Analysis of the Application of Service Innovation to the Study of Public Service Quality in the "House of the Sky" in Sidenreng Rappang Regency

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ABSTRACT

Service innovation is adopted not only as a measure to deal with changes in the organizational environment. More than that, the purpose of service innovation is to improve the quality of public services. Public service innovation continues to be carried out by the government in various sectors, one of which is in the education sector. The education sector is a sector that has an important role that can make a major contribution to national development. Quality education actually gives birth to superior resources in carrying out nation building. This study aims to find out how the application of the "Rumah Langit" service innovation affects the quality of public services felt by the people of Sidenreng Rappang Regency. This research will be conducted from May to November 2023. The research locations include four villages in Sidenreng Rappang Regency. The research method to be used is to use quantitative methods with the research population, namely the people of Sidenreng Rappang Regency who are recipients of the "Rumah Langit" service innovation. This research sample was taken using simple random sampling technique. The tests used in this research are validity tests, reliability tests, descriptive statistical analysis and inferential statistical analysis. The research results show that the indicators used for each variable are in the good category. Through the results of the significance test, it shows that service innovation has a significant effect, where the significant value is smaller than the alpha value, while the calculated t value is greater than the t table, so it can be concluded that there is a significant influence between service innovation on the quality of public services in the "Rumah Langit" service in Sidenreng Rappang Regency.

Keywords: Service Innovation; Rumah Langit; South Sulawesi

INTRODUCTION

Entering the era of industrial revolution and technological acceleration resulted in global changes in all aspects of life. Various sector line innovations are needed to be able to keep up with the flow of changes caused by these changes (Alami et al., 2022; Joda et al., 2021; Ottenbacher & Gnoth, 2005; Sheikh et al., 2021). One of the important issues that continues to change is the issue of public services. Important service changes in public services in Indonesia adjust the conditions of the development of science and technology that are increasingly advanced and increasingly fierce competition. Service is the process of fulfilling needs through the activities of others directly, a concept that ideally should always be actual in various institutional aspects (Khan & Ghalib, 2012; Mishra et al., 2021; Windrum & Koch, 2008).

Not only in business institutions, innovation is also a very important aspect for government institutions. As a public service-oriented institution, various innovations can provide space for the state to interact with non-governmental institutions more effectively and efficiently.
Public service performance can be improved if there are "exit" and "voice" mechanisms. The "exit" mechanism means that if public services are not of high quality, the public must have the opportunity to choose another public service provider institution that they like. Meanwhile, the "voice" mechanism means that there is an opportunity to express dissatisfaction with public service delivery institutions (Lai et al., 2021; Li et al., 2016; Pariyasiri, 2022). The "exit" and "voice" mechanisms can be input for public service delivery agencies in creating service innovation and novelty. This mechanism can be used by the government to find out the needs of the services that will be carried out.

In Indonesia, public service providers are regulated by the government through the Ministry of Administrative Reform and Bureaucratic Reform (PANRB). The Ministry of PANRB has the task of organising affairs in the field of state apparatus empowerment and bureaucratic reform to assist the President in organising state government in various fields. One of the areas that this institution is responsible for is the Education Sector. Various efforts have been made by the government to encourage and capture new innovations in the field of education from various groups.

Looking at the current conditions in Indonesia, education in Indonesia is still relatively low. The education gap is still very much felt in various regions in Indonesia. Education Statistics 2022 as one of the portraits of Indonesian education describes the condition of Indonesian education based on the results of Susenas March 2022. Merdeka Belajar is one of the steps to transform education for the realisation of Indonesia's Superior Human Resources (HR) (Buralkiyeva et al., 2022). The programme is an effort to support the achievement of the 9 Development Priority Agenda. This programme is expected to be able to create high-quality education for all Indonesians, characterised by high participation rates at every level of education, quality learning outcomes, and equitable quality of education both geographically and in terms of socio-economic status. One of the indicators related to education development is the dropout rate (Senshaw & Twinomurinzi, 2022).

Based on the education statistics report, 2022, it can be seen that the higher the level of education, the higher the dropout rate. In general, there are 1 in 1,000 people who drop out of school at the primary school level. This percentage is smaller than the dropout rate at the junior secondary and senior secondary levels. Out of 1,000 people who attended junior secondary school, 10 dropped out of school. Meanwhile, the dropout rate at the senior high school level is 13 out of 1,000 people who received a senior high school education dropped out.

In Sidenreng Rappang district alone, 6,429 children are out of school from 106 villages. When compared to national figures, the dropout rate in 2021 was around 83.7 thousand people. For South Sulawesi Province, the composition of the number of children dropping out of elementary, junior high, high school, and vocational schools is 6,107 people in 2021. When looking at the data above, the problem of out-of-school children is still a problem that needs an immediate solution, so that these children do not become a burden in the future.

