

Analysis of the Quality of Public Services at the Office of the Takalar District Population And Civil Registration Office

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Abstract. The implementation of regional government which was marked by the enactment of Law No. 32 of 2004 concerning Regional Government has had far-reaching consequences for the government agency for the analysis of the quality of public services at the Office of Population and Civil Registration of Takalar Regency. This research is a qualitative descriptive study that aims to determine the quality of public services at the Office of the Population and Civil Registration Office of Takalar Regency. Data collection techniques through observation, interviews, and documentation. The results of the study show that the analysis of the quality of public services at the office of the takalar district population and civil registration office seen from the Tangible dimension (physical evidence) has been implemented. The Reability dimension has been implemented, but there are still indicators that have not met people's expectations, namely regarding the expertise of employees in using assistive devices. The Responsiveness dimension has been implemented, but there are indicators that have not met the expectations of the community regarding the timeliness of employees in providing services. The Assurance dimension has been implemented according to the wishes of the community. The Empathy Dimension has been implemented. This study presents new, more detailed information by linking the latest theory compared to previous research regarding the quality of public services at the Population and Civil Registration Office of Takalar Regency so that it can be used as evaluation material for research loci to further improve the quality of their services.

Keywords: Analysis, bureaucracy, service quality;

1. Introduction

The essence of service is basically to provide excellent service to the community (PAN Nomor 63/KEP/M.PAN/7/2003 Tentang Pedoman Umum Penyelenggaraan Pelayanan Publik, 2003). Public service as one of the government's main functions in an effort to meet community needs for the provision of services needed by the community (Niswaty et al., 2019). With regard to the tasks that must be carried out, the provision of government services must focus on meeting the needs of the community, both in quality and quantity as an effort to provide satisfaction for the users.

According to Decree of the Minister of State Apparatus Empowerment Number 63 of 2004 Concerning General Guidelines for the Preparation of Community Satisfaction Index for Service Units of Government Agencies, Public services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients, as well as in the context of implementing statutory provisions. Public service providers are public service officers, both Regional Governments and Regional Owned Enterprises that provide public services. While recipients of public services are individuals or community groups and legal entities that have rights and obligations towards a public service (Niswaty et al., 2020).

With regard to the tasks that must be carried out, the provision of government services must focus on meeting the needs of the community, both in quality and quantity as an effort to provide satisfaction for the users (Mirdawati, Jamaluddin, Niswaty, Darwis, & Salam, 2018). Improving the quality of public services and the public feeling satisfied with these services is the ultimate goal of bureaucratic reform carried out by the government. This achievement is a mid-term and long-term goal. Therefore, all Ministries/Institutions as well as local governments. Analysis is observing object activity by describing the composition of the object and rearranging its components to be studied

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or studied in detail. According to (Akib & Salam, 2016). The definition of analysis is solving or breaking down a unit into the smallest unit.

Regional Regulation of Takalar Regency Number 46 of 2016 Concerning Position, Organizational Structure, Duties and Functions and Work Procedures of the Takalar Regency population and Civil Registration service, "The population and civil registration service is an implementing element of government affairs which is the authority of the region led by a head of service, positioned under and responsible to the regent through the regional secretary regency". The types of public services at the Population and Civil Registry services are in the form of administrative services, namely making Resident Identity Cards, Family Cards, Birth Certificates, Death Certificates, Marriage Certificates, Residence Certificates, Transfer Certificates, Certificate of Child Adoption, and so on.

Government is basically a public service. The government is not suddenly to serve itself, but to serve the interests of its people in developing their abilities and creativity to achieve common goals. Therefore, the public bureaucracy is obliged and responsible for providing good and professional services.

Another argument (Kumorotomo, 2007) What proves how important public service is is its relation to the level of people's welfare. This argument is in line with the essence Law Number 32 of 2004 Concerning the Authority of Local Governments (Autonomy) in an Effort to Realize Community Welfare through Improving Public Services, community empowerment and increased community participation. This seems to have to be seen clearly because in developing countries the awareness of bureaucrats to provide the best service to the community is still very minimal.

This research refers to opinions Parasuraman (1990), Service Quality can be measured from 5 dimensions, namely: Tangible, Reliability, Responsiveness, Assurance, and Empathy. However, it can be seen that there are still many complaints from the public, both directly and through the mass media, concerning the bureaucracy, there is no certainty of the costs to be incurred, the timeframe for completion, the attitude of the officers who are not responsive, the requirements are not transparent, giving rise to a bad image that will impact to the level of service quality.

