

Analysis of Public Services to Improve Service Excellence in Bugoharjo Village

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Abstract:

This research analyzes how public services improve great service in Bugoharjo Village, Pucuk District, Lamongan Regency. This study employs a descriptive research method with a qualitative approach, in which the data and information acquired are described in line with the facts in the field and then given in the form of a narrative sentence before concluding. This study will be conducted at the Bugoharjo Village office in Pucuk District, Lamongan Regency. Observation, interviews, and documentation were utilized to obtain data. Source triangulation is the method employed by researchers. Researchers employ the data analysis steps of reduction, display, and conclusion/verification. This research was conducted using interviews and direct observation, yielding data on five different topics: 1) Tangible aspects (real evidence); 2) Reliability aspect (reliability); 3) Responsiveness aspect (responsiveness); 4) Assurance aspect (guarantee); 5) Empathy aspect (empathy). On the surface, the facilities and infrastructure of the Bugoharjo Village Office are relatively complete, but some aspects, such as the service waiting area, might be improved. In terms of dependability or dependability, Bugoharjo has adequately prioritized the quality of its services. In terms of reactivity, the Bugoharjo village office staff are not sufficiently responsive in providing services. Furthermore, in terms of assurance or assurance, it is okay; it is simply that the level of staff discipline needs to be improved again. In terms of empathy, the Bugoharjo village office personnel have used it effectively in providing services, leaving the community quite satisfied.

Keywords: Public Service, Service Quality, Excellent Service

INTRODUCTION

Every human being, in essence, need service, which is described as a set of activities aimed at meeting the requirements and expectations of consumers to generate satisfaction (Salam & Rosy, 2022). People's social lives have become essential to service delivery. The level of community satisfaction is an important factor in the success of a service organization. (Rahmad, Sabri, & Nasfi, 2022). The public will be satisfied with the services that have been provided if the services are under what they expect (Prakoso et al., 2017). Providing services to the community is one of the tasks that must be carried out by the government, both the central government and local government. The government has an important role in providing public services, as stated in law number 25 of 2009 in terms of public services Article 1. According to the law, public services are a set of activities designed to address the demands of every citizen and resident for products, services, and/or administrative services offered by public service providers. In general, public administration is carried out by organizations or agencies to facilitate the resolution of community issues and the attainment of prosperity (Firmansyah & Rosy, 2021). According to Article 2 Law number 25 of 2009 concerning Public Services, The goal of public services is to offer legal clarity in interactions between the community and public service providers. This legal certainty serves as a guarantee for the community's requirements to be satisfied in compliance with existing legislation.

A service is an effort made by an institution or a person to meet the needs of customers or service users. Every commodity offered by an institution or group is inextricably linked to service, whether provided directly or indirectly through public services (Rahayu, Taufik, & Ato'illah, 2020). Public service refers to all forms of service, both in the form of public goods and services, that is primarily the responsibility of and are carried out by government agencies, whether at the central, regional, BUMN, or BUMD levels, to meet the needs of the community and to comply with legal provisions. In addition to any applicable regulations (Ratminto & Winarsih, 2010). According to (Sinambela, 2008) "Public service is the fulfillment of societal desires and needs by state administrators." Public services are defined as the provision of services to persons or communities who require these organizations' services following specified provisions and procedures. Responsible agencies must provide public services that are consistent with their declared goal.

The demand for public services has increased over time, in terms of quality and quantity. The increase is due to rising needs, population, and education levels, as well as increased employment prospects and people's standard of living. Public service is more than just an

administrative function; it is the fulfillment of society's needs. As a result, public service administrators must be prepared to confront this challenge to increase the quality of public services. The primary goal of upgrading government administration services is to facilitate services, speed up service procedures, minimize bureaucracy, promote transparency, and give predictability to services. It is intended that in this way, public complaints about government services, such as cumbersome service procedures, unclear methods, and uncertain fees, can be addressed.

Service activities are not only providing services but also putting the ideals of outstanding service into action. Excellent service means very good service or the best service (Mukarom & Laksana, 2015). It is rated very good because it adheres to the applicable service standards or is owned by the institution that provides the service. To provide good service, an organization or institution must have talents such as responsiveness in providing services, fluid communication, the ability to employ technology in the service process, and the ability to manage public complaints professionally. An excellent service is an act of caring for consumers by giving the greatest service to meet their demands and satisfy them so that they become loyal to the company or agency (Rahmawatie, 2018). Excellent service is simply defined as a service that is oriented toward meeting client requests to give the highest possible service quality (Mahardika & Wulandari, 2019).

