



Public Service Quality at the Muara Komam District Office, Paser Regency

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Abstract: The phenomenon of service problem at the Muara Komam Subdistrict Office, Paser Regency, includes the length of time it takes to complete community population administration service, low apparatus discipline, lack of available information facilities and staff resources that are still lacking in expertise. The purpose of this study is to determine the quality of public services at the Muara Komam sub-district office, Paser and to determine the factors that influence the quality of public services at the Muara Komam sub-district office, Paser district. This study used a qualitative descriptive method. Data collection techniques through observation, interview and documentation. Data sources were taken through purposive sampling of 13 people. Test the credibility of the data using extended observations, increasing persistence, triangulation, using reference materials and conducting member checks. Data analysis techniques with data reduction, data presentation and drawing conclusions. The results of this study stated that the quality of public services at the Muara Komam District office in Paser Regency was not good in terms of the first aspect, Tangibles from employee discipline are still not good, ease of access to the community is still not good, the convenience of service places is still not good. Second, Reliability from the accuracy of officers in serving the community is still not good, officers' expertise in using assistive device is still not good. Third, Responsiveness from responding to every community who wants to get service is good, officers performing services quickly and precisely are still not good. Fourth, Assurance from guarantees on time is still not good, guaranteed cost certainty is good. Fifth, Empathy from serving staff with a friendly attitude and courtesy is good, officers serving without discrimination are good. The factors that affect the quality of public services at the Muara Komam District office, Paser Regency consist of the: First, supporting factors in the form of good communication and a conducive work environment. Second, inhibiting factors in the form of inadequate facilities and infrastructure and less than optimal employee resources. It is recommended to improve the quality of public services at the Muara Komam Subdistrict office, Paser Regency, it is suggested to the Muara Komam Subdistrict Head to facilitate computer training for employees who are less proficient at operating computers for the benefit of community service, for employees to increase their awareness and responsibility for work in providing services to the community.

Keywords: Public Services; Service Quality; Public Administration; Subdistrict Office; Muara Komam.



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1. Introduction

Public services are one of the main functions of the government in meeting the needs of the community and serve as an indicator of the success of government administration. Law Number 25 of 2009 on Public Services explains that the administration of public services must be based on the principles of good governance, prioritizing effectiveness, transparency, and service quality [1]. The government, as the service provider, has the obligation to deliver optimal services thru the provision of services that are fast, easy, affordable, and in accordance with the established service standards [2].

The quality of public services is an important aspect because it is directly related to public satisfaction with government performance [3]. Quality service is not only seen from the results of the service but also from the service process provided by the apparatus, including the capability of human resources, the availability of supporting facilities, and the attitude of the apparatus in providing service [4]. Therefore, the local government, thru the sub-district apparatus as the frontline service unit, is required to provide effective and responsive administrative services to meet the needs of the community.

However, in its implementation, there are still various issues that affect the quality of public services. Based on the initial observations conducted in September 2022 at the Muara Komam District Office in Paser Regency, several obstacles were found, including the lengthy service completion process taking up to one month, low discipline among some staff evident from irregular working hours, limited information regarding administrative service procedures such as the processing of Family Cards (KK), Child Identity Cards (KIA), and Identity Cards (KTP), as well as some service employees having limited ability to use supporting technology devices.

The issue indicates that the quality of public services at the Muara Komam Subdistrict Office in Paser Regency still requires attention. To analyze the quality of the service, this research uses the service quality concept according to Zeithaml et al. in Nurdin (2019:57-59), which consists of five main dimensions: tangibility, reliability, responsiveness, assurance, and empathy [5]. These five dimensions are used to assess the extent to which the services provided by the sub-district apparatus meet the expectations of the community.

The quality of public services is influenced by various supporting factors. According to Kasim (2017:6-7), the factors that influence service include the quantity and quality of the workforce, employee motivation, leadership, organizational culture, employee welfare, work environment, and the availability of facilities and infrastructure [6], [7]. These factors are essential in creating effective and high-quality public service.

Based on the description, this research aims to analyze the quality of public services at the Muara Komam Subdistrict Office in Paser Regency and identify the factors that influence the quality of these services. The results of this study are expected to contribute to the development of public administration studies and serve as input for the Muara Komam Subdistrict government in improving the quality of services to the community.

2. Methodology

This research uses a qualitative descriptive approach aimed at deeply describing and understanding the quality of public services at the Muara Komam Subdistrict Office, Paser Regency. According to Anggara (2015:21), qualitative descriptive research is an effort to reveal various aspects of the research object in depth thru the presentation of data in the form of descriptions based on conditions found in the field [8].

The data sources in this research consist of primary and secondary data. Primary data is obtained directly from interviews and observations of research informants, while secondary data is obtained thru documents, archives, and other supporting sources related to the quality of public services at the Muara Komam Subdistrict Office, Paser Regency.

The determination of informants was carried out using purposive sampling techniques, which involves selecting informants based on specific considerations according to the needs of the research [9]. According to Abdussamad (2021:137), purposive technique is a method of determining data sources by selecting individuals who are considered to know and understand the issues being researched. The informants in this study numbered 13 individuals, consisting of employees from the Muara Komam Subdistrict Office and members of the community who had previously received administrative services at that office.

Data collection techniques were carried out thru observation, interviews, and documentation. Observation was conducted to directly observe the public service process, interviews were used to obtain in-depth information from informants regarding service quality, while documentation was used to complement the research data with relevant documents and archives.

