



Comparative Study of Public Service Quality In Two Urban Villages in Sawahlunto City, West Sumatra

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ABSTRACT: The purpose of this study was to describe the quality of public services in two urban villages in Sawahlunto City, West Sumatra Province. This research was conducted at the Office of the Head of the Air Dingin Head and the Durian II Urban Village Head Office. This type of research is descriptive qualitative. The quality of public services is measured through; dimensions of physical evidence (tangible), reliability (reability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy). The data collection method used observation, FGD (Focus Group Discussion), in-depth and structured interviews. The sampling technique used is snowballing sampling. The key informants in this research are; the village head, the secretary of the village head, the community as service users. Data analysis was carried out qualitatively by triangulation according to sources, through the stages of data reduction, data presentation and drawing conclusions. The results showed that based on the dimensions of physical evidence (tangible) did not provide satisfactory results where the service facilities at the Air Dingin Urban Village Head Office and Durian II Urban Village Head Office were not adequate and did not provide satisfactory services to the community as users. This is because the waiting room facilities are not equipped with air conditioning. At the Durian II urban villages Office, there is no waiting room for the public to wait for the service schedule provided by the officers. In both kelurahan, there are no public toilets for public services. The toilet is in the room next to the staff room. Based on the dimension of reliability, officers have carried out the service process in a timely manner with clearly detailed costs. Based on responsiveness, the staff is quite responsive in service. Based on the dimensions of assurance, ease of service, security guarantees to the community have been carried out well. Based on the dimension of empathy (empathy), the attitudes and actions of officers are good, especially in responding to suggestions and criticisms.

KEYWORDS: Dimensions of physical evidence (tangible), reliability (reability), responsiveness (responsiveness), assurance (assurance) and empathy (empathy)

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I. INTRODUCTION

Public services in the regions are a responsibility that must be carried out by local governments. The government as an apparatus in charge of service must provide excellent service to the community as service users. All policies formulated require careful consideration that is oriented to fast, easy and inexpensive services. In carrying out government services, one must feel close to the community, be able to know, analyze and provide solutions to the problems faced by the community. As revealed by Hardiyansyah (2011) that service is an activity that helps, prepares and takes care of both goods and services to others. Then Sinambela (2011) explains that service is an activity that is profitable and offers satisfaction.

The services provided by the government are services for all levels of society or also known as public services. As stated by Sinambela (2011), the notion of the public is a lot of people, crowded or general. It is the granting of basic rights to citizens (Hayat, 2017). Meanwhile, Tjiptono (2005) describes service quality as a

dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations.

Furthermore, Tjiptono (2005) describes the service quality model that is widely used, namely; service quality, some of the criteria include; Tangible, or physical evidence, namely the ability to show its existence to external parties. Reliability, or reliability, namely the ability to provide services as promised accurately and reliably. Responsiveness, or response, is a willingness to help and provide fast and appropriate service to the community by conveying clear information. Assurance, or assurance and certainty, is the knowledge, courtesy, and ability of employees to foster trust in customers. Consists of several components including communication, credibility, security, competence and courtesy. Empathy, namely giving sincere and individual or personal attention given to customers by trying to understand customer desires.

Based on the description previously explained regarding public services, one form of public service is population administration. Population administration is a series of structuring and controlling activities in the issuance of population documents and data, through population registration, civil registration, population information management and the utilization of the results for public services and other sector development. The Department of Population and Civil Registration (Disdukcapil) of Sawahlunto City is the executor of public administration services in Sawahlunto City. This population service includes population registration and civil registration. Resident registration includes making Family Cards (KK), Electronic Identity Cards (e-KTP), moving letters, and Child Identity Cards (KIA), while civil registration includes making birth certificates, death certificates, divorce certificates, recording confessions. child and child ratification, registration of name changes, and registration of changes in citizenship.

Public administration services carried out in Sawahlunto City certainly encounter various obstacles. Even though efforts to provide excellent service are still carried out optimally. Of course it will not be separated from various weaknesses that must be improved. This study will try to explain how the conditions of public services are carried out from the point of view of the quality of services provided. The location of the study was conducted by comparing two urban villages, namely; The Office of the Head of the Head of Air Dingin and the Office of the Head of Durian II. Various findings in this study will be explained in real terms according to the observations made.