One of the challenges of regional development is the high number of out-of-school children caused by various factors such as economic problems, child marriage, or because the child no longer wants to go to school. Starting from this problem condition, an idea was born to make an effort based on increasing community awareness and involving local government and community leaders in dealing with this ATS problem. The innovation of the Special Community Room for Integrated Free NonFormal Education Services (RUMAH LANGIT) was formed specifically to handle out-of-school children closely related to increasing productivity.
The purpose of implementing the RUMAH LANGIT programme is to reduce out-of-school children, especially children who are potentially in conflict with the law. The targets of this innovation are all children who do not go to school and drop out of school in 4 (four) locus villages namely Mojong, Otting, Compong, Mattirotasi Villages.

Rumah Langit facilitates these out-of-school children to get lessons like students in formal schools at a flexible place and time so as not to interfere with their daily activities. The Rumah Langit innovation has been implemented since 2021 and Mattirotasi Village was chosen as the pilot project. The first step was to identify data on out-of-school children through independent data collection by the Rumah Langit team accompanied by community leaders. At that time, 15 children were found not attending school. After persuasive approaches, 9 children were found willing to join Rumah Langit and then followed up by enrolling them in non-formal schools. Even though the children have been enrolled in non-formal schools, they are still being nurtured by "Rumah Langit" to be given additional training and skills and arts.

In 2022, the Ministry of Villages, Disadvantaged Regions and Transmigration, together with UNICEF, developed a data collection model called the Out-of-School Children Community-Based Development Information System (SIPBM-ATS). This data collection system is attached to the Ministry of Villages, PDT and Transmigration portal so that districts that need it can access it easily. This data collection model can provide information related to out-of-school children and children at risk of dropping out of school that serves as primary data to complement existing secondary data and sectoral data belonging to villages and districts. This SIPBM contains data by name by address on children who are out of school and also those at risk of dropping out of school as well as knowing the causes of why the child is not in school. The data in SIPBM is then used as a reference in handling out-of-school children through the Rumah Langit innovation so that independent data collection is no longer carried out.

In addition to involving community leaders, "Rumah Langit" also collaborates with village officials and the Education Office to return children to school. In 2022, three additional villages were added to the locus, namely Otting Village, Compong Village, and Mojong Village. These three villages were chosen as the locus because of the high rate of child marriage caused by local customs, the potential for children to deal with the law (online fraud and drug abuse) is quite high in these villages so it is feared that if not immediately addressed, it will have a wider impact and spread to other areas. After being successfully implemented in four villages in Sidenreng Rappang District, the output of this activity was 7 students who returned to school in Otting Village, 14 students in Mojong Village, 9 Students in Mattirotasi Village, and 21 students in Compong Village.

This research was conducted to answer the question of whether or not there is an effect of service innovation on the quality of public services perceived after the implementation of the Rumah Langit programme. The purpose of this research is to answer the problems as stated as well as to measure the success of the implementation of this Rumah Langit innovation. Therefore, researchers are interested in conducting this research entitled "Analysis of the Application of Service Innovation to the Quality of Public Services - Case Study: "Rumah Langit" innovation in Sidenreng Rappang Regency". The results of this study can be taken into consideration whether the Rumah Langit innovation has the potential for reapplication in other areas and become input for Rumah Langit organisers to provide services that can improve the quality of public services produced.
This research was conducted to answer the questions of how the implementation of the Rumah Langit service innovation, how the quality of public services carried out in the Rumah Langit programme, and to see how service innovation affects the quality of public services in Sidenreng Rappang Regency, South Sulawesi.

METHOD

Type of Research

The type of research used in this study is quantitative research. According to (Creswell & Creswell, 2017), quantitative research methods are defined as research methods based on the philosophy of positivism, because they are used to analyse certain populations or samples, using research instruments for data collection, the data analysis process is quantitative or statistical, which aims to test predetermined hypotheses. Quantitative research method is a type of research whose specifications are systematic, well structured and clearly structured from the beginning to the development of its research design.

Population and Sample

In this study, the population is the dropout community who is the object of implementing the "Rumah Langit" service innovation in Sidenreng Rappang Regency as well as stakeholders and related institutions that are the targets and implementers of innovation, totalling 166. The sampling technique used in this research is probability sampling. According to (Creswell & Clark, 2017) "probability sampling is a sampling technique that provides equal opportunities for each member of the population to be selected as a sample member". The type of probability sampling used in this study is simple random sampling. This simple random sampling technique is a technique of taking sample members from a population that is carried out randomly without looking at the strata (levels) in the population. In this study, researchers used the Slovin technique. The Slovin formula according to (Nomleni et al., 2019) to determine the sample is as follows: Based on the above calculations, the sample of 117 respondents in this study was adjusted to the population and the number of institutions involved in the application of Rumah Langit service innovations.

Data Analysis Technique

The data analysis techniques in this study are descriptive statistical analysis and inferential statistical analysis.

