Public Aspirations and Complaints Information System: Improving the Quality of Public Complaints in Sidrap Regency

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ABSTRACT

Public assessments determine the quality of public services, so public complaints are needed to improve service quality. In making the management of public complaints more effective as expected by the government in Presidential Regulation no. 76/2013, the Sidenreng Rappang Regency Government has utilized technology, by creating, public aspirations and complaints information system (SIAPP), but until now, the complaint service is still experiencing problems. The socialization of program innovations and complaint procedures through the SIAPP program is not evenly distributed at every level of society. In addition, the SIAPP admin is less responsive in responding to public complaints. Based on this, this research was carried out to analyze the quality of public complaint services in Sidenreng Rappang Regency through the SIAPP application to support the creation of quality public services. Qualitative research methods, with a descriptive approach, were the researcher's choice. Research data was obtained through interviews, which were also strengthened from observations and literature studies. The data that has been obtained is analyzed by referring to the interactive model. The research results show that the quality of public complaints in Sidenreng Rappang Regency cannot be improved by using the SIAPP application because the standard operational procedures for SIAPP are not yet complete. Regional apparatus organizations are slow in following up on community complaints, and community data security is still weak when using the SIAPP application.

Keywords: Quality of Public Services; Public Complaints; Public Aspiration Information System

INTRODUCTION

Public services are not only a form of fulfilling community needs as explained by previous researchers (Sakawati et al., 2017; Widyawati et al., 2021), more than that, public services are also a measure of the success of implementing regional autonomy (Wahyudi et al., 2017). The process of administering and distributing public services is the most important assessment of the quality of public services (Hamid, 2011; Nurmandi et al., 2021). Regional autonomy is seen as a solution that can guarantee both of these things, because the presence of regional autonomy is a form of maximizing the ability of regional governments to meet all needs and overcome various obstacles in fulfilling community services, through improving policy implementation and resource utilization (Haning et al., 2024). So, to assess the success of regional autonomy, it is assessed from the quality of regional services.

Since regional autonomy was implemented in 2001, the achievement of the quality of public services has still been far from expectations. According to the Corruption Eradication Commission report, the quality of public services in a number of regional agencies only reached
a score of 6.69 on a scale of 1-10 (Yahya & Setiyono, 2022). This low assessment is generally due to dissatisfaction felt by the community. This is because local governments in providing services often ignore and disappoint the community. Providing simple services is often faced with complicated processes and takes a long time (Sabeni & Setiamandani, 2020).

To maximize improvement in the quality of public services, in accordance with the mandate of Public Service Law No.25/2009, the government needs to provide a platform for public complaints, as a form of monitoring and evaluation material for government service delivery, and this is an important element for every agency. government that carries out public services (Nugroho et al., 2023; Sabeni & Setiamandani, 2020). Managing public service complaints about services is also a form of government commitment to improving service quality (Setyarini, 2022).

Understanding the importance of complaints in public services, the government in 2013 issued a policy regarding the management of public service complaints which is regulated in Presidential Regulation no. 76/2013. This regulation contains several mechanisms needed to manage public complaints. Following up on these regulations, several agencies have created complaint platforms by utilizing technological advances, one of which is carried out by the Sidenreng Rappang Regency Government.

Through the Communication and Informatics Service, the Sidenreng Rappang Regency Government is developing a public complaints service, namely the Public Aspiration and Complaints Information System (SIAPP). This system is integrated with all Regional Work Units and sub-districts within the Sidrap Regency Government in the context of transparency and improving public services in Sidrap Regency. The regional government hopes that through this application it can increase the number of complaints received so that they can improve the services provided. However, since 2020, the complaints received have appeared to fluctuate (table 1).

**Table 1. Number of Incoming Reports on the SIAPP online complaint system**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Incoming Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>12 Complaints</td>
</tr>
<tr>
<td>2020</td>
<td>1 Complaint</td>
</tr>
<tr>
<td>2021</td>
<td>4 Complaints</td>
</tr>
<tr>
<td>2022</td>
<td>2 Complaints</td>
</tr>
</tbody>
</table>

Source: SIAPP website https://sidapp.sidrapkab.go.id/

The ineffective use of SIAPP in Sidenreng Rappang Regency as seen in Table 1 is caused by the dissemination of program innovations and complaint procedures through the SIAPP program which are not evenly distributed at every level of society, so there are still many people who are not aware of the existence of complaint services through SIAPP. Apart from that, the SIAPP admin is less responsive in responding to public complaints (Sulma & Zacky W, 2023). Based on data from the Sidenreng Rappang Regency Communication Service from 2019 - 2022, only 76% percent received a response, the remaining 24% still have not received a response.

