

Article

The Implementation of Public Service Principles in District of Juai Office Balangan Regency

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Abstract: The implementation of public services runs smoothly when paying attention to the readiness between service providers and users. However, in practice there are phenomena such as complicated and lengthy procedures, the attitude of employee is impolite and the service counters are often empty. The aim of this research is to find out the implementation of public service principle in district of Juai office Balangan Regency and the inhibiting factors as well as the efforts that can be made. This study uses a qualitative approach with a descriptive-qualitative type of research. Data collection techniques are interviews, observation and documentation with data sources as many as 14 people that's selected by technique purposive sampling and data were analyzed by data collection techniques, data reduction, data presentation and drawing conclusions also the test of credibility in the data, namely the extension of observations, triangulation, negative case analysis, using reference materials and membercheck. The results showed that the the implementation of public service principle in district of Juai office Balangan Regency was not good, namely: First, the timeliness of service with the indicator of service waiting time is quite good, namely the service waiting time is two to five minutes depending on the queue and the service completion time indicator is good, namely the officer completes the service within fifteen minutes. Second, service accuracy with poor service error indicators, namely service officers passing through the process of checking the completeness of files and good transaction error indicators, namely service officers serving free of charge. Third, polite and friendly with indicators of poor friendliness of officers, namely officers being arrogant and indifferent and indicators of politeness of officers not being good, namely officers not smiling, greeting and greeting. Fourth, ease of service with indicators of poor availability of officers, namely officers leaving the office for personal purposes and indicators of availability of facilities, namely service officers equipped with adequate work facilities. Fifth, consumer comfort with good office location indicators, namely office locations that are easy to find, access and reach, parking space indicators are quite good, namely parking spaces are large enough, waiting room indicators are good, namely waiting rooms have air circulation and lighting and office cleanliness indicators are very good, namely the condition outside and inside offices are free of trash and indicators of information availability are quite good, namely information through banners and via whatsapp officers. The suggestion for this research is to review service procedures that were previously considered less important so that service rules are clear, conduct intensive communication with officers who lack awareness so that officers have commendable behavior. Third, appeal to all employees to behave professionally and have noble character and to summon up to sanctions on employees who have low responsibility so that officers have sincerity in working.

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1. Introduction

Public services are one of the main functions of government administration aimed at meeting the needs and basic rights of the community thru various administrative services and public services [1]. As the executor of governance, state apparatuses have the responsibility to provide quality, fast, easy, transparent, and satisfaction-oriented services to the public [2]. Quality public services not only reflect the professionalism of government apparatuses but also serve as indicators of the success of good governance [3]. Conversely, slow, convoluted, and unprofessional services will decrease the public's trust in the government.

The importance of improving the quality of public services has been emphasized in Law Number 25 of 2009 on Public Services, which mandates that every service provider must deliver services in accordance with the established service standards [4]. These standards include procedural certainty, completion time, costs, staff competence, facilities and infrastructure, as well as community complaint mechanisms. Thus, every government agency is required to continuously improve the quality of service to meet the increasingly high expectations of the public regarding public services [5].

The Subdistrict Office, as a regional apparatus, has a strategic role in providing administrative services to the community, such as domicile certificate services, birth and death certificate introduction letters, document legalization, and various other forms of administrative services. Therefore, the application of public service principles at the sub-district level becomes an important factor in realizing effective, efficient, and community-oriented services.

However, based on initial observations at the Juai District Office in Balangan Regency, the implementation of public services still faces several obstacles that affect the quality of service to the community. The first issue is that the service procedures are still considered complicated and require quite a long series of steps, making it difficult for some members of the community to understand the service flow they must go thru [6]. This condition causes the service process to be less effective and takes relatively longer to complete.

The next issue relates to the attitude of service officers, which is considered not yet fully reflecting excellent service. Based on observations, there are still officers who are less friendly in providing services to certain members of the public, while showing better attitudes toward relatives or known individuals. The difference in treatment creates a perception of unfairness among the public and has the potential to decrease trust in public service providers.

In addition, the presence of staff at the service counters is also one of the issues frequently complained about by the public. At certain times, the public service counters are often unattended because the staff leave the service area for personal reasons, causing the public to wait longer to receive services. This condition leads to delays and suboptimal service, especially during busy service hours.

