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Research Article

Analysis of Public Service Quality at The Bumi Ayu Lurah Office

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Abstract: Public service is a key aspect of government performance that directly affects community satisfaction. This study examines the quality of public service at the Bumi Ayu Subdistrict Office in Dumai Selatan, Dumai City, using five dimensions: reliability, responsiveness, empathy, tangibles, and assurance. Data were collected through observation, interviews with two informants (one official and one service user), and document review. The findings indicate that public services are generally effective. Staff demonstrate adequate reliability and responsiveness, show empathy in serving the community, provide sufficient facilities to support service activities, and foster public trust through professional conduct. Supporting factors include well-organized service procedures, adequate infrastructure, and attentive staff, while limitations involve dependency on the subdistrict head for document approval, limited staff during peak hours, and some facility constraints. The study highlights the need to improve service timeliness, increase staff availability, and improve facilities to optimize public service delivery. Enhancing training programs for staff and implementing technology solutions for document processing could contribute to further improving service quality. Future research could focus on expanding the scope of public service assessments to include citizen satisfaction and feedback, providing insights into the areas requiring attention for continuous improvement.

Keywords: Citizen Satisfaction; Public Service; Responsiveness; Service Quality; Subdistrict Office.

1. Introduction

Public service is a crucial aspect of governance, oriented toward public satisfaction. The government is required to provide fast, accurate, and responsive services to meet the public's administrative needs and basic facilities. As the government unit closest to the community, the village head's office plays a strategic role in providing direct administrative services. Therefore, the quality of service provided significantly impacts public perception and satisfaction. One important indicator in assessing the quality of public service is the level of responsiveness of officials in responding to public needs, requests, and complaints.

The provision of public services is essentially a state effort to fulfill the rights of all citizens to obtain services for the needs of goods, services, and administrative services. Law Number 25 of 2009 concerning Public Services states that public services are activities or a series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services, and administrative services provided by public service providers (Indonesia, 2009). Thus, public services are not only oriented towards the final result, but also on a transparent, accountable, and fair service process.

Bumi Ayu Village is one of the villages in South Dumai District and plays an active role in providing services to the community. Based on Dumai Mayor Regulation Number 72 of 2016 concerning the status, organizational structure, duties and functions, and work procedures of sub-districts and villages, it is explained that a sub-district is led by a sub-district head under the mayor and oversees a secretariat, several sections, sub-districts, and functional position groups. A sub-district is led by a village head with an organizational structure consisting of a secretariat and several sections, namely the government section, community empowerment and social welfare, and peace and order. This regulation also emphasizes the principles

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of coordination, integration, and accountability in the implementation of public services (Dumai City Government, 2021).

In its implementation, services at the Bumi Ayu Urban Village Office have been equipped with a clear service flow and detailed administrative requirements for each type of service, such as processing family cards, resident identity cards, business domiciles, birth certificates, death certificates, certificates, to permits for gatherings and marriages. The clarity of the flow and requirements aims to make it easier for the public to process administration until the service process is complete. Based on the applied service standards, the Bumi Ayu Urban Village Office has service procedures, service requirements, clarity of officers, discipline, responsibility, officer capabilities, speed of service, fairness, politeness, certainty of costs and service schedules, environmental comfort, and service security that are considered quite good.

However, despite the established service standards, some residents still consider the implementation of services and the accountability of officials to be suboptimal. According to an interview with one informant, service in Bumi Ayu Village is considered quite responsive, with residents generally receiving a friendly and prompt response to requests for documents or complaints. However, in certain situations, delays in service occur, particularly in the process of signing letters when the village head is not in the office, which impacts the length of time required to complete administrative tasks.

Based on these conditions, it can be concluded that although public services at the Bumi Ayu Village Office have been running quite well, there are still obstacles that need attention. The village office as the service unit closest to the community is required to be able to provide services that are fast, accurate, careful, and responsive to every need and complaint from the community. Therefore, this study uses the service quality theory proposed by Parasuraman and Berry (1990) which states that service quality consists of five dimensions, namely reliability, responsiveness, empathy, physical evidence (tangibles), and assurance. These five dimensions are used as a basis for analyzing the quality of public services at the Bumi Ayu Village Office, South Dumai District, Dumai City.