II. RESEARCH METHODS

This research is a qualitative descriptive study. The qualitative method describes the facts and information in the field, while descriptive is the nature of qualitative research data whose data is in the form of a description of the research object, namely words, pictures, and numbers that are not generated through statistical processing. Subjects/samples/data sources are resource persons or research informants. Research subjects were determined using purposive sampling and snowball sampling techniques. The purposive sampling technique is a sampling technique with the consideration that the selected informants are considered the most knowledgeable about the object under study, while the snowball sampling technique is carried out by adding research resource persons in order to obtain satisfactory data. The key informants in this study were the Village Head and Mr. Lurah as superiors who were considered to know and understand the implementation of service activities for the Urban Village Offices. Meanwhile, through the snowball sampling technique, supporting informants were obtained, namely people who came to take care of important population documents who were considered capable of providing information related to the quality of service and the performance of population registration officers. Data collection techniques were carried out by observation, in-depth interviews, and documentation studies.

Instruments in qualitative research are human instruments or human instruments, namely the researchers themselves. Researchers are directly involved and control research starting from the data collection process, data processing, to data analysis. Insight of researchers on public service issues becomes an important tool in this research. This knowledge is used to make supporting instruments in the form of observation guidelines, interview guidelines, documentation guidelines and questionnaire guidelines. The observation guide contains the guidelines needed when making observations regarding daily activities that take place at the Village/Kelurahan Office. The interview guide contains questions that are posed to the subject or research resource to be answered according to the circumstances felt by the interviewee. The documentation guide contains notes or reports in the form of writing, pictures, graphs, matrices, and tables needed to complete and support the results of observations and interviews.

The data analysis technique used in this study is divided into several stages, namely:

1. Data Reduction (Data Reduction). This is done by summarizing, choosing the main things, focusing on important issues, so that the resulting data is sharper and clearer.
2. Presentation of Data (Data Display). It is the arrangement of a collection of information so that it is easy to understand. Presentation in the form of tables, graphs, pie charts, pictograms, and the like.
3. Conclusion Drawing the researcher from the beginning collects data and looks for the meaning of the data collected, after the data is presented. Researchers can provide

meanings, interpretations, arguments, compare data and look for relationships between one component and another. To obtain reliable data, researchers used triangulation techniques as a technique to obtain data validity, namely checking data from various sources in various ways, and at various times. The triangulation technique used is source triangulation. Source triangulation technique is done by checking the data that has been obtained from various sources.

III. RESULT AND DISCUSSION

3.1. Durian II Urban Village Profile

Durian II Urban Village is an area that is part of the Regional Apparatus Organization of Barangin District, Sawahlunto City, has the characteristics and character of a heterogeneous community. Durian II Urban Village Barangin Sub-district is entering its 20th year since the merger between Sapan Village and Sungai Durian II Village. Located 2.1 Km from the District Office, 2.1 KM from the City Hall Office and 101.5 Km from the West Sumatra Governor's Office. The boundaries of Durian II Village are as follows: North side: bordered by Santur Village, Barangin District, South: bordered by Durian I Village, Barangin District, West: bordered by Talago Gunung Village, Barangin District, East: bordered by Rantih Village, Talawi District. Total Population up to December 2019 : 2,472 people. Consisting of Male : 1,260 souls, Female : 1,212 souls

3.2. Air Dingin Urban Village Profile

Air Dingin Urban Village is located in Lembah Segar District. This sub-district is a sub-district apparatus formed to assist or carry out some of the tasks of the sub-district head in the administration of government, public services and community empowerment in the sub-district area, which is responsible to the sub-district head through the sub-district secretary. The boundaries of the Air Cold Village are as follows: North side: bordered by Junjung Regency, South: bordered by Aur Mulyo Village, West: bordered by Saringan and Tanah Lapang Village, East: bordered by Aur Mulyo Village and Sijunjung Regency. Total population up to December 2020 : 1053 people.