This phenomenon indicates that the application of public service principles at the Juai District Office in Balangan Regency still requires various improvements, both in terms of service procedures, the professionalism of the staff, and the work discipline of the service officers. If these conditions are not promptly addressed, the quality of public services will struggle to meet the expectations of the community and will contradict the principles of public service that emphasize ease, speed, accuracy, and certainty of service.

This research uses Fandy Tjiptono's theory, which states that the quality of public service can be measured thru five main indicators: timeliness of service, service accuracy, politeness, ease of service, and consumer comfort [7]. These five indicators are considered capable of comprehensively depicting the quality of public service delivery, thus can be used to analyze the extent to which the principles of public service have been implemented at the Juai District Office in Balangan Regency according to the community's expectations.

Based on these various phenomena, this research aims to analyze the application of public service principles at the Juai District Office in Balangan Regency, identify the factors

that hinder its implementation, and formulate various efforts that can be made to improve the quality of public services so that administrative services to the community can be carried out more effectively, efficiently, professionally, and with a focus on public satisfaction.

2. Methodology

This research uses a qualitative approach with the aim of gaining an in-depth understanding of the application of public service principles at the Juai District Office in Balangan Regency [8]. The qualitative approach was chosen because it can naturally depict public service phenomena based on the experiences, perceptions, and information obtained from the informants [9]. The data collected is not in the form of numbers, but rather in the form of interview results, field notes, observation results, documentation, and various official documents related to the implementation of public services.

The type of research used is qualitative descriptive research, which aims to systematically describe the actual conditions regarding the implementation of public service principles at the Juai District Office, Balangan Regency. Thru this research, the researcher aims to describe the implementation of public services based on indicators of service timeliness, service accuracy, politeness, service ease, and service comfort, as well as to identify various factors that hinder or efforts made to improve the quality of service to the community.

The determination of informants was carried out using the snowball sampling technique, which is a step-by-step selection method based on recommendations from previous informants, thereby obtaining information sources that truly understand the research issues [10]. The informants in this study numbered 14 people, consisting of structural officials, service employees, and the community as service users at the Juai District Office in Balangan Regency.

Data collection was carried out using several techniques, namely observation, in-depth interviews, documentation, and field notes [11]. Observation was used to directly observe the public service process, the condition of service facilities and infrastructure, as well as the behavior of officials in providing services to the community. In-depth interviews were conducted with all informants to obtain information regarding the implementation of services, obstacles faced, and efforts to improve services. Documentation was utilized as supporting data in the form of archives, photos, reports, standard operating procedures (SOPs), and other documents related to the provision of public services. Meanwhile, field notes are used to record various findings during the research process.

Data analysis is conducted in stages using a qualitative data analysis model that consists of data collection, data reduction, and data display [12]. At the data collection stage, the researcher gathers all information obtained thru observation, interviews, and documentation. Next, data reduction is carried out by selecting, grouping, and simplifying data relevant to the research focus, thereby facilitating the analysis process. The next stage is the presentation of data in the form of a systematic narrative description so that the relationships between the research findings can be clearly understood. Thru these stages, a comprehensive picture of the implementation of public service principles at the Juai District Office in Balangan Regency, along with the factors influencing their execution, is obtained.

3. Results and Discussion

The research results show that the implementation of public service principles at the Juai District Office in Balangan Regency has not yet been fully optimally realized. The analysis was conducted based on five indicators of public service principles proposed by Fandy Tjiptono, namely timeliness, service accuracy, courtesy, ease of service, and consumer comfort [13].

In terms of timeliness, the service has generally been running quite well. The waiting time for the public to receive services is relatively in accordance with the established standards, and the administrative completion process can be finalized within the planned timeframe if all requirements are met. This condition indicates that the apparatus has made efforts to provide effective service in terms of timeliness, although at certain times there are still delays due to the high number of people being served.

In terms of service accuracy, the research results indicate that the quality of service is still not optimal [14]. Administrative errors are still found, such as mistakes in writing community identities and errors in service documents, causing the community to have to make repeated corrections. This condition indicates that the level of accuracy of the officers still needs to be improved. However, in general, the administrative transaction aspect has been carried out according to procedures, so the errors that occurred did not result in losses for the community.

