Enhancing Public Service Quality in Tejamulya Village: Challenges and Opportunities

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ABSTRACT
This research aims to assess the quality of public services at the Tejamulya Village Government Office in Argapura District, Majalengka Regency. Employing a descriptive qualitative method, the study portrays or describes the condition of the examined object as it exists. Data collection techniques utilized in this research involved observation, interviews, and documentation. The informants in this study consisted of eight individuals, comprising three village government officials and five members of the community. The focus of this research is on the quality of public services at the Tejamulya Village Government Office in Argapura District, Majalengka Regency, assessed through Zeithaml's theory comprising five measurement indicators: tangibility, reliability, responsiveness, assurance, and empathy. The research findings revealed several indicators that were not adequately fulfilled, including incomplete and uncomfortable facilities at the service office for the community, slow and unresponsive service delivery from staff, inconsistent timeliness in service, a lack of time assurance for services, and staff members demonstrating impolite behavior when serving the public. This study contributes to providing a comprehensive overview of the challenges and opportunities to enhance the quality of public services at the Tejamulya Village Government Office.

Keywords: quality of public services; village; Majalengka

INTRODUCTION
Public services are the responsibility of the government, both at the central and local levels, directed towards the interests of the public or society (Oroh, A. W., Pioh & Undap, 2017; Ramdhani, 2017). The satisfaction of the public in public services will be fulfilled when what is provided by officials aligns with what they have been expecting, wherein these services encompass three fundamental elements: relatively low cost, relatively fast completion time, and relatively good quality (Debora et al., 2019; Utara et al., 2022).

One of the organizations providing services to the community is the village government. As an organization that lives and serves in a dynamic community, the village encounters numerous problems as a public entity. The issues faced are predominantly managerial rather than political in nature (Laira, 2016). Concerning the administration of public services by village government officials across various service sectors, particularly those involving the fulfillment of civil rights and community needs such as issuing identification cards, birth certificates, updating family card data, managing death certificates, and other similar services.

At the village level, the role of the village government becomes crucial for the advancement of a village. The village government plays a significant role in serving the community and improving the
quality of services provided to the public (Suwando & Adiwidjaja, 2019). The essentiality of the village government’s role in meeting the community’s needs is paramount for fostering a developing and prosperous society. According to Law Number 25 of 2009 concerning Public Services, public services refer to activities or a series of activities aimed at meeting service needs in accordance with regulations for every citizen and resident in terms of goods, services, and administrative services provided by public service providers. Therefore, the village government is obligated to establish a viable public service delivery system in accordance with prevailing laws and regulations (Amaris, 2023).

Based on Law Number 6 of 2014 concerning Villages, village governments are obliged to provide and improve services to the community, encompassing good administrative governance and the implementation of transparent village governance principles. Furthermore, in carrying out its tasks, functions, and authorities, the village government’s role cannot be separated from the execution of administrative functions to manage all governmental, developmental, and community activities (Gea et al., 2022; Rahmadi et al., 2023). The village government represents the lowest-level government institution, covering a small geographic area, thus, it is expected to absorb all aspirations from the community (Higau & Belly, 2015; Mukus et al., 2023).

The enactment of Law Number 6 of 2014 concerning villages aims to improve services to the community through village governments. One aspect that needs improvement in enhancing services is the availability of facilities, infrastructure, such as office equipment, computers, and various other supplies. The availability of facilities and infrastructure is crucial and significantly impacts the quality of administrative services (Abdussamad, 2019). Adequate service facilities can provide comfort and satisfaction to the public during service encounters.

Essentially, every human being requires service. Humans cannot be separated from service as it is essential to sustain and fulfill their living needs (Nurfaizi, 2022). Services needed by humans fundamentally encompass two types: personal physical services as a human and administrative services provided by others acting as members of organizations, be they mass organizations or state institutions. Good public service is one that can create good governance within a public service office (Fitriani, 2017). Quality services are influenced by several factors, including the bureaucratic system’s culture, attitudes, and behaviors of public service drivers in providing services to the community. Good public services should not be discriminatory but democratic, meaning there should be no discrimination based on race, origin, religion, education level, position, or other backgrounds that lead to injustice and instability in the public service system (Styo & Sukmana, 2022). With such a service system, it will be able to shape a transparent, accountable, and balanced public service, thus establishing policies and standards necessary for public service offices, which need to be established and implemented effectively. Hence, the primary objective of public service is to ensure that the public is satisfied with the services, aligning the services with their expectations and meeting the needs of the public as service users.