3.3. Description of Research Results

To determine the quality of public services in the Durian II Village Head Office and the Air Dingin Head Office at this time, the researchers used the five dimensions of public service quality proposed by Zeithaml et al in Hardiansyah, namely Tangible (physical evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Assurance), and Empathy (Empathy). In addition, the researchers also examined what were the supporting and inhibiting factors for the quality of public services in the two Lurah Offices.

3.3.1. Tangible Dimensions (physical evidence)

Tangible dimension (physical evidence) is determined by indicators, namely the appearance of the apparatus when carrying out service tasks, the comfort of the place to perform the service, the ease in the service process, the discipline of employees when performing services and the use of assistive devices in the service. If this dimension is perceived by the community as good service users, the community will judge it good and feel satisfied with the service, but on the contrary if this dimension is perceived by the community as bad, then the community will judge it badly and will not feel satisfied. To measure the Tangible dimension in an effort to determine the quality of public services, researchers have conducted observations and interviews at the Office of the Head of Air Cold Village and Durian II Village Head Office:

Appearance of employees in serving service users

Appearance is a form of self-image that emanates from a person and is a means of self-communication with others. Having an attractive appearance is one of the keys to success in work, especially in areas of work that are often associated with many people. The appearance of service employees greatly affects the quality of services provided. Because with an attractive appearance, the employee can confidently provide service users.

With regard to appearance, the service staff of the Durian II Lurah Office are neatly dressed and wear uniforms in accordance with established provisions. This is in accordance with Pak Sugito's statement as the Village Head of Durian II who the researcher interviewed on September 6, 2021 who said that "Appearance is very influential in the service process because appearance is one of the elements that will later support to provide service, the attitude and appearance of employees is a first impression for service users who come. If the appearance of the employee is not attractive, then service users will also not be interested in the quality of the service employee. In addition, the appearance of service employees at the Durian II Head Office has worn uniforms in accordance with the provisions set by the Sawahlunto City government, namely civil servant uniforms".

The same thing was conveyed by Ibuk Dian as a service user who the researcher interviewed on September 6, 2021 also said that "the appearance of the employees at the Durian II Lurah Office is neat and not

messy." Furthermore, Mrs. Ayu as a service employee also said that "Appearance is indeed one of the supporters of service quality. We as service employees have tried to look presentable and have complied with the provisions given by the Urban Village."

This also happened to the service officers of the Air Dingin Urban Village. The appearance of service employees is neat and in accordance with applicable regulations. This is in accordance with the statement of Mr. Safrial as the village head of Air Dingin Urban Village "As a village head, I always pay attention to the appearance of all employees in the office, both service employees and other staff because we as the foremost government that always provides excellent service to the community must be able to show the best in service". The same thing was conveyed by several residents of the Air Dingin Urban Village who were interviewed by researchers who said "The appearance of the Air Dingin Urban Village service officer is neat and attractive" Mrs. Mega. Based on the explanation of Mr. Srican as a service officer "I always try to maximize my appearance for the sake of service quality". Appearance is very influential in the service process in order to create a good impression. Service employees will maximize their appearance for quality service for service users so that the ultimate goal of satisfaction can be achieved.

Convenience of a place to do service

The comfort of the place in the service process is very important for service users. In addition, the place of service also greatly affects the quality of service. Air Dingin Urban Village and Durian II Urban Village as public service providers must provide a comfortable place for service users who come, from providing sufficient space so that service users do not feel cramped in the room, then providing seats that are adapted to the existing room. In addition to seats, air conditioners such as air conditioners are also needed for the convenience of service users. If it's already noon, it's usually getting hotter in the room, especially when there are a lot of people queuing for service.

However, in its implementation, both Durian II Urban Village and Air Dingin Urban Village do not have service rooms that meet comfortable service standards, such as the absence of air conditioning (AC), so that if people come, they will quickly feel stifling. This is in accordance with Ms. Fuji's statement that she often feels hot when doing business at the Head Office. The same statement was also conveyed by the Head of Air Dingin Urban Village that "the existing service rooms do not meet the standards that must be met". In addition, the size of the service room in Durian II Urban Village tends to be small and is mixed with some of the staff in the Head Office. This causes inconvenience to service users.