2. Method

This research uses a qualitative approach because the findings are not obtained through statistical procedures or other forms of calculation. The data collection technique used in this study is observation or direct observation of the quality of services provided by employees. Then interviews were conducted to strengthen the data by having in-depth conversations with employees and the community regarding the forms of services provided by employees and received by the community. The last data collection technique is documentation. Documentation techniques are used to obtain information in the form of photos, videos and writings.

As for internal informants, namely 1 employee as a service provider and 6 community members as service recipients. Checking the validity of the data used, namely: 1) Credibility Test (Credibility); 2) Transferability Test; 3) Dependability Test; 4) Confirmability Test, . Data analysis techniques using data collection techniques, by way of observation and interviews. Then, data reduction, namely sorting, is needed to facilitate data categorization (Miles et al., 2014). Next is data display, in which the researcher designs the rows and columns of a qualitative data metric, and determines the type and form of data to be included in the metric boxes. The final step is to draw conclusions. The contents of the conclusion must include all important information found in the research.

3. Results and Discussion

The office of the population and civil registration service as one of the regional governments has an important role in the administration of public services. The implementation of regional government which is marked by the stipulation (Law Number 32 of 2004 Concerning the Authority of Local Governments (Autonomy) in an Effort to Realize Community Welfare through Improving Public Services, 2004). In order to realize the goal of regional autonomy, namely accelerating the achievement of people's welfare through improving public services in the regions, government institutions at the regional level such as the Population and Civil Registry Office of Takalar Regency are required to be able to provide easy, fast and inexpensive public services as the community has always hoped for. This.

3.1 Tangible Dimensions

Tangible is an indicator of the quality of public services in providing quality services. To measure the Tangible dimension in an effort to determine the quality of public services at the Takalar Regency population and civil registration office, it can be measured through the following indicators:

Indicators of officer performance in serving service users. With regard to the appearance of service officers, at the office of the Population and Civil Registration Office of Takalar Regency, service employees have a neat appearance and wear uniforms in accordance with predetermined provisions. Next is the comfort indicator where the service is carried out. the convenience of a place to perform services is a very important factor to pay attention to. the Takalar Regency population and civil registration service as a public service provider must provide a comfortable place for service users who come.

Ease of service process. Ease in the service process is needed for service users so that the service process is faster. based on research conducted, the office of the population and civil registration office of Takalar Regency has implemented convenience for service users who want to take care of their needs in the service department. one example of the convenience provided is to provide the terms needed by service users to complete their needs in the service section. Furthermore, employee discipline in carrying out the service process. Discipline is a requirement for the formation of attitudes, behaviors and ways of life that will shape the personality of employees who are full of responsibility at work, thereby creating a conducive working atmosphere and supporting efforts to achieve goals.

Use of assistive devices in service. Tools in the service process are needed for the smooth running of the service process. The tools that are usually used by employees in completing their duties are computers, printers, and cameras for the purpose of making KTPs. The existence of tools really supports the service process so that services can be done quickly.

3.2 Dimensions of Reliability

The Reliability dimension is the ability of the service unit to provide the promised service promptly and satisfactorily. This Reliability dimension is also the ability of service providers to provide services in a timely and consistent manner. to measure the Reliability dimension in an effort to determine the quality of public services at the office of the population and civil registration office of Takalar district can be measured through indicators.

Accuracy of employees in serving service users. The accuracy or thoroughness of employees in serving service users is very important for the service process. Based

on the research conducted, employees of the Takalar Regency population and civil registration office have been careful or thorough in serving the community.

The Takalar District population and civil registration service has clear service standards. The service standards are contained in Regional Regulation of Takalar Regency Number 06 of 2014 Concerning the Implementation of Population. However, not all of the community as service users are aware of the public service standards at the office of the Takalar district population and civil registration service.

The ability of employees to use tools in the service process, based on the research conducted, some of the service employees in the office of the population and civil registration office of Takalar Regency have been able to use the tools in the service room, but only according to their respective fields. Employee expertise in using tools in the service process. In addition to ability, expertise in using assistive devices also needs to be owned by service employees in serving the community. based on the research conducted, the service employees in the office of the population and civil registration office of Takalar Regency, some employees are already skilled at using the tools in the service room in accordance with their respective fields.