2. Literature Review

A theoretical framework in research is a crucial element because it serves as the conceptual basis for supporting and strengthening the study. This framework helps researchers narrow the scope of the problem and maintain focus on the formulated research questions. A clear theoretical framework prevents the discussion from becoming distorted, and analysis can be conducted systematically and directed, aligned with the research objectives.

The concept of analysis is the initial foundation of this research. Etymologically, analysis comes from the ancient Greek word "analusis," meaning to separate or decompose. This term was later adopted into English as "analysis," and in Indonesian as "analisis." Keraf (2004) explains that analysis is the process of breaking down a problem into interrelated parts. This opinion is in line with Majid (2013), who states that analysis is the ability to decompose a unit into separate units, divide a unit into subsections, and distinguish elements that have similarities and differences. Wiradi (2006) adds that analysis is an activity that involves mastering, differentiating, and sorting an object to then regroup it based on certain criteria and interpreting its meaning. A similar definition is also explained in the Big Indonesian Dictionary, which states that analysis is the decomposition of a subject into various parts and the examination of the relationships between parts to gain a complete understanding. Sudjana (2016) states that analysis is an effort to sort an integrity into elements with a clear hierarchy and structure. Meanwhile, Habibi and Aprilian (2020) and Sugiyono (2015) emphasize that analysis is a systematic activity to find patterns, relationships between parts, and their relationship to the whole. Thus, analysis can be understood as the process of breaking down a problem into its component parts to discover meaning, which is then reorganized logically.

The concept of service is also a primary focus of this research. Service is defined as a service provided by a service provider to customers or the public in the form of convenience, speed, capability, and a friendly attitude aimed at providing satisfaction (Sitanggang & Damiyana, 2022). Arsyadita et al. (2023) state that service is an effort undertaken by individuals or bureaucratic groups to provide assistance to the public in order to achieve certain goals. According to Mursyidah and Ilmi Usrotin Choiriyah (2020), service is a series of activities that take place routinely and continuously in organizational life as a process of mutually fulfilling the needs of service providers and recipients. Kotler (2000) defines service as any action or

activity that can be offered by one party to another that is essentially intangible and does not result in ownership. A similar view is expressed by Umar (2003) who states that service is a pleasant feeling given to others accompanied by ease in fulfilling their needs. Monier in Lallo (2015) explains that service is an activity carried out through certain systems and procedures to fulfill the interests of others in accordance with their rights. Meanwhile, Kasmir (2017) and Sinambela (2008) emphasize that service is an action or activity aimed at providing satisfaction, although the result is not always a physical product. From these various definitions, service can be concluded as a series of actions or activities in the form of services carried out to meet community needs in a professional and satisfaction-oriented manner.

The next discussion relates to the concept of the public. The public is understood as a group of individuals who share the same views, interests, and expectations regarding an issue. The term "public" comes from the English word "public," meaning society or state. Jefkins (1995) defines the public as a group of people who communicate with an organization, both internally and externally. Ruslan (1997) states that the public is a collection of individuals bound by a certain solidarity. Djaja (1985) views the public as a group of individuals bound by a problem and seeking to resolve it through discussion. Blumer (1966) adds that the public is a group of people interested in an issue and having diverse views in responding to it. Syafiie et al. (1999) state that the public is a number of people who have a common way of thinking, feeling, and acting based on the values and norms they adhere to. Kriyantono (2017) and Abdurrachman (2001) emphasize that the public is a group that shares the same interests and concerns about something, whether on a large or small scale. Thus, the public can be interpreted as a collection of individuals or groups who have the same concerns and interests regarding a particular issue.

The concept of public service is an integration of the concepts of service and the public. Public service is defined as all activities aimed at fulfilling the basic needs of the community for goods, services, and administrative services in accordance with the rights of citizens (Hasdinawati & Abd. Wahid, 2022). Law Number 25 of 2009 emphasizes that public service is a series of activities to fulfill service needs in accordance with statutory regulations for every citizen. Setijaningrum (2009) states that public service is a manifestation of the function of the state apparatus as a servant of the community. Decree of the Minister of Administrative and Bureaucratic Reform Number 63 of 2003 also emphasizes that public service is an effort to fulfill the needs of service recipients and the implementation of statutory provisions. Dwiyanto (2006) explains that public service is a bureaucratic activity in meeting the needs of citizens as service users. Parasuraman and Berry (1990) suggest that the quality of public service is measured through five dimensions, namely reliability, responsiveness, empathy, physical evidence, and assurance. Kurniawan (2005) and Moenir (2006) emphasize that public service is an activity that serves the public interest in accordance with applicable regulations. Based on these various opinions, public service can be concluded as a series of activities carried out by government officials to meet the public's needs fairly, transparently, and accountably in accordance with legal provisions.

