has the ability to be determined. The work is completed in accordance with the applicable procedures. Officers can use computers and operate well.

c. Responsiveness

Responsiveness in the context of service quality refers to the ability and readiness of a service provider to help customers quickly and responsively. This includes speed in responding to requests or complaints, willingness to help, and the ability to provide information required by customers. The responsiveness dimension becomes a key element that ensures that citizens' needs can be met promptly without unnecessary delay. Observations showed that when there were applicants coming, the officers immediately questioned the applicants and then directed them as needed. The determination and readiness of this officer reflects a high level of responsiveness. Nasiyatul Choiriyah, one of the recipients of the service, stated that the officer's response was good and he was well served while taking care of the SKTM. This statement was reinforced by Chalila who said that the response of the officers was very good, so that applicants who wanted to get the service of SKTM could be well serviced. Speed in responding to requests, willingness to help, and provision of clear and accurate information are key aspects of responsiveness that can be assessed.

According to the researchers' observations, the officers showed a very good response. The speed in responding to requests, the willingness to help, and the provision of clear and accurate information are key aspects of the responsiveness that can be assessed, and in this case all the data indicate that the response of the staff has been proper. To improve the quality of service, several steps can be taken, such as routine training for officers, efficient trailers, effective communications, and improved infrastructure. Byining and increasing responsiveness, the District Village Office can ensure that citizens feel more satisfied and well served, as well as will increase confidence and satisfaction towards public service in the village office.

d. Assurance

Assurance in the context of service quality refers to the trust given by the service provider to the customer through security and accuracy. The assurance dimension includes the ability to instill confidence and security in citizens as well as a professional attitude in providing timely assurances. Based on observations, the officers have demonstrated reliability by providing timely assurances in serving the applicant. Besides, the officer guarantees a quick service so you don't have to wait long.

Key aspects of assurance include timing accuracy, in which officers ensure that any request is processed on a promised schedule, creating confidence that the service is

reliable. Process security is also important, by ensuring that the applicant's data and information is properly guarded, fostering a sense of security for applicants. The professional attitude of the officers, including friendly, polite, and competent, increases the applicant's confidence in the quality of the service. Furthermore, the assurance of results in which the officer gives assurances about the expected results, both in terms of the timing of completion and the quality of the documents received, is also part of assurance.

e. *Empathy*

Empathy in the context of quality of service refers to the service provider's ability to understand, feel, and care for the feelings and needs of customers. The dimension of empathy is a key element that can increase the satisfaction of applicants.

5. **DISCUSSION** (this section may be combined with RESULTS)

One aspect of empathy that can be judged is the priority of the applicant's interests. According to observations, officers always prioritize the interests of applicants who come, even though they are busy with other jobs. Nasiyatul Choiriyah, one of the recipients of the service, stated that the officer directly dealt with his needs without delay. This statement was supported by Chalila who mentioned that the officials always tried to put the applicant's interests first in providing good service.

Besides, the attitude of the officer when serving the applicant is also an important aspect of empathy. According to observations, the officer served the applicant with a friendly, polite, and gentle attitude. Nasiyatul Choiriyah revealed that his officers were friendly, polite, and good at serving. This statement was also supported by Chalila who said that all the officers were very polite and friendly. This polite and friendly attitude reflects a high level of empathy, making the applicant feel appreciated and noticed.

From the above exposure can be seen on the tangible indicators that cover the appearance of officers, the comfort, and ease in making applications SKTM is in line with the theory presented by Zeithaml dkk, (1990) in (Nurdin, 2019). Then on the indicators of reliability (reliability) that includes the agility of officer, the work of the standard, the ability to use tools supporting the job, and the expertise of the officer have been in good order. This is in accordance with the theoretical exposure presented by Zeithaml dkk, (1990) in (Nurdin,

2019). Furthermore, on the responsiveness indicator that covers service speed, accuracy, responsibility, and response to complaints are already good.

Then on the indicator Assurance is related to the guarantee of timeliness, and legality or security also belongs well. This has been in line with the view Zeithaml dkk, (1990) in (Nurdin, 2019). The last indicator is empathy (empathy), with indicators prioritizing the interests of the applicant, officials serving with a friendly attitude, officers serving in a polite attitude of retirement, officer serving without distinction, as well as the official serving and respecting applicants coming in. (Nurdin, 2019).

6. CONCLUSION

Based on the analysis of research data, the conclusion can be drawn is that the quality of public service in the making of the Unable Letter of Declaration (SKTM) in the Department of Rural Affairs has met the tangible dimensions, the reliability, the responsiveness, the assurance, and the empathy. (empati). But in its implementation based on the observations of the author should be further enhanced by creating a program such as an electronic frontline system as well as the submission of services online to improve efficiency and accuracy in the service. Of course this will make the public feel more satisfied with the service at the County Village Office.

From the results of data analysis then any advice that can be used as input material and evaluation to the parties concerned is to create an Internet-based program that facilitates the applicant to make the submission of data online. It is in line with today's era of digitalization so it is very useful for the quality of service of the Village Department Office in the future.

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