3.3 Dimensions Responsiveness

Responsiveness dimension, namely the responsiveness of employees in providing the required services and being able to complete services quickly according to the promised timeframe. To measure the Responsiveness dimension in an effort to determine the quality of public services at the Office of the Population and Civil Registration Office of Takalar Regency, it can be measured through several indicators. Respond to every service user who wants to get service. service users can have a positive effect on the quality of public services in the office of the takalar district population and civil registration office.

Employees perform services quickly and precisely. Appropriate service is a match between the services provided and the needs of service users so that the needs faced by service users can be resolved properly and in the end community satisfaction is achieved. Employees perform services in a timely manner. Appropriate means that employees provide services according to the needs of service users. Appropriate service is a match between the services provided and the needs of service users so that the needs faced by service users can be resolved properly and in the end community satisfaction is achieved.

All customer complaints are responded to by employees. Complaints will occur if service employees do not carry out the service process properly. The Takalar Regency Population and Civil Registry Office as a service provider provides a means to submit complaints if there are service users who have complaints regarding the service process. As the researchers see, the Takalar Regency Population and Civil Registry Office provides a suggestion box for making comments or making complaints regarding existing services.

3.4 Dimensions of Assurance

The Assurance dimension includes knowledge, ability, courtesy and trustworthiness of employees, free from danger, risk and doubt. Guarantees are efforts to provide protection for the community for its citizens against risks which, if the risks occur, can cause disturbances in the normal structure of life.

Officers provide timely guarantees in service. the employee guarantees time and provides proof of collection so that when the time period has been completed, it is immediately taken using the proof of collection that has been given to the customer.

Officers guarantee costs in service. In taking care of the needs at the office of the population and civil registration service, it does not cost money to take care of it.

3.5 Dimension of Empathy

The Empathy dimension includes the ease of making relationships, good communication and understanding the needs of service users. Empathy is attention that is carried out personally or individually to service users by placing themselves in situations as service users.

Prioritizing the interests of service users. Service users in the service process are a priority in service. Whatever the needs of service users related to services at the Takalar Regency population and civil registration service, opinions must be the top priority and must be in accordance with what is needed by service users. When researchers observed, employees put the interests of service users first. Staff serve with friendly and polite. Friendliness and courtesy of service employees is needed in the service process.

Employees serve non-discriminatory (discriminatory). The attitude of not discriminating means, when serving employees, they do not give priority to service users who are already familiar with them. i.e. family or close friends. Employees Serve and Appreciate Every Service User. Respect can be done by greeting and smiling with service users, asking and recording customer needs, providing explanations related to customer needs, and trying to fulfill customer needs.

Discussion

3.1 Tangible Dimensions

From the perspective of Tjiptono who explains that one of the indicators of public quality services is (tangible) which is defined as "real evidence or attributes regarding physical appearance, equipment, personnel, and communication materials", indicating that, public quality services emphasize what is seen and experienced directly by customers. The comfort of the service place greatly influences the service process. Therefore, service providers must pay more attention to the convenience of service users because if service users feel comfortable with what has been provided, it can be concluded that service quality meets the standardization of the tangible dimension itself. But on the other hand, if service users still feel uncomfortable, then the tangible dimension of public services has not been fulfilled and will adversely affect service provides.

Public services at the office of the population and civil registration office of Takalar Regency are required to provide quality services. Even though in practice there are still indicators that have not worked according to people's expectations, such as the comfort of the place in carrying out services, for example the absence of air conditioning or air conditioning which during the day and the room is full of service users queuing, the atmosphere will become hot. From this statement it can be seen that on the dimensions of physical evidence at the Population and Civil Registration Office of Takalar Regency, it still needs to improve and improve facilities and pay attention to the completeness of facilities and infrastructure in order to achieve good service quality.

However, the authors found that there are aspects of the tangible dimension that have been fulfilled, including: the appearance of employees when carrying out service tasks is standard, ease of access in the service process, employee discipline in providing services, and the ability to use assistive devices in the service process. This is in line with what was stated (Agustina & Ismiayati, 2019) in his research revealed that tangible relates to how the agency displays the ability of reliable physical facilities and

infrastructure. So that overall public services have been running according to community expectations.

3.2 Dimensions of Reliability (reliability)

The Reliability dimension is the ability to perform the promised service reliably and accurately" This means that Reliability focuses on accuracy in serving, the ability and expertise of employees in using tools in the service process. The reliability dimension is determined by indicators, namely the accuracy of employees in serving service users, whether the office has clear standards or not, the ability of employees to use assistive devices in the service process, the expertise of employees in the service process.