Data analysis in this study uses the Miles and Huberman model as described in Sugiyono (2014:246-252), which includes three stages: data reduction, data presentation, and conclusion drawing/verification [10], [11]. Data reduction is carried out by selecting and focusing on data relevant to the research, data presentation is done in the form of systematic descriptions, while conclusion drawing is based on the research findings obtained in the field.

To ensure the validity of the data, this study uses credibility tests as proposed by Sugiyono (2015:121-129), namely thru prolonged observation, increased persistence, triangulation, the use of reference materials, and member checks [12]–[14]. These techniques are carried out to ensure that the data obtained have a level of reliability and validity that corresponds to the actual conditions.

3. Results and Discussion

Based on the research results regarding the quality of public services at the Muara Komam District Office, Paser Regency, it was found that the implementation of services is influenced by several factors, both supportive and hindering. These factors are related to the organization's ability to provide effective, fast, and needs-based services to the community. The research results show that the quality of public services is not only influenced by the ability of the apparatus to carry out administrative tasks but also by aspects of communication, work environment, availability of facilities and infrastructure, and the competence of human resources.

Research findings indicate that one of the factors supporting the quality of public service is good communication. The communication established between officials and the public, as well as among employees, is an important part of the smoothness of the service process. Officials who can provide clear information regarding procedures, requirements, and stages of service can help the public understand the service process that needs to be followed. In addition, internal communication among employees also supports coordination in completing tasks, allowing services to run more effectively.

The condition indicates that communication is related to the dimensions of responsiveness and empathy in the service quality concept according to Zeithaml et al. in Nurdin (2019:57-59). Officials with good communication skills will find it easier to respond to the needs of the community and provide services that address the issues faced. Thus, communication becomes one of the important elements in creating quality public services.

Beside communication, another supporting factor is a conducive work environment. Research results show that good working relationships among employees, leadership support, and a comfortable work atmosphere have a positive impact on service delivery. A conducive work environment can enhance the motivation and performance of staff in providing services to the community. This is in line with Kasmir's (2017:6-7) opinion, which states that the work environment, leadership, and organizational culture are factors that influence service quality. A good work environment will create conditions that support staff in performing their duties optimally.

On the other hand, this study also found several factors that hinder the quality of public services at the Muara Komam District Office in Paser Regency. One of the main obstacles is the limited facilities and infrastructure for services. The research results indicate that the supporting facilities for services are still not fully adequate, especially in providing information about administrative service procedures. The limited media for information causes the public to still have to obtain explanations directly from the officers, resulting in the service process not running optimally.

The condition is related to the tangible dimension in Zeithaml et al.'s service quality theory, which emphasizes the importance of the availability of physical facilities, equipment, and supporting infrastructure in providing services to the community. Adequate facilities and infrastructure are important factors in creating fast, easy, and effective services. Therefore, the improvement of service facilities needs to be a priority for the sub-district government in order to support the enhancement of public service quality.

Another inhibiting factor is the suboptimal employee resources. Based on the research findings, there are still some service employees who have limited abilities in using service-supporting technology, such as computers and other administrative devices. The limitations in competence can affect the speed and accuracy of the service process provided to the community.

Human resources are the main component in the administration of public services because the apparatus directly implements the services provided to the community [15]. This is in line with Kasmir's (2017:6-7) opinion that the quality of the workforce, which includes knowledge and skills, is one of the factors that influence the quality of service. Therefore, it is necessary to enhance employee competencies thru training and skill development so that the staff can keep up with the increasingly evolving demands of public service.

Overall, the research results indicate that the quality of public services at the Muara Komam District Office in Paser Regency has been supported by good communication and a conducive work environment. However, there are still several obstacles that need to be addressed, particularly related to the limitations of facilities and infrastructure and the improvement of employee resource competencies. Addressing these factors is an important step in enhancing the quality of public services, enabling them to provide more effective services and meet the expectations of the community.

4. Conclusion

Conclusion, Based on the research results regarding the quality of public services at the Muara Komam District Office, Paser Regency, it can be concluded that the quality of the services provided is still not optimal. This is influenced by several aspects of the services that still need to be improved, especially related to the availability of facilities and infrastructure as well as the competence of the staff in supporting the service process to the community.

Factors affecting the quality of public services at the Muara Komam District Office in Paser Regency consist of supporting and inhibiting factors. Supporting factors include good communication between officials and the community as well as a conducive work environment. Meanwhile, inhibiting factors include limited facilities and infrastructure for services and suboptimal employee resources in supporting the implementation of public services.

Suggestion, Based on the research findings, it is recommended that the Muara Komam Subdistrict Head improve service quality by strengthening employee supervision and discipline, providing guidance on easy access to service information for the community, and enhancing service facilities according to the required standards. Additionally, regular evaluations of employee performance should be conducted, particularly regarding accuracy, skills, speed, and precision in providing services, as well as establishing clear service completion time standards for the community.

To the service staff at the Muara Komam Subdistrict Office, it is expected that they can improve

discipline, provide service information more openly thru the provision of information media such as information boards, improve service room facilities, and enhance their ability to deliver fast, precise, and accurate services. With the improvement in the quality of the apparatus and adequate facility support, it is hoped that public services at the Muara Komam Subdistrict Office in Paser Regency can run more effectively and meet the needs of the community.

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