The village is a territorially tied legal community entity with the authority to administer government issues (Amalia & Syawie, 2015). Bugoharjo settlement is a settlement in Lamongan Regency's Pucuk District that provides public services in the population administration sector. These public services include the creation of National Identity Cards (KTP), Family Cards (KK), Temporary Residence Letters (SKTS), cover letters for SIM and SKCK applications, and so on.

Several issues with the quality of public services in the village were discovered because of preliminary observations made at the Bugoharjo Village Office. One of them is that the service quality in Bugoharjo Village is still subpar. The facilities and infrastructure of services supplied are one factor that determines service quality. Service facilities have a significant influence on community satisfaction (Faeni, Puspitaningtyas, & Faeni, 2019). As a result, it is critical to pay close attention to the fulfillment of the community's facilities and infrastructure. At the Bugoharjo Village Office, some facilities and infrastructure are still insufficient, such as the waiting area, which is too narrow and lacks seats. These factors can impede the smooth operation of public services. Furthermore, the primary goal of public service is to assure

community pleasure. This satisfaction can only be attained if the services given meet or exceed set requirements.

The explanation provided above is consistent with the findings of a prior study conducted (Tombiling & Ogotan, 2018) "Quality of Public Services in the Pineleng District Office, Minahasa Regency" The descriptive method was used with a qualitative approach in the investigation. According to the findings of this study, the level of public services in Pineleng District is still subpar. The five pillars of service quality, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy, demonstrate this. According to this assertion, the findings of the research (Suandi, 2019) with the heading "Analysis of Public Satisfaction with Public Services in the Belitang District Office, East Oku Regency Using the Community Satisfaction Index." This study employs descriptive research methodologies, as well as Community Satisfaction Index analyses. The study's findings revealed that the Belitung District office's overall service performance fell into the satisfactory category. The components of politeness and friendliness of the employees had the highest index value of the 14 service factors studied, with an IKM of 75.17. Meanwhile, the element of service staff ability had the lowest IKM score of 66.83 but remained satisfactory. For these issues into consideration, the researchers' purpose in carrying out this research is to describe an analysis of public services to improve service excellence in Bugoharjo Village, Pucuk District, Lamongan Regency.

METHOD

The purpose of this study is to explain the public services in Bugoharjo Village using a qualitative descriptive technique. Data and information will be discussed in a narrative approach by the facts disclosed in the field, then concluded. A descriptive method is a strategy for describing or analyzing a study outcome but not for reaching broad conclusions (Sugiyono, 2016). The approach used in this study is qualitative where the data obtained from observational activities are interpreted by field data to obtain data results (Sugiyono, 2016).

The research was carried out at the Office of the Head of Bugoharjo Village in Pucuk District, Lamongan Regency. There were 7 respondents: the Head of the Bugoharjo Village, the Secretary of the Bugoharjo Village, and 5 Bugoharjo Village inhabitants applying for administrative services. Observation, interviews, and documentation were utilized to obtain data. The purpose of observation is to observe the public service system that has been implemented in Bugoharjo Village, while interviews are done to collect the information that researchers require. Documentation, such as images or supporting documents, is also employed

as research proof. Researchers used the In-depth interview technique to obtain data from respondents who were utilizing administrative services at the Bugoharjo Village head's office. Determination of the sample selected by utilizing the Purposive Sampling Technique (Moleong, 2017). For further support of the data, researchers used other sources. So that the data gathered was authentic, the resource individuals employed as source triangulation were the head of the village of Bugoharjo and the secretary of the village of Bugoharjo. The stages of data analysis used by researchers are: 1) *Data reduction*, is the process of summarizing, selecting key points from the raw data, and then focusing on the important things. Researchers reduced field data through interviews and observations. Researchers interviewed the Village Head, Village Secretary, and five residents as resource persons who were applying for administrative services at the Bugoharjo Village Head's office. 2) *Data display*, the process of converting research data into a textual form is carried out for it to be placed in the proper perspective. This method focuses on the data acquired so that it can be presented with the appropriate flow of information distribution and consultation. 3) *Conclusion/verification*, the researcher concludes the results of the data that has been processed through data reduction and considers the results of the data display while still referring to the problem formulation.

