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# The Quality of Public Services in the Rancaekek Kencana Urban Village in Bandung District

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## ABSTRACT

Realizing the quality of public services in order to support government administration in which there must be responsive to be able to provide services quickly, namely in the completion of administrative management in accordance with predetermined operational standards and precisely where the accuracy in terms of clarity of information regarding administrative completeness must be known. The purpose of this study is to find out how the quality of public services in Rancaekek Kencana urban village in Bandung district. This type of research is a descriptive study with a qualitative approach. Data analysis technique used is a model of data analysis techniques (Miles & Huberman, 1992) in (Sugiyono, 2017) namely data reduction, data display and conclusion drawing / verification. Based on the research results obtained that can be seen not said to provide a maximum service related to the process of public service activities to the community, especially in the process of administering administrative files such as handling a family card recommendation letter (KK) where there is not yet a maximum reflection of service from the apparatus the government as a provider of public services in terms of responsiveness, reliability, guarantee, empathy, and tangible in terms of supporting services to the community. Therefore the researcher concludes that the village government office should be able to provide services quickly, carefulness in providing services must be more careful and must evaluate the services provided in terms of facilities and infrastructure.

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## INTRODUCTION

Public service is a form of service in a compulsory effort by the government to fulfill basic needs according to the basic rights of every citizen and its inhabitants. Public services in a country include various things such as services of goods, services and or public administration services

provided by the service providers themselves related to public interests.

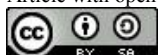
Public service providers are institutions and public service officers both in the Regional Government and Regional Owned Enterprises that conduct public services. Public Service Recipients are

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individuals or groups of people and / or legal entities that have rights and obligations towards a public service. Public service becomes the most visible benchmark of government performance. The public can directly assess government performance based on the quality of public services received, because the quality of public services is felt by people from all walks of life, where success in building public service performance in a professional, effective, efficient, and accountable manner will elevate the positive image of the urban village government in the eyes of its citizens. As (Sutopo, 2003) explain that public service is a bridge to how a country (bureaucratic apparatus) carries out its duties and functions in relation to problems and meeting the needs of the people that must be fulfilled their rights as citizens in accordance with statutory rules. Services that are in accordance with the law are excellent public services in accordance with applicable service standards in institutions or government that provide services.

The legal basis that forms the basis of public service law in Indonesia is undang-undang No. 25 year 2009. In this law there are public service standards that must be met by the government as a provider of public services both the central government and regional governments.

At pasal 15 Undang Undang Nomor 25 year 2009 It is stated that the organizer is obliged to compile and set service standards, compile, establish and publish service announcements, place competent implementers, provide infrastructure, and / or public service facilities that support the creation of an adequate service climate, provide quality services in accordance with the principles of public service delivery. , and carry out services in accordance with service standards. Service standards must be met because it is an indicator that can prevent maladministration. Therefore the quality of public services becomes important and is taken into account in the implementation process in the field.

Quality of service has a close relationship with customer satisfaction. Service quality can provide an impetus for customers to establish closer relations with the local government. This is of course the village government will be able to analyze in a long period of time the government can increase customer

satisfaction in accordance with experience. The government is able to maximize a pleasant customer experience and reduce unpleasant customers.

Customer satisfaction is determined by the quality of services offered, so quality is a top priority for the government as a benchmark of excellence to compete.

The urban village / village has the task and function of carrying out governmental authority delegated by the Camat and carrying out other governmental duties accordingly Provisions for the Draft Government Regulation of the Republic of Indonesia Nomor.73 year 2005 Regarding Urban village, the regulation requires that urban village government officials to take care of their own government so that it is expected to be able to provide a quality public service in every administrative administration needed by the community. Likewise with the Rancaekek Kencana Urban village government in Bandung regency as an authorized government whose duty is to be able to provide a quality guarantee in public services to the community, especially regarding the administrative management process in the village area as well as in the process of taking care of a family card recommendation letter. This must be considered by the government in order to provide a reflection of satisfaction in quality public services for the community.

But the reality is that the village apparatus cannot be said to be professional because in the process of providing administrative services, especially in the process of arranging a family card recommendation letter, there is no scrutiny from officers where there are often typos in making recommendation letters and there is no guarantee of hospitality of government officials in responding to public complaints. response and unfavorable attitude shown by officers in providing services and often the absence of a firm attitude from the apparatus where in providing services there is a discriminatory attitude in the administration of administrative documents.