Discipline of employees when performing services

As an agency that provides services to the community, service staff should arrive before service hours are opened, but in practice there are many service staff who arrive late from the specified hours. This happened in the Air Dingin Urban Village, where service staff often arrived late so people had to wait. Many people feel aggrieved by this, because in the management of population documents after the community has done business at the village head office, they must immediately take it to the City Population Service which is quite far away.

This was conveyed by Mrs. Linda "We have to wait at least 15-30 minutes to wait for the arrival of the service staff". In addition, according to Mrs. Desi's statement "I have to return tomorrow because the village staff is very late in coming". However, this is in contrast to the Durian II Urban Village staff who always come before service hours start. This is in accordance with the Lurah's statement "all staff in Durian II Urban Village must arrive before service hours open". In addition, this is also in accordance with Mrs Dian's statement "I am very happy with the services of Durian II Urban Village because all staff are in the office on time.

Use of Tools in Service

The use of tools in the service process is needed for the smooth running of the service process. The tools in question are tools used in the service process such as: computers, printer machines, and so on. Based on the observations of the researchers, the Air Dingin Urban Village has not used assistive devices in services such as service employees who cannot use a printer to photocopy files that are lacking so people have to look for shops that provide photocopy machines. This is in contrast to the Durian II Urban Village where the service staff is very smart and proficient in using assistive devices, so that the community feels helped.

3.3.1. Dimensions of Reliability (Reliability)

A good and quality service needs to have reliability and professionalism in providing a service immediately, accurately and satisfactorily. This is very necessary in order to create customer satisfaction. Reliability is the ability to provide services quickly and satisfactorily. The reliability dimension has several indicators including:

Employee Accuracy in Serving Service Users

Accuracy or thoroughness of employees is needed so that there are no errors in serving service users. According to Durian II Urban Village, the service staff has provided services carefully and quickly by checking all the required documents that must be completed so that people do not have to go back and forth to their homes to pick up the remaining requirements. This is also in accordance with what was conveyed by Mrs. Dian as a service user "every administration of population documents for service staff is very careful in checking the files that we have brought".

This situation is in stark contrast to the service staff in Air Dingin Urban Village, many people feel disappointed because the staff did not check whether the files they had brought were complete or not and when they arrived at the Population Service of Sawahlunto City, there were several requirements that must be met. must be equipped. This was conveyed by Ms. Linda who suggested that the Durian II Urban Village Service Staff should participate in training on the population document service process.

Clear Service Standards

In providing services, service providers must have clear service standards including service procedures. Based on observations and interviews with several sources, researchers see that both Durian II Village and Air Cold Village have Operational Standards that are in accordance with applicable regulations.

Ability to Use Service Tools

The ability of service employees to use the available tools is needed to make it easier for service users to carry out the service process. In addition, the ability of employees to use assistive devices in the service process is a very important capital in supporting service quality. However, based on the research conducted, service employees in Air Dingin Urban Village have not been able to use the tools in the service room. There are only two staff who are able to operate the printer for photocopying files. In addition, service staff are also less able to use laptops. Service staff should be able to master the tools in the service process.

Pak Safril as the Head of Air Dingin Urban Village also said that "Not all employees here are able to use assistive devices in the service process. There are only six of us here, then only one of the honorary children and the secretary have been able to use it. The other four employees have not been able to. In line with what was conveyed by Mr. Deddy who said that "Not all service employees can operate computers, only employees who have special abilities are given the authority to operate these assistive devices so that when the authorized employee is not in place, work using assistive devices becomes slightly delayed. "

In contrast to Durian II Urban Village where the service staff are very proficient in operating all service tools so that the community feels satisfied. This is in accordance with the statement submitted by Ms. Fuji as a service user "I feel happy and satisfied with the services provided by the Durian II Urban Village service staff because we get convenience when we have to complete less document requirements, we don't need to look for a photocopying place because the office Our village head can do it". The ability of employees to use tools in the service process is very important so that the service process can run well. All employees on duty in the service department must have the ability to use assistive devices so that the service process runs smoothly.

The expertise of officers in using service aids.

