The role of modern office administrative services in supporting public services in Bekasi Regency

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ABSTRACT

This study aims to analyze the description of modern office administrative services in supporting public services. The research method used is descriptive qualitative, employing surveys to collect data from respondents who are members of the public who have interacted with office administrative personnel. The research results indicate that administrative personnel have a positive response to every member of the public seeking services, and they provide problem-solving solutions to visiting individuals, demonstrating a satisfactory level of satisfaction, although it is considered less important by the public. However, the services provided do not meet expectations. Therefore, there is a need for improvement in the availability of integrated information systems that connect internal units with external stakeholders and the provision of services based on Standard Operating Procedures (SOP) to satisfy the public. The services provided offer a satisfactory level of satisfaction but need to be maintained to avoid excess.

Keywords: Administrative Services; Public Services; modern offices

INTRODUCTION

Improving public services in a country fundamentally requires good cooperation between the government, the community, and independent parties (Brandsma, 2019; Heidbreder, 2017; Schalk, 2017). This is in accordance with Law Number 25 of 2009 concerning Public Services, which states that the State is obligated to serve every citizen and resident to fulfill the rights and needs of Modern Office Administrative Function services within the framework of public services as mandated by the 1945 Constitution of the Republic of Indonesia. Likewise, in the District of Cikarang Utara, Cikarang Utara is a district in Bekasi Regency, West Java Province, Indonesia. The District of Cikarang Utara borders Karangbahagia District to the north, Cikarang Timur District to the east, Cikarang Selatan District to the south, and Cikarang Barat District to the west, thus the services have not been maximized in developing the potential of the region to be managed optimally.

As an extension area of Bekasi Regency, West Java Province, which functions to provide services to the community in administrative services. The administrative services referred to include office administrative services. As (Boschken, 2017; Choi & Berry, 2020; Mensah, 2020; Nukpezah, 2019; Sachan et al., 2018). It emphasizes that every task of the main job to achieve specific goals in a government agency must be supported by office administrative services. Office administrative functions, as mentioned by Quible (2002), consist of managerial, interpersonal, technical, routine, and analytical functions (MITRA functions). The researcher believes that the MITRA functions in Cikarang Utara District are implemented, but not yet optimal, as they have not been able to provide maximum service to the community.
Based on initial observations and supported by information from initial interviews conducted in November 2022, as well as previous research results, there are problems with the implementation of MITRA functions in providing administrative services in Cikarang Utara District, Bekasi Regency, which can be identified. Such as in carrying out job descriptions and duties based on regulations set by the central or regional government, it turns out that they have not used standard operating procedures (SOP), resulting in difficulties for the public in processing permits at the Cikarang Utara District Office.

The issue of MITRA functions in administrative services at the Cikarang Utara District Office indicates that the services provided are not optimal, this is because the service provision process has not provided good service standards. As a result, this condition often leads to complaints from service recipients, namely the public.

Based on the problems in the implementation of office administrative functions in administrative services, it will hinder the quality service performance of Cikarang Utara District in achieving its goals. The researcher suspects that the indication of the suboptimal office administrative functions carried out so far is not on target, focused, practical, systematic, consistent, integrated, continuous, sustainable, and comprehensive. Another important aspect is the determining factor for the refunctionalization of administration. These various aspects are interesting for researchers to conduct scientific research on the impact analysis of sub-district expansion policies on the implementation of administrative functions in Cikarang Utara District, Bekasi Regency.

**METHOD**

This research focuses on office administrative services in public services that are part of modern office administrative services in North Cikarang District, Bekasi Regency. The data source for this research was obtained from a generalization area consisting of objects/subjects with specific quantities and characteristics set by the researcher for study and subsequent conclusions. To obtain the necessary data for processing in addressing the issues studied in the research, a population is needed as a reference in a study. In accordance with the explanation, the population in this study consists of 14 employees in the North Cikarang District Office of Bekasi Regency.

This was done considering that, to obtain accurate information about the research conducted, all employees should be a source of information. This is in line with Creswell & Creswell (2017) that if the number of subjects is smaller or equal to 100, it is better to take all of them, making it a population study. Supporting data and the reality of governance implementation in North Cikarang District, Bekasi Regency, the researcher conducted interviews with various informants such as the Sub-district Head, Sub-district Secretary, Staff/Employees, and the public.

The data collection techniques employed by the researcher include observation techniques, questionnaire techniques, interview techniques, and documentation techniques. The data analysis of this research uses qualitative descriptive analysis techniques supported by quantitative data with the percentage (%) results of scaled questionnaires and categorization. Based on the results of this analysis, a preliminary report is prepared for further verification and confirmation of the qualitative descriptive analysis results. Additionally, to obtain qualitative data that strengthens
the analysis results and serves as the basis set in the research objectives. To analyze quantitative data, the researcher uses Importance Performance Analysis (IPA) assisted by SPSS Version 26 software, as an effort to determine the level of service in North Cikarang District, Bekasi Regency.