One of the ways to create satisfaction in service is to provide services as soon as possible and accurately, and have the ability to use tools in providing services. The higher the community's need for service, the higher the maximum level and speed in providing the required service. This will require service providers to be nimble in their work.

The Takalar Regency population and civil registration service has implemented the Reliability dimension. Employees are able to use assistive devices in the service process but according to their respective fields. One of the ways to create satisfaction in service is to provide services as soon as possible and accurately, and have the ability to use tools in providing services. This is in line with what was stated by (Hadi & Tarwan, 2018) "Reliability can be measured by speed, willingness to respond, accuracy and dependability."

3.3 Dimensions Responsiveness

Responsibility regarding the willingness and ability of service providers to assist customers and respond to their requests promptly". For this reason, responsiveness or responses from employees are needed in public services because this is evidence and concrete actions taken by service delivery agencies in responding to and recognizing the needs and aspirations of the community. Responsiveness is the willingness of service employees to help service users and provide services in a timely manner. Responsiveness is related to the responsiveness of officers who will increase the comfort of service users, this is one of the drivers of service success, responsiveness of service implementation will affect performance results.

It can be seen that public services at the office of the Takalar Regency population and civil registration office have emphasized timeliness in providing services. If the implementation of the service is based on the attitude, desire and commitment to carry out the service well, it will create an increase in the quality of service that is getting better. In line with opinion (Oktaviandi, 2020) states that "responsiveness is the willingness and readiness of employees to provide services, timeliness and provide fast service" so that it can be concluded that the Responsiveness dimension has been implemented in the Takalar Regency population and civil registration service.

3.4 Assurance Dimension

Assurance is the knowledge, courtesy and ability of employees to foster a sense of trust in customers." This dimension provides guarantees and certainty regarding the knowledge, courtesy, and ability of service employees to foster a sense of trust in service users in service providers. In short, it can be interpreted as the knowledge and friendliness of employees and the ability of employees to be trusted and believed.

Public services at the Office of Population and Civil Registration of Takalar Regency apply the Assurance dimension which is seen from the ability of employees to interact with customers so as to generate trust for service users. People are satisfied with the quality of service they get. Guarantees provided by service providers are related to the ability of service providers to provide a high sense of trust to service users. If the service provider has been given guarantees related to service, it will foster the trust of service users. This is in line with what was stated (Titi Purwantini & Sutanto, 2018) "Assurance includes competence, courtesy, credibility and security, awareness and courtesy of employees and the ability of employees to build trust."

3.5 Dimension of Empathy

According to (Pundenswari, 2017) "Empaty is defined as the provision of individual services with full attention according to the needs or expectations of the service recipient". Empathy can be described as caring and paying attention to individual consumers. Another opinion expressed by (Tjiptono, 2020) that "empathy includes ease in establishing relationships, good communication, personal attention and understanding of the individual needs of customers".

Public services at the Takalar district population and civil registration office have implemented an Empathy dimension that emphasizes providing services to service recipients. This is marked by friendliness to service users, one example is by smiling and greeting service users. With a smile and a greeting, the service user will feel that he has been cared for and from there it emerges from the heart of the service user that the service user will feel comfortable with the services provided by the service provider. Friendliness is not an asset, but hospitality is the key to success for service providers to build good relationships with service users. This is in line with opinion (Hadi & Tarwan, 2018) said that "empathy is giving individual attention, serving with care and understanding customer needs".

4. Conclusion

Based on the description of the results of the research and discussion, it can be concluded that: 1) Tangible Dimensions (iPhysical Evidence) which have indicators of appearance, comfort, convenience, and the use of assistive devices have been implemented, but there are indicators that have not been fully implemented, namely regarding comfort service place. 2) Reliability which has indicators of accuracy, clear service standards, capabilities and expertise has been implemented, but there are indicators that have not worked according to community expectations, namely regarding the expertise of employees in using service tools. employees are indeed capable of using service aids but only according to their respective fields, so that when an employee in a field does not come, the job is immediately abandoned. 3) The Responsiveness dimension which has indicators of responding, fast, precise, accurate, timely and responding to complaints of service users has been implemented but there are still indicators that have not worked according to the wishes of the community, namely regarding the timeliness of employees in providing services. 4) The dimension of Assurance (Guarantee) which has indicators of timely guarantees and guarantees of cost certainty has been implemented in accordance with the wishes of the community. this is proven because there are no complaints from service users regarding indicators in the Assurance dimension. 5) The Empathy dimension which has indicators of prioritizing the interests of service users, being friendly, non-discriminatory and respectful has been implemented.

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