Based on the problems that exist in the management of SIAPP, this is the reason for researching to analyze the quality of public complaint services in Sidenreng Rappang Regency through the SIAPP application in supporting the creation of quality public services.
METHOD

From the discussion above, it has been stated that the management of SIAPP in Sidenreng Rappang Regency is carried out by the Communication and Informatics Service, therefore this research is located at the Communication and Informatics Service of Sidenreng Rappang Regency. In order to be able to explain findings based on phenomena and symptoms in the field according to the researcher's own views, the qualitative method with a descriptive approach was chosen. Research data is not only obtained from interviews, but is also strengthened from various sources such as the results of researchers’ indirect observations, and documents that are related to the research problem. Informants were selected by taking into account the characteristics needed by researchers to answer existing problems, so that research informants consisted of the Head of Public Relations, Information and Public Communication, SIAPP Admin, and the SIAPP user community.

In analyzing research data, researchers used an interactive model by (Miles et al., 2018). Therefore, the data obtained is then condensed, data that is deemed not related to the research problem will be discarded. Data that is related to the research problem is triangulated to test its validity. After that, the research data is presented in narrative form to make it easier for readers to understand the meaning of the research results. The last step to take is to conclude.

RESULTS AND DISCUSSION

Research data obtained from interviews and documentation studies will be presented in this section. In carrying out an analysis of the quality of public complaint services through the public aspirations and complaints information system (SIAPP) at the Sidrap Regency Communication and Information Service, the theoretical tools proposed by Zeithaml, et.al were used, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy.

Tangibles

Tangible indicators in determining the quality of public complaint services through the Public Aspirations and Complaints Information System (SIAPP) in Sidenreng Rappang Regency are seen from employee appearance, service tools, employee discipline in providing services and responding to complaints, as well as ease of use of SIAPP.

From the results of research in the field, it can be seen that employees of the Sidenreng Rappang Regency Communication and Information Service in their daily work at the office have a neat and clean appearance and dress according to predetermined rules. Based on the regulations in force at the Sidenreng Rappang Regency Communication and Information Service, every Monday and Tuesday employees are required to wear khaki clothes, on Wednesdays they wear white clothes and black bottoms.

Apart from that, this research also shows that the employees of the Sidenreng Rappang Regency Communication and Information Service have been disciplined in carrying out their duties, especially in managing incoming public complaints. However, the employee's discipline was not supported by the response of other regional organizations. When SIAPP admins receive complaints from the public, they will immediately report the report to the relevant regional...
apparatus organization, however the response from regional apparatus organizations sometimes takes a long time, so this makes the follow-up to public complaints seem slow.

According to the information obtained, it is known that the follow-up to public complaints, related to the time for follow-up, is determined by each regional apparatus organization to which the public complaints are directed. The Sidenreng Rappang Regency Communication and Information Service, especially the SIAPP admin, is only tasked with posing and conveying public complaints to the relevant regional apparatus organizations.

Furthermore, based on the information obtained, using SIAPP is very easy, and can be accessed anywhere, either using a computer or using a cellphone without having to download the application first. With this convenience, there is no obstacle for regional apparatus organizations to provide responses that have been forwarded by the SIAPP admin. Apart from that, this application has been integrated with all regional apparatus organizations in Sidenreng Rappang Regency. The following is a display of the SIAPP service:

![Figure 1. SIAPP Services Integrated with All Sidrap Regency Government Agencies](image)

The appearance of SIAPP also affects the quality of services provided to the community, if the display is difficult to understand it will make people reluctant to use it, and of course it will create a feeling of laziness for regional civil servant organizations in Sidenreng Rappang district to follow up on incoming complaints. However, from the information obtained, the Sidenreng Rappang Regency SIAPP application is easy to use and understand, its appearance is also simple, as seen in the following image:
Reliability

The reliability indicator referred to in this research is the ability of the Sidenreng Rappang Regency Communication and Information Service to provide excellent service. Reliability is related to the ability to provide services according to standard operating procedures and the promised time. The research results show that complaint management using the SIAPP application in Sidenreng Rappang Regency is still in the preparation stage. Currently, the use of SIAPP refers to the Standard Operational Procedure for complaint management issued by the Central Government, namely SPAN LAPOR. Where by these standard operational procedures, every report that comes in must be immediately responded to by the SIAPP admin within 10 minutes at the latest, and distributed to regional organizational officials within 1 hour at the latest. Receive and forward complaints to regional organizational units based on the type of complaint, the estimated time required is 2 hours, as well as responding/answering to public complaints.