In addition to ability, expertise in using assistive devices also needs to be possessed by service employees in serving the community. It can be seen that if there are people who bring requirements with less number, the service staff can help to photocopy with a printer machine without having to go to a shop that provides a photocopy machine. Because it will slow down the service process if the community has to go back and forth for photocopies of the requirements that are lacking.

As said by the Head of the Air Dingin Urban Village, the service staff cannot afford to use service aids, so if there are people who bring in less number of files, they have to go to the market for photocopies and return to the Village Head office." This was also conveyed by Mr. Sukar as a service user. "I feel dissatisfied with the services provided by the Air Dingin Urban Village staff because instead of making it easier for the community with complete facilities, it actually makes it difficult for the community. The situation is different when the researcher is in Durian II Urban Village where the service staff makes it very easy and helps every service user. Because service staff can use all service tools so that people don't have to go back and forth if there are less requirements. Service employees must have expertise in mastering assistive devices in the service process so that they can help so that the service process is faster and does not rely on other people in using tools.

3.3.1. Dimensions of Responsiveness (Responsiveness)

The Responsiveness dimension is the responsiveness of employees in providing the services needed and being able to complete services quickly according to the promised time period. The speed of service provided is the responsiveness of the officer in providing the required service. This responsive attitude is related to the sense and way of thinking of employees shown to customers. To measure the responsiveness dimension in

an effort to determine the quality of public services in Durian II Urban Village and Air Dingin Urban Village, it can be measured through the following indicators:

Responding to Every Service User Who Wants to Get Service

Service staff must respond to service users who come. Service users will feel appreciated by service employees when service employees can provide a good response. Responding to service users can have a positive effect on service quality. Service employees immediately greet service users with a friendly smile and ask what needs are needed.

However, in practice, the researcher saw the unfriendliness given by the service staff of the Air Dingin Urban Village, the staff tended to be indifferent and ignore service users who came to manage population documents. This was conveyed by Mrs. Lucy "we had to wait a few minutes until the service staff called us even though if we saw him he was not doing anything important".

In contrast to the service staff in Durian II Urban Village, who quickly greeted us and asked what needs we were going to propose. In addition, the staff is also very friendly so we feel happy with the service he provides. Based on the opinion of Mrs. Lina "I am very happy with the service staff at Durian II Urban Village because he is very friendly and always asks what our needs are, he also immediately does what we need".

Employees Perform Services Quickly

Service users will feel happy when service employees carry out the service process quickly and precisely. Exactly, it can be interpreted that employees provide services according to the needs of service users. The right 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 ultimately community satisfaction is achieved. But not all, not all employees can serve quickly, it all depends on the individual and the dexterity of the service staff.

As happened to the Air Dingin Urban Village, the service staff served service users in a relaxed manner and tended to be slow, so many people gave complaints. As expressed by Ms. Linda "I feel annoyed with the service staff of Kelurahan Air Cold because they serve very casually even though I have to go to the City DISDUKCAPIL to complete the processing of residence documents". The same thing was conveyed by Mr. Roni "it is better for service staff to have dexterity in serving the people who come so they don't waste time".

However, this did not happen in Durian II Urban Village, Durian II's service staff put the community's satisfaction first so much that they rushed the completion of document matters. This is in accordance with Mrs Dian's statement as a service user "document processing at the Durian II Village Head Office is very fast and precise so we don't have to wait long". Fast and precise service is an important thing that must be done as a form of responsiveness to service users, but in addition to being fast, the service must also be carried out properly. If the employee has provided service quickly and thoroughly, the service employee has carried out their duties professionally so that service users will feel happy.

Employees provide services at the right time

The right time to complete the work in a service process is important, because completing it on time will not make service users wait. But not all jobs can be completed on time. As said by Mrs. Linda "we were promised to be contacted via cellphone to pick up the documents that must be signed by the village head in two days, but in fact it has been three days and we have not been called, it turns out that our document files have not been submitted to the village head". In contrast to Durian II Urban Village, the service staff will look for the presence of Mr. village head to sign the file belonging to the community so that the community will immediately get the file back and take it directly to the City DISDUKCAPIL. So it is better for employees to provide timely completion so that service users do not feel disappointed with the promises given by service employees.