However, the realization of good public service, as stated above, has not been implemented in the Tejamulya Village Office, Argapura Sub-District, Majalengka Regency. There are several issues encountered in the public service section, such as the lack of responsiveness of village apparatus and the influence of service facility infrastructure on the quality of public services provided. The services provided by the Tejamulya Village apparatus have predominantly been administrative, such as issuing required certificates, producing ID cards, birth certificates, updating family card data, managing death certificates, among others.

Based on the aforementioned problem background, the researcher is interested in conducting a study on the Quality of Public Services at the Tejamulya Village Government Office, Argapura Sub-District,
Majalengka Regency. This research aims to provide a comprehensive overview of challenges and opportunities to improve public service quality at the Tejamulya Village Office.

**METHODS**

This research employs a descriptive method with a qualitative approach. In this study, the researcher focuses on investigating to comprehend social issues based on detailed insights from informants regarding a particular problem. The aim of this method is to create a systematic, formal, and current depiction of facts, characteristics, and relationships between the phenomena being studied in greater detail.

The selection of informants in this research is based on individuals who have a deep understanding of the issue, possess data, and are willing to provide information. The determination of informants is guided by the criteria of objectives and benefits. There are 8 informants in this research selected through purposive sampling, where only specific individuals or parties are chosen as sources of information.

The selection of informants is based on the consideration that they can provide detailed, comprehensive, and relevant information aligned with the research objectives. The research informants consist of the Head of Tejamulya Village, officials from Tejamulya Village, and members of the community who have utilized public services at the Tejamulya Village Office. Data for this research is collected through direct observation, interviews, and documentation. The data analysis technique involves qualitative data analysis comprising data collection, data reduction, data presentation, and data verification.

**RESULTS AND DISCUSSION**

**Research Findings**

This study is a qualitative descriptive research on the quality of public services in Tejamulya Village. The researcher sought to uncover and describe this quality. The research results consist of data obtained through observation, interviews, and documentation, as follows:

1. **Quality of Public Services in Tejamulya Village**

   Assessment of the quality of public services in Tejamulya Village was conducted based on Zeithaml et al.’s theory (2002), which states that service quality is determined by five dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy. The qualitative analysis of each dimension of service quality can be elaborated as follows.

   a. **Tangible Dimension (Physical Evidence)**

      Achieving quality public service requires changes and improvements that lead to community satisfaction. In this study, Tangible dimension was determined by indicators such as the comfort of service locations, ease of service processes, and the available facilities at Tejamulya Village's public service facilities. Tangible refers to an organization or company’s ability to provide concrete and excellent service to all customers (Rangkuti, 2017; Anisa, 2020).

      From observations, the quality of service at the Tejamulya Village Office is not yet optimal. The low quality of service is due to several indicators not meeting service standards, such as inadequate comfort and completeness of facilities. However, the service process's ease in Tejamulya Village is good.

   b. **Reliability**

      Reliability is the ability to deliver promised services accurately and satisfactorily to service users (Jacobis, 2013; Marande, 2020). The reliability of employees, in this case, the village apparatus, in
providing services significantly aids the community in easily receiving services. Each employee, in this case, the village apparatus, is expected to possess high knowledge, skills, independence, mastery, and professionalism. Consequently, the work activities carried out result in satisfactory service delivery, without any excessive complaints or negative impressions from the services received by the community.

In the dimension of reliability, it is evident that the village apparatus, in terms of precision, service standards or procedures, and knowledge capabilities at the Tejamulya Village office, are already quite good but need further improvement. This includes having clear and easily understandable service procedures, a sufficient number of experienced personnel, and appropriately assigning personnel according to their expertise.

c. Responsiveness

The dimension of responsiveness entails providing good, prompt, and attentive responses to every complaint from service users (Kuswati & Kumoro, 2017). Responsiveness in addressing service users’ concerns serves as a key driver of service success. When service implementation is based on attitudes, desires, and commitments to execute services effectively, it leads to an improvement in service quality. The assessment of public service quality at the Tejamulya Village office in this dimension utilizes several indicators: responsiveness to every customer/applicant seeking services, the speed of employees in providing services, accuracy in service delivery, precision of staff/officers in service provision, and punctuality in service delivery by staff/officers.