This study has limitations, including the fact that the research focus is solely on public service analysis and the results are only valid in Bugoharjo Village, Pucuk District, and Lamongan District. Each indicator, which consists of several features, can be used to assess the performance of services. The sorts of public services given can be used to determine the quality of public services. The evaluation is divided into various parts, which are as follows (Tjiptono & Chandra, 2016): 1) *Tangible Aspect*, Specifically, all physical facilities connected to suitable infrastructure for providing quality services to ensure the seamless operation of service activities. 2) *Reliability Aspect*, Specifically, police' accuracy and awareness in providing community services by their pledges. 3) *Responsiveness Aspect*, Specifically, employees' willingness or preparedness to give community-needed services. 4) *Assurance Aspect*, Specifically, the ability to provide comfort and security to those who execute services. 5) *Empathy Aspect*, offering employees attention and a sense of compassion for their issues or the difficulties of others who require service.

RESULT AND DISCUSSION

The results of this study will be used to learn more about public services in Bugoharjo village, Pucuk sub-district, Lamongan district. The following are the findings of a study of

public services in Bugoharjo Village, Pucuk District, Lamongan Regency, using the notion of service quality designed by (Tjiptono & Chandra, 2016). The information gathered through interviews and observations is divided into five categories: 1) Tangible Aspect; 2) Reliability Aspect; 3) Responsiveness Aspect; 4) Assurance Aspect; 5) Empathy Aspect.

Tangible Aspect

All physical evidence, such as the appearance of physical facilities, staff, equipment, infrastructure, and other physical aspects used to offer services at service facilities, is included in the tangible component (Barber & Scarcelli, 2010). The service process in this aspect can be classified as tangible evidence involving goods or assets other than humans to provide services (Santos, 2002).

According to the statement above, the Bugoharjo Village Government has made efforts to deliver exceptional service based on interviews and observations. However, inadequacies persist since the facilities and infrastructure at the Bugoharjo Village office are still insufficient. The service waiting area, despite its size, is often unable to accommodate the number of persons who wish to request service arrangements. Then there is no suggestion/complaint box at the Bugoharjo village office. With the suggestion/complaint box facility, the community can more easily convey their aspirations and complaints. Regarding the parking infrastructure, it is still not well organized so people who come to arrange services often park their vehicles carelessly. This situation is certainly very disturbing for other vehicle owners who want to enter or leave the Bugoharjo Village Office.

The implementation of outstanding service can be aided by the availability of complete facilities and infrastructure. The provision of sufficient facilities and infrastructure can provide everyone who comes to process licensing documents with a sense of security and comfort. This statement complies with the decree's public service ideals Minister of Administrative Reform No.63/KEP/M.PAN/7/2003 Specifically, "public service processes and products must provide a sense of security and legal certainty; the service environment must be orderly, orderly, with a comfortable, clean, and tidy waiting room, and so on."

The Bugoharjo Village government has made every effort to offer the people a sense of security and comfort when providing services. The availability of clean, well-lit service rooms greatly aids the service operation. The facilities and services available at the Bugoharjo Village office also make the people feel at ease. Based on this presentation, the Bugoharjo Village administration still must improve suitable facilities to provide good service to the community.

Reliability Aspect

Aspects of Reliability are defined as the ability to provide satisfactory service (Panjaitan, Dewi, & Angelia, 2019). Completing work according to authority, completing work according to the deadline, and completing work accompanied by sufficient rest time will be able to improve public service performance (Wulandari, 2018). From the results of interviews conducted by researchers with respondents or residents of Bugoharjo village regarding their views regarding the reliability of village apparatus in providing information, it can be concluded that many residents are satisfied with the performance of village apparatus in providing information services. Meanwhile, in terms of the reliability of service procedures, the service procedures carried out by village officials appear to be well organized, but there are still some people who have to wait quite a long time to receive administrative and legislative services that require the important role of the village secretary and village head. In addition, the limited knowledge and understanding of information and communication technology by most village officials in Bugoharjo, Pucuk sub-district, Lamongan district, is a serious obstacle for the community, because sometimes administrative services are delayed. After all, the village secretary or village head is not present.

The efforts in overcoming the limitations to provide these services according to the researchers' ideas are as follows; provide opportunities for village officials to increase their level of education to increase knowledge and expertise of village officials; provide guidance, education, and training to village officials related to communication and service provision to the community both formally and non-formally; increasing the latest technology by using an online-based service system to streamline the time during service. This idea is strengthened by the results of previous research which stated that employees who have superior abilities can influence the quality of the public services provided (Inzaghi & Rosy, 2022). Because employees who have broad knowledge and skills in providing quality services and good communication skills will be able to meet the needs of society with satisfying public services.