All Customer Complaints Responded By Employees

Complaints will occur if service employees do not carry out the service process properly. Durian II Urban Village and Air Dingin Urban Village as service providers provide a means to submit complaints in the form of a suggestion box if there are service users who have complaints related to the service process. Usually when there is a complaint, the employee immediately responds and says thank you. Furthermore, complaints will be submitted and discussed together at regular meetings for 3 months that have been scheduled. Ms. Dian said that "I have never said directly about the complaints I feel, only at that time I saw that there were people who had complaints and they were immediately conveyed. The employee responded by apologizing and saying thank you."

Dimension Assurance (Guarantee)

The Assurance dimension includes knowledge, ability, courtesy and trustworthiness of employees, free from danger, risk, and doubt. Guarantee is a protective effort that is presented to the community for its citizens against risks which if the risk occurs will cause disruption in the normal structure of life. To measure the dimension of Assurance in an effort to determine the quality of public services in the Office of the Head of Air Dingin and Durian II Urban Village Heads, it can be measured through the following indicators:

Officers provide guarantees on time in service

The service employee of Durian II Urban Village always tries to guarantee timely service on the spot, even though the employee must follow the village head wherever he is while still in the city. This is in accordance with Ms. Dian's statement, "All the population document matters that we do can be completed on the same day because the service staff will try to find Mr. village head to ask for his signature wherever Mr. village head is.

Unlike Durian II urban village, the service staff of Air Cold Urban Village cannot guarantee when it will be time to retrieve the population document requirements that have been signed by the village head, because the service staff has made no attempt to contact the village head to find out where the man is. The service staff only said they would call service users when all the requirements had been signed by the village head. As Ms. Linda said, "every time we arrange our residence documents, we have to return home empty-handed because the official in question is not there and we were promised that we will be called as soon as possible, but I have waited for two days and still haven't been called". Pak Eko also said related that "The standard time given is three days but in reality the time needed to complete the KTP management documents reaches six to seven days.

Officers provide a guarantee of costs in service

Based on Law No. 24 of 2013 concerning Amendments to Law No. 23 of 2006 concerning Population Administration, article 79A states that the administration and issuance of Population Documents is free of charge. Based on this law, there is no charge for any document processing.

3.3.1. Dimension of Empathy (Empathy)

The Empathy dimension includes ease of making relationships, good communication and understanding the needs of service users. Empathy is the attention that is carried out personally or individually for service users by placing themselves in the situation of service users. To measure the dimension of Empathy (Empathy) in an effort to determine the quality of public services in the Durian II Village Head Office and Air Dingin Head Office, it can be measured through the following indicators:

Putting 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 in the village head must receive top priority and must be in accordance with what is needed by service users. However, when the researchers observed that not all employees put the interests of service users first. It can be seen when there are service users queuing but there are employees who choose to prioritize their personal affairs such as picking up children to school.

Pak Eko as a Durian II service user said that "I think it depends on the interests, the employees will also see their interests. If there is a call that is not important, it can be postponed to pick up the phone because it is serving. If the phone is really important, the employee always asks the service user for permission first."

This is different from the opinion of Ibu Tasya, a user of the Air Dingin Urban Village service, that "In my experience, I was once asked to wait because the staff would have a meeting while serving me. Even though I've been in line for a long time."

Putting the interests of service users first is important because service users are the priority of service employees. If service users do not feel prioritized, complaints will arise and will give a bad image for the service department.

Officers Serve With Friendly And Polite

The friendliness of service employees is very necessary in the service process. If service employees are friendly, they will give a good assessment of service users, because basically everyone will like a service place in which there are many friendly people. A friendly person means a person who is responsive to the needs of others. In addition to being friendly, politeness is also very much needed by service employees to serve service users.

The friendliness and courtesy of service employees are very necessary in the service process. If service employees are friendly and polite, they will give a good assessment of service users, because basically everyone

will like a service place in which there are many friendly and polite people. A friendly person means a person who is responsive to the needs of others.