Within the dimension of responsiveness at the Tejamulya Village office, several issues persist. Among these is that residents using services in Tejamulya Village complain about the slow service provided by the village apparatus, and there’s a lack of promptness in their responsiveness. However, the village apparatus has made efforts to consistently address all community complaints.

d. Assurance

Every form of service requires certainty in the services provided. The certainty of a service is significantly determined by the assurance provided by employees (Prihatin et al., 2022), in this case, the village apparatus delivering the service, ensuring that service recipients feel satisfied and confident that all aspects of the service are completed thoroughly and efficiently, in line with speed, accuracy, ease, smoothness, and quality of service provided.

The dimension of assurance at the Tejamulya Village office is not yet fully functioning well because there are several indicators still problematic, such as the indicator of timeliness assurance. The assurance of timeliness in the services of the Tejamulya Village office is still poorly executed. However, some indicators are deemed to be performing well. Among these are indicators of legality assurance and assurance of cost determinations in the services provided by the Tejamulya Village office, which are running smoothly.

e. Empathy

Every activity or service-related task necessitates comprehension and understanding of shared assumptions or interests associated with the service. Service runs smoothly and qualitatively when every party involved in the service possesses empathy, courteousness, and a respectful attitude towards serving and valuing every individual (Monteiro, 2019). Based on the assessment indicators used, some indicators have been implemented that do not meet service users’ expectations, such as prioritizing the applicants’ interests, respecting every service user, and the courtesy and politeness of the service at the Tejamulya Village office, which are deemed reasonably good but have not yet provided satisfaction to service users, specifically the Tejamulya village community.

The assessment of service quality in Tejamulya Village is conducted based on the theory by Zeithaml et al. (2002) stating that service quality is determined by five dimensions: Tangible, Reliability,
Responsiveness, Assurance, and Empathy. The results and analysis of each dimension of service quality have been elaborated and explained above. None of these five dimensions are fully operational in covering all their indicators. However, within each dimension, there are indicators that are performing well, yet there are still more indicators that have not been performing satisfactorily.

2. Challenges in Improving Public Service Quality in Tejamulya Village

As a form of responsibility from the Tejamulya Village government to the community, its services unquestionably must encompass all stakeholders who require them, meaning that it must be executed with completeness. Most importantly, it is crucial for the community to perceive the satisfaction derived from the services provided by the village government.

However, the implementation of public services by the village government regarding the fulfillment of its service rights still encounters challenges in creating quality service and generating satisfaction among the receiving community. Creating such quality service and ensuring satisfaction from the community is not an easy task. Numerous constraints and other factors result in the perception that services in Tejamulya Village are still insufficient and tend to be less than wholehearted. They are still not entirely satisfactory or meeting the expectations of the community, as many complaints persist and the community itself perceives that the quality of services organized by the village government is not yet optimal.

From the analysis, observations, and interviews with both the community and the village government in carrying out their duties, services in Tejamulya Village face several issues in the implementation process, including human resources, coordination with other institutions, as well as facilities and infrastructure. In a governmental organization like a village administration, service provision becomes a highly important and crucial aspect. Therefore, Tejamulya Village must ensure excellent service to the community.

Public service constitutes a series of activities aimed at fulfilling service needs in accordance with laws and regulations for every citizen and resident concerning goods, services, and administrative services provided by public service providers (Nasution et al., 2021; Suryantoro & Kusdyana, 2020). The government, along with its apparatus, engages in public service to stakeholders in achieving an enhancement in the quality of life for stakeholders while simultaneously providing satisfaction to the served stakeholders (Rahmad et al., 2023).

a. Human Resources

Efficient public service necessitates adequate human resources, both in terms of quantity and quality. Presently, the department handling general services in the village comprises only two staff members—a head of the department and one service staff member. However, there remains a vacancy in the general service section, with only one staff member fulfilling this role. Although the overall quality of personnel is considered satisfactory, the fact that only one staff member possesses the proficiency to operate computers and other service-related aids poses a substantial hindrance. This limitation forces one individual to juggle multiple tasks, impeding service delivery due to the constraints in both the number and expertise of staff members allocated to this particular service section.