Intangibly, where the village government apparatus must provide a quality service including infrastructure in the waiting room that must be adequate in the framework of the process of public

service activities. But in reality where the village government can not be said to provide a quality service related to public services due to inadequate waiting room space due to lack of infrastructure supporting facilities such as chairs in the waiting room are still lacking, limited tables, the absence of air conditioning facilities and not the existence of generators in the framework of the process of public service activities so that there is no sense of comfort and also a reflection of a sense of community satisfaction as a service recipient.

### **THEORY/CALCULATION (if any)**

Quality service is not only determined by those who serve, but also those who want to be satisfied. So that in the provision of services is one effort to create satisfaction for consumers. And the principles of quality services according to (Zeithaml et al., 1993) in (Pasolong, 2007) Public Administration Theory and Application of Good Governance The concept of public service quality includes, yaitu:

- a. Responsiveness
- b. Manifest
- c. Reliability
- d. Guarantee
- e. Empathy

Meanwhile according to (Moenir, 2005) the concept of public service, among others:

- a. Processes and procedures must be established early
- b. The process and procedure must be known by all parties involved
- c. Discipline for implementation to adhere to processes and procedures
- d. It is necessary to review the process and procedures by the leadership, at any time can be changed if necessary
- e. Need to create a conducive climate for developers of organizational culture to create quality services
- f. Quality means meeting the desires, needs, tastes of consumers.
- g. Everyone in the organization is a partner with others.

Public service is a process of activities that occur in direct interaction between one person with others, therefore public service is defined as any activity carried out by the government to a number of people in every beneficial activity in a collection or unity and offering satisfaction in providing services.

According to (Sinambela, 2006), stated public service is as every activity carried out by the government of a number of people who have every activity that is beneficial in a collection or unity, and offers satisfaction even though the results are not physically bound to a product.

### **METHOD**

In this study, the authors used a qualitative approach to the type of descriptive research. According to (Sugiyono, 2017) Qualitative research, namely the type of research used to examine the natural object conditions where the researcher is a key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive and qualitative research results emphasize more on the meaning of generalization.

This study uses the theory of public service quality according to (Zeithaml et al., 1993) in (Pasolong, 2007) which focuses on knowing responsiveness, reliability, guarantee, empathy and tangible in providing services, including:

- 1) Rapid responsiveness, namely the management must be in accordance with the operational time standard of service, as well as the clarity of the information media in the process of obtaining a family card recommendation letter
- 2) Reliability of officers in providing services that include accuracy in the service process, guarantee the friendliness of officers as service providers, and empathy for a firm attitude in carrying out services.
- 3) Tangible to the quality of waiting room infrastructure such as chairs, tables, air conditioning and generator sets that must be adequate.

## **RESULTS AND DISCUSSION**

The government as the spearhead in providing a quality public service to the people who take care of administrative needs such as a family card recommendation letter and the quality of existing infrastructure, where the village government plays an important role in the process of helping to provide administrative needs needed by the community and has regulated in Undang-Undang Dasar Republik Indonesia Nomor. 25 year 2009 About Public service.

In reflecting the quality of public services in the village office of Rancaekek Kencana, Bandung regency is not merely to be oriented to profit, which is to provide a modest service that does not see the needs needed by the community to get a quality public service with good and maximum results. , it can be seen from several factors namely :

The responsiveness of officers in providing services quickly in the handling of family card recommendation letters in accordance with standard operating procedures that have been established and appropriate in terms of clarity of information on the completeness of administrative requirements largely determines the quality of the service itself, but in fact based on the results of the study found that officers who there are often inconsistencies in providing services, because in the process of taking care of the letter of recommendation is not in accordance with the operating time standards that have been set so that it drains the time of the completion process. And sometimes there is a lack of responsiveness oriented to the accuracy of officers in providing a clarity related to administrative completeness where information is not known by the public due to lack of socialization and information media that is still lacking such as billboards or banners as media information tools and the attitude of officers who do not respond to the needs of the community towards the completeness of administration so that such things often become obstacles and reflect poor service on the responsiveness of officers in providing a mirror of the quality of public services.