3. Proposed Method

This research was conducted at the Bumi Ayu Village Office, South Dumai District, Dumai City, located at Jalan Gunung Merapi RT 005. This location was chosen because the village office has an important role in organizing government affairs, empowerment, community services, and maintaining order, peace, and the environment within a village area. As a government agency, the Bumi Ayu Village Office has the responsibility to ensure that every administrative service to the community runs in accordance with applicable procedures and provisions, including the processing of Family Cards (KK), Resident Identity Cards (KTP), domicile certificates, and other administrative services.

To obtain data, this study used two primary informants. The first informant was an official or employee of the Bumi Ayu Village Office who had authority and direct knowledge regarding the public service process. The second informant was a member of the public as a recipient of public services who could provide firsthand experience regarding the quality of service received. The purpose of selecting these informants was to obtain dual perspectives, from both the service provider and the recipient.

The types of data used in this study consist of primary and secondary data. Primary data were obtained through a field survey using direct data collection methods. This data relates

to the quality of public services at the Bumi Ayu Village Office based on five indicators proposed by Parasuraman and Berry: reliability, responsiveness, empathy, physical evidence, and assurance. Meanwhile, secondary data were obtained from third parties, in the form of documents, notes, books, and supporting information from the Bumi Ayu Village Office relevant to the research. This secondary data is used to provide an overview of the village office, its organizational structure, and the duties and functions of the agency.

Data collection techniques included observation, interviews, and documentation. Observations involved directly observing activities and services at the village head's office, allowing researchers to understand the phenomena occurring in the field. Interviews were conducted through direct interaction between researchers and informants, with the goal of obtaining in-depth information regarding public services. Documentation was used to supplement observation and interview data, including the collection of archives, notes, or other documents supporting the research analysis.

Data analysis was conducted using the Miles and Huberman model, which includes three main stages: data reduction, data presentation, and conclusion drawing. Data reduction was performed by simplifying, selecting, and grouping data according to its relevance. Data presentation was carried out by organizing the reduced information for easier understanding, and presented in the form of descriptive narratives based on the results of observations, interviews, and documentation. The final stage was conclusion drawing, where the reduced and presented data were analyzed to obtain a clear understanding of the quality of public services at the Bumi Ayu Village Office. These conclusions were strengthened through data verification to ensure the research results were more valid and could comprehensively answer the research focus.

4. Results and Discussion

Research on the quality of public services at the Bumi Ayu Village Office, South Dumai District, Dumai City, shows that administrative services at the office generally run quite well. The analysis was conducted based on five service quality indicators according to Parasuraman and Berry (1990): reliability, responsiveness, empathy, tangibles, and assurance.

Based on interviews with informants, the reliability of services at the Bumi Ayu Village Office can be said to be quite good. One informant stated, "The service I received was generally in accordance with the information and established procedures. The service process was carried out according to the explained flow, and the service results were also in accordance with what was promised. So far, I rarely experienced discrepancies between the information provided and the implementation in the field." Although most services followed procedures and were completed on time, there were challenges related to timeliness when the service process depended on the village head's authority to sign documents. This indicates that service reliability has been implemented but is not yet fully optimal.

The responsiveness of village officials also demonstrated adequate performance. An informant stated, "The village staff are quite responsive in responding to questions and requests from the public. When something is unclear, the staff are willing to provide clear explanations without appearing dismissive. The speed of service is also quite adequate, so I don't have to wait too long to receive the services I need." Field observations indicate that officials respond promptly to incoming residents, but when queues are quite long and the number of officials is limited, service responsiveness decreases.

The empathy aspect of the apparatus appears quite good, as evidenced by their friendly and attentive attitude in serving the community. One informant said, "The village staff show attention and concern for the community's needs. They strive to understand the problems faced and provide appropriate solutions or guidance. Their friendly and non-discriminatory approach makes me feel personally valued throughout the service process." Field observations also showed that the apparatus provides explanations to members of the public who do not yet understand the service procedures, indicating that empathy has been implemented well.