Based on the information obtained, regarding the management of complaints, the SIAPP admin has shown good performance, namely responding to incoming public complaints quickly and precisely by providing responsive answers. Apart from that, the SIAPP Admin has also disposed of public complaints submitted to the relevant government agencies and institutions according to the time specified in the standard operational procedures which are the reference for the Sidenreng Rappang Regency Communication and Information Service.

The results of this research also provide information to researchers, that every SIAPP admin has been provided with guidance and training so that in carrying out their duties they can do them carefully. The problem often faced by SIAPP admins is that they often receive unclear complaints. Such as receiving questions that contain random words, and do not mention the agency being complained about. What the admin does when he encounters an incident like this is to inform the community. If you don't get a response back, the admin will ignore the complaint.

Responsiveness

The responsiveness indicator in this research is related to the response or responsiveness of employees in providing services. The Sidenreng Rappang Regency Government, through the Communication and Informatics Service, created the SIAPP application with the aim of helping
the public convey their complaints regarding problems faced in the public service process. The attitudes and responses of employees really determine the public’s desire to convey the complaints they feel, in order to achieve improvements in the implementation of public services in Sindereng Rappang Regency.

From the information obtained from informants, employees have responded and responded to complaints very well. When responding to complaints, employees use polite words. However, regarding employee responsiveness to public complaints, it is still lacking, as can be seen in table 2, there were 3 public complaints submitted in the period January – June 2023, but only one complaint has been followed up. The two reports related to waste within 5 months have still not received any follow-up from the relevant regional apparatus organizations.

<table>
<thead>
<tr>
<th>No.</th>
<th>Regarding Complaints</th>
<th>Incoming Report Date</th>
<th>Disposition Date</th>
<th>Follow-up Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Regarding Garbage</td>
<td>January 18, 2023</td>
<td>January 19, 2023</td>
<td>-</td>
<td>7</td>
</tr>
<tr>
<td>2.</td>
<td>Regarding Garbage</td>
<td>April 2, 2023</td>
<td>April 3, 2023</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>3.</td>
<td>Regarding Clean Water Provision</td>
<td>April 9, 2023</td>
<td>April 10, 2023</td>
<td>April 11, 2023</td>
<td>6</td>
</tr>
</tbody>
</table>

*Source: Sidrap Regency Communication and Information Service*

As previously explained, the SIAPP admin is only tasked with managing complaints for disposition of follow-up complaints determined by the regional apparatus organization for which the public complaint is intended. Based on the information obtained, when there are regional apparatus organizations that have not provided follow-up to public complaints, the Sindereng Rappang district Communication and Information Service does not have the authority to issue warnings, they can only continue to provide information that there are complaints from the public about their services that require resolution.

**Assurance**

This indicator relates to the guarantee of service that can be provided by the Sindereng Rappang District Communication and Information Service when the public makes a complaint. This is related to a sense of security, accuracy of service, guaranteed service costs, and public confidentiality in submitting complaints.

Regarding the timeliness of public complaint services, from the information obtained, the Sindereng Rappang District Communication and Information Service has committed to providing timely services, as evidenced by the fact that incoming public complaints are immediately examined and disposed of by the targeted regional apparatus organizations. The SIAPP application, according to informants, makes it easier for them to provide fast service, because they no longer need to send complaint reports directly to the relevant regional apparatus organizations, they only need to forward the reports via the application, of course, this saves more energy and speeds up their work.
Apart from that, there is no charge for the complaint service, so people are free to submit complaints, and data confidentiality is also well maintained. The Sindereng Rappang District Communication and Information Service said that they cannot divulge the personal data of someone who makes a complaint, because this has been regulated in the management of public complaints, and they must obey the existing rules. The guarantee of identity confidentiality certainly provides a sense of security for the public when submitting complaints to SIAPP.