The aspect of politeness has also not shown satisfactory results. Some members of the public still perceive that there are officers who are less friendly and less polite in providing services, especially when dealing with communities with certain characteristics. The inconsistent service attitudes reduce the public's satisfaction with the quality of public services. In fact, friendliness and politeness are important elements in building public trust in public service providers.

Next, in terms of service convenience, the availability of service facilities has been classified as adequate with the presence of administrative support devices that help smooth the service process [15]. However, the readiness of the staff at the service counter is not yet optimal because there are still staff members who leave their service posts during working hours, causing delays in service. This condition shows that the ease of service is not only determined by facilities but also by the discipline of the staff in carrying out their duties.

Meanwhile, in terms of consumer comfort, the services at the Juai District Office in Balangan Regency are supported by an easily accessible office location, adequate parking area, fairly comfortable waiting room, clean office environment, and the availability of service information for the community. These conditions provide comfort to the public during the service process and support the creation of higher quality public services.

In addition to analyzing the implementation of public service principles, this research also identifies the factors that hinder the delivery of services at the Juai District Office in Balangan Regency. The main obstacles identified include the unclear service procedures that are still considered complicated by some members of the community, the low awareness of some officers in providing professional service, undisciplined work habits such as leaving the service counter during operational hours, and the low sense of responsibility of some staff toward their service duties. These factors affect the effectiveness of the service and the level of satisfaction of the community as service users.

To address these various obstacles, the Juai District Office in Balangan Regency has undertaken several improvement efforts. These efforts include the formulation of clearer service policies, the implementation of regular coaching and guidance for employees, the enhancement of the professionalism of apparatus thru education and training, and the strengthening of supervision over the performance of service officers. These measures are expected to enhance discipline, competence, and service quality, thereby enabling public services to be more effective, accountable, and oriented toward public satisfaction.

4. Conclusion

The research results indicate that the implementation of public service principles at the Juai District Office in Balangan Regency is generally still not optimal. Based on the five public service indicators used, the aspect of timeliness has been implemented quite well. The waiting time for the service is relatively short, around two to five minutes depending on the number of people in line, while the service completion process can be completed in

an average of 10–15 minutes if all administrative requirements are met. This condition shows that in terms of service speed, the staff have made efforts to meet the public's expectations.

In terms of service accuracy, several weaknesses that affect service quality are still found. The officers have not been fully meticulous in conducting file inspections, resulting in administrative errors in the service process. However, the service has been carried out without any fees outside the regulations, so the aspect of transaction transparency has been in accordance with the applicable regulations.

Next, the aspect of politeness is one of the indicators that still requires serious attention. Some members of the community believe that the attitude of the staff in providing services does not yet fully reflect excellent service. There are still staff members who are less friendly, do not fully implement the culture of smiling, greeting, and saluting, and show a lack of respect toward the community as service users. This condition affects the level of public satisfaction with the services provided.

In terms of service convenience, the supporting facilities are adequately available to support the execution of the staff's duties. However, the readiness of the staff in providing service is still not optimal because there are still staff members who leave the service counters during operational hours, causing the public to wait longer to receive service. This shows that the ease of service is not only influenced by the availability of facilities but also by the discipline and responsibility of the staff in carrying out their duties.

Meanwhile, the aspect of service comfort has shown relatively good results. The office location is easily accessible to the public, the parking area is available with adequate capacity, the waiting room has good lighting and air circulation, the office environment is kept clean, and service information has been conveyed thru information media such as banners and WhatsApp-based communication services. These conditions provide comfort to the public during the service process.

Research findings also indicate that there are several factors hindering the implementation of public service principles at the Juai District Office in Balangan Regency, namely unclear service procedures, the low awareness of some staff in providing professional service, undisciplined work habits, and the low responsibility of some officials toward service tasks. These obstacles are the reason for the suboptimal quality of public services received by the community.

Therefore, the improvement of public service quality needs to be carried out thru the simplification of service procedures, enhancement of discipline and professionalism among officials, more intensive coaching and supervision from leaders, and strengthening a service culture oriented toward public satisfaction. Additionally, increasing public participation in providing feedback and complaints is also important as an evaluation material to encourage the realization of more effective, transparent, accountable, and responsive public services to the needs of the community.

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