RESULTS AND DISCUSSION

Result

Efforts made by North Cikarang District, Bekasi Regency to provide the best service to the community. To find out the value of public services provided by the government, it can be seen from five indicators such as: Managerial, Interpersonal, Technical, Routine and Analysis (MITRA) which are spread across 14 items. The calculation of the average value of the level of expectations and reality or the ideal can be seen from the extent to which the government in providing public services to the community is able to provide the best service to the community. Performance achievements can be understood based on the value weight categories in the quadrant distribution on the Cartesian diagram. The diagram is divided into 4 (four) quadrants. The description of each quadrant in question is: 1) Quadrant A: is the main priority of service, 2) Quadrant B is an effort to maintain service performance, 3) Quadrant C is low priority service, and 4) Quadrant D is excessive service. For more details, you can see the distribution of services provided which can be seen in table 1 and Figure 1.

![Office Administration Services Quadrant](image)

Figure 1. Office Administration Services Quadrant
### Table 1 Dimensions of Office Administration Services

<table>
<thead>
<tr>
<th>Item</th>
<th>Variable</th>
<th>Indicators</th>
<th>X</th>
<th>Y</th>
<th>Quadrant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Managerial</td>
<td>Availability of an integrated SIM that connects internal units with external stakeholders of the organization/institution.</td>
<td>4.95</td>
<td>4.45</td>
<td>A</td>
</tr>
<tr>
<td>2</td>
<td>Managerial</td>
<td>Feasibility (efficiency) of the existing integrated SIM to support the realization of the institution's vision, mission and goals</td>
<td>4.97</td>
<td>4.30</td>
<td>C</td>
</tr>
<tr>
<td>3</td>
<td>Managerial</td>
<td>Suitability (effectiveness) of integrated SIM utilization by units/work units within the institution</td>
<td>4.96</td>
<td>4.30</td>
<td>C</td>
</tr>
<tr>
<td>4</td>
<td>Interpersonal</td>
<td>Clarity in communication between administrative officers and the public</td>
<td>4.98</td>
<td>4.30</td>
<td>C</td>
</tr>
<tr>
<td>5</td>
<td>Interpersonal</td>
<td>Administrative officers have a positive response to every community member who wants to receive services.</td>
<td>4.99</td>
<td>4.36</td>
<td>D</td>
</tr>
<tr>
<td>6</td>
<td>Technical</td>
<td>There is a management information system regarding community data that can be accessed via the internet.</td>
<td>4.95</td>
<td>4.29</td>
<td>C</td>
</tr>
<tr>
<td>7</td>
<td>Technical</td>
<td>Administrative officers use computers/laptops/notebooks.</td>
<td>4.99</td>
<td>4.48</td>
<td>B</td>
</tr>
<tr>
<td>8</td>
<td>Routine</td>
<td>Administrative officers record community services at all times</td>
<td>5.00</td>
<td>4.48</td>
<td>B</td>
</tr>
<tr>
<td>9</td>
<td>Routine</td>
<td>Officers store community data systematically.</td>
<td>5.00</td>
<td>4.47</td>
<td>B</td>
</tr>
<tr>
<td>10</td>
<td>Analysis</td>
<td>Administrative officers provide problem solving solutions to the communities served.</td>
<td>5.00</td>
<td>4.39</td>
<td>D</td>
</tr>
<tr>
<td>11</td>
<td>Analysis</td>
<td>Handling of complaints and public reports is completed on time according to the promised time.</td>
<td>5.00</td>
<td>4.42</td>
<td>B</td>
</tr>
<tr>
<td>12</td>
<td>Analysis</td>
<td>Services have been provided based on Standard Operating Procedures (SOP)</td>
<td>4.97</td>
<td>4.52</td>
<td>A</td>
</tr>
<tr>
<td>13</td>
<td>Analysis</td>
<td>Services are delivered openly throughout the community</td>
<td>5.00</td>
<td>4.47</td>
<td>B</td>
</tr>
<tr>
<td>14</td>
<td>Analysis</td>
<td>The services provided are fair to every community regardless of who is served</td>
<td>5.00</td>
<td>4.53</td>
<td>B</td>
</tr>
</tbody>
</table>
1. Quadrant A (Attributes to Improve)

The average value of the quality of public services presented by service providers in North Cikarang District provides an illustration that the aspects, attributes or items included in category A are indeed considered to influence public satisfaction and are elements that are considered very important, but the service provider is Cikarang District The North has not implemented according to the wishes/expectations of the community. As a consequence, it can disappoint society.

The items contained in the office administration service indicators in supporting public services in North Cikarang District which are included in category/quadrant A, are: 1) Availability of an integrated SIM that connects internal units with external stakeholders of organizations/institutions and 2) Services have been provided based on Standard Operating Procedures (SOP). This item is very helpful in helping people to increase their interest in visiting in the future. However, the government and local communities have not been able to provide directions and availability of integrated SIMs for local stakeholders. Apart from that, SOPs are needed that are able to provide timely service according to what has been determined.

2. Quadrant B (Maintain Performance)

The average service value presented by service providers in North Cikarang District illustrates that the aspects/attributes/items included in category or quadrant B indicate the quality of public trust in office administration services in supporting public services. These conditions are maintained, considered important and very satisfactory. This is because the higher the quality of the services provided, the greater the level of public trust in the services provided.