The reliability of officers in providing services that include accuracy in the service process, guarantee the friendliness of officers, and empathy for a firm attitude in carrying out services is crucial to the sense of comfort and satisfaction in the process of taking care of the administration in the village office, based on the results of the study found that the officers are often inconsistent in providing services, because sometimes the officers are less careful in providing administrative services and often only focus on communication tools (cellphones) so that time is wasted in the completion process. The guarantee of friendliness of officers in this case which is shown by the government apparatus of Rancaekek Kencana Village Bandung regency in accordance with observations and interviews with informants can be said to be good enough only to have an evaluation of hospitality procedures that must be further improved so that it can cause a sense of comfort and community satisfaction in the process of taking care administration in Rancaekek Kencana urban village in Bandung district.

Empathy the firmness attitude in providing services, according to the observations and interviews of informants can be said the attitude shown by the apparatus in the process of providing services is still a sense of selective or discriminatory because there is no firmness in the process of administrative completeness in which there are parties although not fulfilling the file completeness but can be processed, so that it is not in accordance with the rules that have been set that the file is not sufficient will not be processed.

Tangible where facilities and infrastructure also support the quality of public services in the village office itself. In this case the waiting room in the Rancaekek Kencana village office in Bandung regency needs to get attention, to be able to help visitors and community members who are taking care of administration such as a family card recommendation letter, so that the public can feel a comfort when handling the needs in the office, in accordance with the results of the study found that the waiting room at the Rancaekek Kencana village office in Bandung regency was quite good in terms of buildings, but it was not large enough to be able to

accommodate the people who were taking care of the administration, coupled with supporting facilities such as chairs, becoming an insufficient number of waiting rooms and the absence of air-conditioning facilities, so as to make the atmosphere uncomfortable when waiting for the administrative processing, especially the lack of generator facilities that are needed in the service process because if strom dies then affect the existing service process.

It is expected that in the future, the government of Rancaekek Kencana Urban village of Bandung regency can update the existing system and see the deficiencies that can be reviewed and renewed, especially when dealing with infrastructure facilities in supporting the administrative service process of family card recommendation letters so that they can reflect a family card quality of public services to citizens. As it is known that in carrying out administrative services, especially when handling family card recommendation letters at the office the Rancaekek Kencana urban village in Bandung district, where to be able to reflect a quality of public service is strongly influenced by the budgeted funding by the village administration.

## CONCLUSION

Based on the results of research and discussion that has been conducted regarding the quality of public services at the Rancaekek Kencana urban village in Bandung district the following conclusions can be drawn :

- 1) Based on the results of research conducted in terms of responsiveness to provide administrative services quickly and precisely in terms of clarity of administrative information revealed that the people in the Rancaekek Kencana urban village in Bandung district, services provided at this time in terms of providing services are not so good and not optimal regarding responsiveness in handling every need of the community in this case administrative services, there is no responsiveness in terms of processing time in the process of arranging family card recommendations which actually must be in

accordance with the operational time standards that have been stipulated and the accuracy in the clarity of the procedure for completeness of information which is still unclear.

- 2) Based on the results of research conducted in terms of reliability in providing services include: Accuracy of officers in providing services has not been maximized because there are still errors in administrative management, and guarantees of hospitality shown by the government apparatus in providing services is good only needs to be improved hospitality procedures, and empathy of the firm attitude shown by the government apparatus is not good enough because according to the results of interviews with informants in the firm attitude of the apparatus there is still a discriminatory attitude that is often done in the administrative service process.
- 3) Based on the results of research conducted in terms of tangible facilities and infrastructure of waiting room facilities in the Rancaekek Kencana Village office in Bandung regency the waiting room has an area of 3x5 and the number of officers is 6 people, the waiting room has 1 desk and 3 plastic chairs intended for people waiting service. In connection with this matter, it can be said that Rancaekek Kencana Urban village Bandung regency has not met adequate service facilities to provide services to the community such as the lack of chairs and tables in the waiting room for services, and AC facilities as air conditioners or generators which do not yet exist, so it cannot be said to be able to provide a sense of comfort because the room is stuffy and when the electricity goes out the service process will also stop completely meaning that the community cannot get service.

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