Tangibles at the Bumi Ayu Village Office also support service quality. One informant stated, "The physical condition and appearance of the service facilities at the Bumi Ayu Village Office in Dumai are quite good. The office environment looks clean and tidy, the service area is well-organized, and supporting facilities such as waiting chairs, service desks, and information boards are adequately provided. The comfort of this service area creates a positive

impression and makes me feel calmer and more comfortable when handling administrative needs. This good physical evidence significantly influences the service experience because it reflects the village's seriousness in providing services to the community." Observations showed that the service area is well-organized and the office environment is clean, although there are still several supporting facilities that could be improved.

The assurance aspect was also considered quite good. One informant said, "The staff at the Bumi Ayu Dumai Urban Village Office have sufficient knowledge and competence in providing services. They are also polite and professional in serving the public. This fosters a sense of trust and security for me as a service user, because I feel I am being served by officials who understand their duties and are responsible for the services provided." Furthermore, the officials are able to clearly explain administrative service procedures and ensure that administrative services are free of charge, thus providing a sense of security for the public.

The research also identified factors that promote and hinder the quality of public services. These factors include adequate facilities and infrastructure, a clean and well-organized office environment, and the availability of service rooms and supporting facilities such as waiting chairs, service desks, and information boards. Administrative services operate according to established procedures and procedures, with staff responding to public inquiries, possessing a good understanding of procedures, and being polite and professional. Furthermore, public service guidelines, as stipulated in Decree of the Minister of Administrative and Bureaucratic Reform No. 63 of 2003, serve as a reference for service delivery.

On the other hand, several inhibiting factors were also identified. The service process' reliance on the village head's authority to sign documents causes delays when the village head is not present. Limited staff at certain times also impacts service speed, especially when queues are long. Furthermore, several supporting facilities still need to be improved to optimize service comfort and efficiency.

Thus, the results of the study indicate that the quality of public services at the Bumi Ayu Village Office is quite good with several dimensions that have been implemented effectively, although there are still several obstacles that need to be improved so that services become more optimal and in accordance with community expectations.

5. Conclusions

Based on the results of research on the quality of public services at the Bumi Ayu Village Office, South Dumai District, Dumai City, the following conclusions can be drawn:

First, the quality of public services at the Bumi Ayu Village Office is generally quite good. Analysis based on five service quality indicators according to Parasuraman and Berry (1990) shows that service reliability has been running well although timeliness still needs to be improved, the responsiveness of the apparatus is quite responsive, empathy towards the community has been implemented with a friendly and caring attitude, physical evidence in the form of facilities and infrastructure supports comfortable services, and service guarantees provide a sense of security and trust for the community.

Second, several factors contribute to the quality of public services, including adequate facilities and infrastructure, a clean and well-organized office environment, administrative services that comply with procedures, the responsiveness and professionalism of the apparatus, and the assurance that services are free of charge. Applicable public service guidelines serve as a reference in service delivery, thereby enhancing service consistency.

Third, factors hindering public services at the sub-district head's office include the reliance on the sub-district head's authority to sign documents, limited staff at certain times, and several supporting facilities that still need improvement. These obstacles have the potential to impact the timeliness, speed of service, and public comfort.

Thus, the Bumi Ayu Village Office has provided public services that are quite effective and meet the expectations of the community, but there is still room for improvement, especially in terms of timeliness, increasing the number of officers when queues are high, and developing supporting facilities so that services can be more optimal and professional.

This study on the quality of public services at the Bumi Ayu Village Office, South Dumai District, Dumai City, has several limitations that require consideration. First, the number of informants involved in this study was relatively small, only two people: one village official and one community member receiving services. This results in limited data and may not fully represent the perspectives of the community and officials at the village office.

Second, this research was conducted at a single location, the Bumi Ayu Village Office. Therefore, the results are specific and cannot be generalized to all village offices in Dumai City or other regions. Conditions, facilities, and levels of responsiveness of officials at other village offices may vary.

Third, this study used qualitative methods with observation, interviews, and documentation as the primary data sources. Subjective data, particularly from interviews, relies heavily on the informants' perceptions and experiences and can therefore be influenced by personal factors such as the community's level of satisfaction or expectations regarding services.

Fourth, time and access constraints also impacted this research, particularly in direct observation. Some aspects of service that only occur at specific times, such as during long queues, may not have been fully captured.

Thus, these limitations are a consideration for further research to involve more informants, expand research locations, and use a combination of quantitative and qualitative methods so that research results are more representative and comprehensive..

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