Responsiveness Aspect

The response is a behavior, response, or attitude that arises due to stimulation (Oktariyanda, Fanida, Niswah, & Achmadja, 2021). In public services the responsiveness of employees is needed because this is evidence and concrete actions taken by agencies in recognizing and responding to the needs and aspirations of the community. The responsiveness of the service at the Bugoharjo village office, Pucuk sub-district, Lamongan district, can be

seen from the way it is handled, starting from handling citizen complaints, and handling citizen suggestions to handling citizen criticism.

Citizen complaints are frequently regarded as damaging to the advancement of services in a village, even though they represent an expression of community unhappiness with the level of services received. This is highly worrying since because it is viewed negatively, many parties attempt to conceal and even disregard it, as happened in Bugoharjo Village, Pucuk District, Lamongan Regency. The absence of special facilities to handle complaints at the Bugoharjo Village office, Pucuk sub-district, Lamongan district, demonstrates this reality. Similarly, to the treatment of complaints, the handling of public proposals does not have a designated place. This recommendation can only be reported to local officials at meetings. However, the reaction to this input was slow since, during the discussion, village authorities focused more on the issues being discussed and less on community suggestions.

For some people, criticism is seen as something negative. This factor made some village officials reluctant and even ignored criticism directed at them. Criticism that is too sharp can offend. Therefore, it is not uncommon for people who give excessive criticism to be ignored and even exiled from the bureaucratic structure in the village. As is the case with a small number of residents in Bugoharjo Village, Pucuk District, Lamongan Regency.

In the author's opinion, the public complaining about the quality of the service they receive can be interpreted as a form of public concern for the existence of a public service bureaucracy. Because it is a form of social capital whose function is very important for the survival of the bureaucracy and for improving the quality of service. This is supported by other research which shows that to avoid negative perceptions from the public towards the services provided by employees, a friendly approach and providing complete information to the public is an effective way to manage public opinion and make the public feel cared for (Kharima & Wulandari, 2020).

Assurance Aspect

Guaranteed community comfort during the service process should be attained alongside the vast number of individuals who come to seek services since a sense of security during services can promote the construction of high-quality public services.

Responding to security issues and employee discipline at the Bugoharjo village office, Pucuk sub-district, Lamongan district, security issues at the Bugoharjo village office, Pucuk sub-district, Lamongan district are good, according to the results of interviews and

observations. It's only that staff discipline still must be improved, as indicated by the fact that some employees still fail to arrive on time. From the results of the interviews, it can also be seen that most of the people are satisfied with the administrative services of the Bugoharjo village officials. The administration in question is in the form of material or files. Although overall administrative services in the village of Bugoharjo have been in the optimal category, there are still village officials who carry out administration collections above the applicable provisions or according to the needs required by village officials in the service process.

Empathy Aspect

Empathy is a skill in identifying, understanding, and responding to other people's emotions, this can increase interaction and ensure public services are under the expected values (Edlins & Dolamore, 2018). Empathy or a sense of caring is something that needs to be considered in carrying out public services. The concern of employees to always prioritize the needs of the community will support the creation of good quality public services. Based on the research results, it appears that the Bugoharjo Village apparatus shows good concern for its residents. They distribute basic food to underprivileged and needy residents. The concern of the village officials also received the same response from the local community because they are very concerned about the needs of the community. Therefore, the people of Bugoharjo Village in the Pucuk sub-district, Lamongan district, were very satisfied with the caring actions taken by their village officials.

CONCLUSION

Based on the findings of the research and discussion on the analysis of public services to improve excellent service in the village of Bugoharjo, Pucuk sub-district, Lamongan district, it can be concluded that the existing facilities and infrastructure at the Bugoharjo Village office are quite complete but still require improvement, such as the service waiting room, which is sometimes frequently full. Bugoharjo village has effectively prioritized the quality of its services in terms of dependability. In terms of reactivity, the Bugoharjo village office staff are not sufficiently responsive in providing services. Furthermore, in terms of assurance or credibility, in terms of security, everything is okay; it is simply that the level of staff discipline needs to be raised again. In terms of empathy, the personnel of the Bugoharjo village office that provides services has used it effectively, such that the community is very content.

Researchers in this study may provide suggestions such as increasing the capacity of the

service waiting area. One way to increase this is to use the larger free space as a service space; allocate resources that have skills under education and areas of expertise to improve the quality of employee performance; improve the sophistication and completeness of infrastructure, for example, by using an online-based service system to save time during the service process. Future researchers that do the same study can further develop the research they desire to explore.

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