From the informant's explanation regarding the SIAPP application, it is known that the name of each person who submits a complaint will be listed and displayed in the latest complaint highlight. If the employee/admin ticks the display feature to display incoming public questions and complaints, then the public's name will be displayed according to the name on the KTP. This of course requires a high level of commitment from the SIAPP admin to comply with applicable regulations so that public confidentiality is maintained.

**Empathy**

In this indicator, the researchers focused on looking at the quality of complaint services through SIAPP in Sidenreng Rappang Regency, namely ease of communication, fairness, and understanding of community needs. An agency is expected to have an understanding and knowledge of the community, understand the specific needs of the community, and have operating hours that are comfortable for the community. In this case, employees are expected to be able to understand the reporter according to the complaint report so that the response given can be by what the reporter expected.

From the research results, it is known that in providing services, the Sindereng Rappang Regency Communication and Information Service, never differentiates between the community, they will respond to community complaints without looking at the community's background. Incoming complaint reports will be processed according to the order in the system. According to the informant, who is one of the residents who has submitted a complaint, the employee of the Sindereng Rappang District Communication and Information Service, is very communicative, all questions when we want to submit a complaint are explained well, so that we feel comfortable when submitting a complaint, even when submitting a public complaint. Even though they seemed angry, the employees still responded to their complaints politely.

**Discussion**

Observing the results of the research presented in the previous discussion, the public complaint service using the SIAPP application has run as expected, where the community has used the application well in providing service complaints, and the Sindereng Rappang District Communication and Information Service, as the person in charge SIAPP has shown good performance too.

Although overall the indicators used in analyzing the quality of public complaints through the use of SIAPP in Sidenreng Rappang Regency, have provided a good picture, namely that there are government efforts to handle public complaints, things were still found that were indicated to make the SIAPP application in the future ineffective. , such as standard operating procedures for SIAPP which are still being prepared (reliability), regional apparatus organizations which are
slow in following up on community complaints (responsiveness), and the real identity of the community which is recorded in SIAPP when making complaints.

Standard operational procedures, which are still in the drafting stage, should be completed immediately because this is an important aspect of serving public complaints. Even though the implementation of public complaint services has a reference, namely the operational standards of SPAN LAPOR, the existing guidelines are not to the existing complaint management conditions in Sidenreng Rappang Regency. It should be understood that standard operational procedures are guidelines or references in carrying out main tasks and functions that are adapted to the work procedures, procedures and work systems of each organization (Pratama & Permatasari, 2021), so that each organization certainly has different standard operational procedures. When the Sidenreng Rappang Regency government does not pay proper attention to this matter, it will certainly cause problems in the future, and the current problems, namely related to the discipline of regional apparatus organizations which lack discipline in following up on complaints cannot be resolved.

Related to the slowness of regional apparatus organizations in following up on public complaints, this will have an impact on decreasing the level of public trust in the government. The public will later assume that the complaints they submit have no meaning to the government, which will result in people being reluctant to use the SIAPP application. This is in line with the findings (Nurhadi & Azis, 2018) that trust influences people’s loyalty to using a product. When this happens, it certainly has an impact on the quality of public services. Public complaints are needed to find out the deficiencies of an organization and become a consideration for making service improvements. Apart from that, decreasing public trust in an organization will also affect the organization’s image (Ratnaningsih et al., 2023).

Furthermore, regarding the security of people's identity, this is important to get attention from the Sidenreng Rappang Regency government. Leaks of people's identities in service complaints can certainly cause harm to the community itself, the possible losses that will be obtained are intimidation from regional apparatus organizations that receive complaints and misuse of people's identities. So the SIAPP manager must be a trustworthy person and commit to maintaining the confidentiality of SIAPP users.

CONCLUSION

Public complaint services through the Public Aspirations and Complaints Information system, in accordance with research results and discussion presentations, still need to be improved in order to increase the quality of complaint services in Sidenreng Rappang Regency. Standard Operational Procedures which are guidelines for using complaint applications have not yet been finalized, and in managing public complaints, the Sidenreng Rappang Regency Communication and Information Service uses other application guidelines. When this continues to be done on an ongoing basis, it can result in the quality of public complaint services not being effective, because it is not in accordance with the environmental conditions in Sidenreng Rappang Regency. Apart from that, the response of regional apparatus organizations to which complaints are addressed is still low, making the assessment of the government's responsiveness in managing public complaints less good. The SIAPP application, which displays the user's identity according to the community's identity on the Resident's Identity Card, can raise public concerns regarding identity
misuse and intimidation from the local government organization that is being complained about.

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