RESULTS AND DISCUSSION

Descriptive statistical analysis is statistics used to analyse data by providing a description or giving an overview of the data that has been collected with the intention of avoiding general conclusions or generalisations. This research instrument in the form of a questionnaire used consists of 46 statement items using five alternative answers that have been assigned a weighted value. The details of the statement items where the service innovation variable (X) consists of 5 indicators and 21 statements while for the service quality variable (Y) there are 5 indicators and 25 statements.
1. Service Innovation (X)

Descriptive analysis of innovation characteristics variables is measured based on 5 indicators, namely relative adventages, compatibility, complex-ity, triability, observability. To find out the overall answer regarding the application of service innovation at Rumah Langit in Sidenreng Rappang Regency based on the service innovation indicators that have been put forward.

The level of achievement of the percentage of innovation characteristics is in the good category (77.1 per cent). Judging from the results of measuring the characteristics of innovation through its indicators, it shows that all indicators support the quality of these variables. Each indicator used in measuring service innovation at "Rumah Langit" in Sidenreng Rappang Regency where for indicators of relative advantages in the good category with a percentage level of 76.7 percent, compatibility in the good category with a percentage level of 78.3 percent, complexity in the good category with a percentage level of 75.2 percent, triability in the good category with a percentage level of 76 percent and observability in the good category with a percentage level of 78.5 percent.

2. Service Quality (Y)

Descriptive analysis of service quality variables is intended to determine respondents' assessment of each variable indicator, namely tangible, reliability, veness, assurance, empathy. To find out the overall answer regarding the quality of public services carried out in the Rumah Langit programme in Sidenreng Rappang Regency based on the service innovation indicators that have been put forward. The level of achievement The percentage of service quality is in the good category (74.4 per cent). Judging from the results of measuring service quality through its indicators, it shows that all indicators support the quality of these variables.

Each indicator used in measuring service quality at "Rumah Langit" in Sidenreng Rappang Regency where for tangible indicators in the good category with a percentage level of 75.4 percent, reliability in the good category with a percentage level of 74 percent, responsiveness in the good category with a percentage level of 74.2 percent, assurance in the good category with a percentage level of 72.5 percent and empathy in the good category with a percentage level of 75.4 percent.

The result obtained a significance value of 0.200 which means that the significance is greater than 0.05. Based on this data, it can be concluded that the value is normally distributed. The results also show that the linearity line leads to the upper right, this indicates that there is a linear and positive relationship between the service innovation variable (X) and service quality (Y). To find out how the effect of service innovation (X) on service quality (Y), based on the table above, the significance value of 0.001 is smaller than 0.05 and the calculated t value of 9.505 is greater than the t table of 1.658, meaning that variable X on variable Y has a partially significant effect. The reference in determining the t table and determining the predicate for the significant effect of variable X on variable Y is by comparing the sig. value which is smaller than the reference error rate (5%) while to determine the t table value, the free degree (df) = n-k. Then the t table value obtained is 1.658.
Discussion

Based on the results of research using the five indicators, it can be concluded that the application of service innovation in the sky house in Sidenreng Rappang district is in the good category, this shows that the implementation of the sky house service innovation has succeeded in increasing access to services for the people of Sidenreng Rappang, one of which is in the education sector. The application of service innovation in the education sector in Sidenreng Rappang district can help improve the quality and accessibility of education for the local community, in its application service innovation in the education sector in the Sidenreng Rappang area must be tailored to local needs and conditions, there needs to be cooperation and coordination between the government, schools and the local community to ensure the successful implementation of service innovation in the education sector (Carter, 2020; Kristiyanthi & Dharmadiaksa, 2019).

Based on the results of the research that has been carried out, the quality of public services of the sky house in Sidenreng Rappang district seen from the five indicators is in the good category and the majority of respondents show agreement with the elements or which include these indicators. Therefore, it can be expected that the public services provided by the sky house in Sidenreng Rappang district can continue to focus and improve the quality of education and assist the community in gaining access to better education (Carter, 2020; Kristiyanthi & Dharmadiaksa, 2019).

Based on the results of the study, it shows that service innovation can have an influence on the quality of public services. From the data collection that has been carried out and through the testing process to find out how much influence service innovation has on the quality of public services, through the significance test results show that service innovation has a significant effect. Where the significant value is smaller than the alpha value, while the t value is greater than the t table. This fulfils the condition that partially the service innovation variable has a significant effect on the public service quality variable.

The discussion above also indicates that the hypothesis set by previous researchers is in accordance with the results obtained, in other words that (H1) there is a significant influence between service innovation on the quality of public services in the study of the “sky house” service of Sidenreng Rappang district.

CONCLUSION

The application of innovation in sky house services in Sidenreng Rappang district is in the good category, where the majority of respondents chose to agree on statements reviewed from 5 aspects, namely relative advantages, compatibility, complexity, triability and observability. The quality of public services of the sky house in Sidenreng Rappang district is included in the good category, where the majority of respondents chose to agree on statements reviewed from 5 aspects, namely tangible, reliability, responsiveness, assurance, and empathy. There is a significant influence between service innovation on the quality of public services at the sky house in Sidenreng Rappang district, where the results of the significance test analysis results show that the value of Thitung is greater than Ttabel, which means that service innovation on service quality has an influence.
REFERENCES