The results of data processing show that there are eleven attributes/items in quadrant B. The attributes that have the highest contribution are attributes 14, 7, 8, 9, 11. As with attribute 14 regarding the services provided, they are fair to every community regardless of who they are. who is served. From attribute 3, it is an attraction for people to visit and be enthusiastic about receiving services because service providers are fair and do not discriminate in providing services.

3. Quadrant C (Attributes to Maintain)

In quadrant C, it is shown that several aspects/attributes/items are considered less important in their influence on the satisfaction of service recipients, namely the community, service providers or management. In reality, the average achievement level of the achievement values for each attribute or item is relatively low, where the expected and reality values are almost not too different. In this quadrant there are five attributes/items, where the lowest score is (4.30), namely 1) Clarity of communication between administrative officers and the public. Furthermore, 2) The feasibility (efficiency) of existing integrated SIMs to support the realization of the institution's vision, mission and goals, and 3) Suitability (effectiveness) of the use of integrated SIMs by units/work units within the institution.

4. Quadrant D (Attributes to De-emphasize)

The attribute/item of community satisfaction, for service providers or management which is in quadrant D, shows that the level of community expectations is not that important, but the
reality is that what the service provider has done has been implemented well. Likewise, the implementation of these attributes is excessive, while aspects that affect public services are considered less important.

Discussion

Research on continuous monitoring and evaluation in office administration services is very relevant in the context of realizing effective and efficient public services in North Cikarang District, Bekasi Regency. According to Sulea et al., (2013), the monitoring process which includes supervision and monitoring of administrative activities such as archiving, distribution of letters, data management, and compliance with standards, is important to ensure that the administrative process runs smoothly and without obstacles.

Additionally, ongoing evaluations that assess the effectiveness and efficiency of administrative systems have become a significant research focus in recent years (Caiden, 2014; Farazmand & Carter, 2004; Quible, 2001). The results of this evaluation provide valuable information about the achievement of administrative goals and the extent to which the services provided have met community expectations.

Research by (Chehade et al., 2020; Kelly et al., 2021; Londral et al., 2022; Suknaisith et al., 2014) shows that through continuous monitoring and evaluation, organizations can effectively identify problems and challenges in office administration. The information obtained from this process becomes the basis for designing appropriate improvement and development plans to improve the quality of public services in North Cikarang District.

Active participation from various related parties, such as the community, employees and other related parties, in the monitoring and evaluation process is also an important point discussed in this research (Hidayat & Sensuse, 2022; Ibn-mohammed et al., 2021; LAN, 2015; Osman et al., 2022). This helps ensure that decisions taken by the organization take into account various viewpoints and their impact on community needs.

In order to increase the effectiveness and efficiency of office administration services in North Cikarang District, the results of this research can be a guide for organizations in implementing a continuous monitoring and evaluation process (Johnson & White, 2023). By involving related parties and utilizing evaluation results on an ongoing basis, it is hoped that public services can continue to develop and provide greater benefits for local communities.

Limitation and future research

In discussing the limitations and future research related to the role of modern office administrative services in supporting public services, it's important to recognize that while current technologies and methodologies have significantly enhanced efficiency and accessibility, there are still notable gaps and areas for improvement. One key limitation lies in the uneven adoption and integration of digital tools across different sectors and regions, leading to disparities in service delivery. Additionally, the reliance on technology raises concerns about data security and privacy, as well as the potential for digital exclusion of certain population groups who lack access to or familiarity with these technologies.
Further research is needed to explore innovative solutions for these challenges. This includes the development of more inclusive digital platforms that cater to diverse user needs, ensuring equitable access to all. Investigating strategies to enhance data security while maintaining user-friendly services is also crucial. Moreover, future studies could focus on the impact of evolving technologies like artificial intelligence and blockchain on administrative efficiency and transparency. By addressing these areas, we can continue to advance the capabilities of office administrative services in public sectors, ensuring they meet the needs of an increasingly digital and diverse society.

CONCLUSION

The description of modern office administration services in supporting public services can be concluded from attributes number 5 and 10, namely "Administrative officers have a positive response to every person who wants to get services" and "Administrative officers provide problem solving solutions to visiting people," are in quadrant D. This attribute shows an adequate level of satisfaction even though it is considered less important by society. On the other hand, quadrant A shows attributes that need to be improved because the average value shows that people consider this aspect or item to be important, but the service provided does not meet expectations. In this case, it is necessary to increase the availability of integrated SIMs that connect internal units with external stakeholders and provide services based on Standard Operating Procedures (SOP) to satisfy the public. Quadrant B shows service attributes that have been well maintained and satisfy the public. Meanwhile, quadrant C shows several attributes that are considered less important and have a low level of achievement, so quality improvement is needed. Finally, quadrant D includes attributes that are considered less important by the public but the services provided are running well. This attribute does have an adequate level of satisfaction, but it needs to be maintained so that its implementation is not excessive.

REFERENCES


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