b. Coordination with Other Agencies

Another critical factor affecting service delivery is the coordination with external agencies. For instance, delays in receiving pertinent regulatory information from the District Office hinder the village's ability to provide timely and effective services to its inhabitants. This lack of seamless communication and delayed information exchange between the village and external institutions poses a notable challenge in streamlining service provision.
c. Facilities and Infrastructure

The provision of public services inherently demands the optimal fulfillment of facilities and infrastructure to create a conducive environment for service delivery. However, several shortcomings in the current infrastructure hinder the smooth delivery of services. These issues range from the absence of informational boards, non-functional or malfunctioning cooling systems within facilities, to the inadequate arrangement of seating areas for service recipients.

Addressing these challenges in Tejamulya Village demands a multifaceted approach that includes augmenting human resources, fostering better coordination with external agencies, and rectifying the deficiencies in infrastructure. Such efforts are pivotal in ensuring the enhancement of public service quality and, subsequently, the satisfaction of the community members who benefit from these services.

Discussion

This research highlights significant deficiencies in the quality of public services in Tejamulya Village, identified across several dimensions. These encompass infrastructure, employee reliability, responsiveness, assurance, and empathy. Infrastructure, employee reliability, responsiveness, assurance, and empathy are crucial components in enhancing the quality of public services. Each of these aspects significantly contributes to providing a positive experience for the community receiving public services. Well-established infrastructure, such as adequate facilities and quality amenities, is highly essential in creating a conducive environment for service delivery (Irawan, 2018). Good infrastructure can improve efficiency, accessibility, and comfort for individuals utilizing public services (Mokobombang et al., 2023; Pratama, 2015).

The reliability of employees or officials in providing public services is another critical aspect. Competent employees, possessing sufficient knowledge, and executing their duties proficiently can build trust within the community regarding the services rendered (Ekawati & Andriani, 2022). Another crucial aspect for enhancing the quality of public services is responsiveness. The ability to respond promptly, accurately, and efficiently to the needs or complaints of the community is part of responsiveness. Good responsiveness will increase customer satisfaction and provide a positive experience in using services (Veronica, 2017).

The assurance provided by service providers is also a key factor in instilling trust and confidence in the community. Assurance ensures that the services provided meet the expected standards, including timeliness, quality, and accuracy. Another important aspect is empathy. Empathy from service providers towards the needs, desires, and issues faced by the community is crucial. An empathetic and caring attitude towards the community will create a better relationship between service providers and users, thereby enhancing customer satisfaction (Yayu et al., 2019). The Tejamulya Village office should demonstrate empathy towards the needs, problems, and desires of the community. This includes a friendly attitude, active listening, and attentiveness to every individual seeking services.

The importance of these aspects in enhancing the quality of public services is to provide better services to the community, build trust and satisfaction among the people towards the services rendered, and improve the overall effectiveness and efficiency of public service delivery. By improving and enhancing each of these aspects, a better and higher-quality service environment will be created for the community.

CONCLUSION

Based on the research findings and discussions on the quality of public services in Tejamulya Village, it can be concluded that the tangible dimension significantly influences the service quality in the area. It is evident that aspects related to comfort and the completeness of facilities and infrastructure in
Tejamulya Village still require improvement. However, in terms of service process convenience, Tejamulya Village has shown satisfactory performance.

The reliability dimension indicates that the village officials exhibit precision, standard adherence, and adequate knowledge, which are generally good in Tejamulya Village. This is evident from clear and understandable service procedures, experienced personnel, and appropriate staff placement according to their expertise. The responsiveness dimension exhibits shortcomings as residents utilizing services in Tejamulya Village complain about slow service and lack of promptness from the officials. However, efforts have been made by village officials to address all complaints promptly. The assurance dimension at the Tejamulya Village office is not fully functioning well due to some indicators, notably timeliness assurance, which is still poor. However, certain indicators such as legality assurance and determination of service costs are perceived to be operating well in the village office. Regarding the empathy dimension, which covers prioritizing the applicant's interests, the attitude of village officials towards friendliness and courtesy, and their respect and service towards service users in Tejamulya Village, it is observed that the village services prioritize the applicant's interests and respect for every service user, which is perceived positively by the community. However, there is still room for improvement in the aspects of friendliness and courtesy in the service delivery at the Tejamulya Village office.

REFERENCES