However, when the researchers observed, not all employees provided hospitality to service users because there were service officers in the Air Dingin Urban Village chatting with other employees when serving service users. Mrs Tuti said that "The service staff here is friendly, but he also often chats with his friends when serving service users.

Ms. Kiki also gave an answer that "The service staff here are friendly and polite but sometimes they don't, maybe something is going on, so they just ask what they need without saying hello first". Friendliness and courtesy are very important for service employees in the service process to serve service users so that service users are satisfied with the services provided.

Employees Serve Non-Discriminatory (Discriminatory)

In the service process, not only friendliness and courtesy, but also an attitude of not discriminating is also very necessary to be applied. The non-discriminatory attitude means that when serving employees, they do not prioritize service users who are already familiar, such as family or close friends. All must be served equally and must match the queue number.

The researcher saw that in both Durian II Urban Village and Air Dingin Urban Village there were no service employees who discriminated. Mr Agus said that "the employees here do not discriminate. All are served the same and according to the queue number. Miss Nur also added that "the service here never discriminates, everything is judged the same". This non-discriminatory attitude in serving the community means that service employees have performed services professionally and in accordance with public service standards.

Employees serve and appreciate every service user

Appreciation in serving is also almost the same as politeness. Appreciation 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. This attitude must be owned by service employees. The researcher also observed that service employees in both Durian II Urban Village and Air Dingin Urban Village already had an attitude of respect for service users. As Ms. Lucy said that "the employees here have served and appreciated because the employees asked what my needs were, did what I needed in terms of service and appreciated me in speaking". Ms Tasya also added that "as far as I know the employees have served and appreciated it well, when I extended the KK the employee asked for my needs."

Obstacles in Improving the Quality of Public Services in the Office of the Head of the Air Dingin Urban Village and the Durian II Village Head Office. The provision of public services by government agencies to the community is actually an implication of the function of the state apparatus as service providers. However, in providing services to the community, as explained above, there are several obstacles encountered and have an effect on the process of providing quality public services, including the following:

Human Resources

Human resources are the most important and most decisive factor in every organization. He is a determinant of the path or the progress or retreat of an organization. Human resources are human capital and intellectual capital which will determine the effectiveness of other resources owned by an organization such as capital/funds, equipment, organizational technology, structure, and others.

No matter how good the system that has been prepared or equipped and whatever facilities and infrastructure are available in the organization, without being supported by the existence of human resources who have adequate ability or competence to manage it, then the various completeness will not mean much for the existence of the organization.

Human resources in Durian II and Air Dingin are still weak. This is due to the educational background of service employees who only graduated from high school, as well as the lack of service employees participating in adequate training and education in accordance with their positions.

Facilities and infrastructure

One of the component factors for the occurrence of the public service process is the facilities and infrastructure. The existence of facilities and infrastructure in providing basic facilities and supporting the service process is the basis for the community to feel service satisfaction, because the facilities and infrastructure are visible and can be felt before the service process occurs.

The supporting facilities and infrastructure for public services at the Air Dingin and Durian II village head Offices are not adequate. Such as there is still no air conditioning (fan or AC) in the waiting room and in the service room, inadequate bathrooms, and waiting rooms that are joined by other staff rooms. Efforts to Overcome Problems in Improving the Quality of Public Services in the Office of the Head of the Air Cold

Village and the Durian II Village Head Office. To overcome the problem of human resources, Mr. Lurah should often involve service employees in public service trainings so that these employees can better understand how to provide excellent service to the community. Meanwhile, with regard to facilities and infrastructure, it is better if the Lurah can budget funds to repair and complete the lack of facilities and infrastructure.

3.3. Discussion of Research Results

3.4.1. Quality of Public Services at the Office of the Durian II Village Head and Air Dingin Village Head

The quality of public services is an effort to fulfill everything related to production, services, humans, environmental processes, and the needs and desires of consumers in the form of goods and services that are expected to meet the expectations and satisfaction of the community as customers. Service quality in general must meet customer expectations and satisfy their needs. However, even though this definition is oriented to service users, it does not mean that in determining the quality of service, service providers must comply with all consumer desires. Service quality can be identified by comparing the perceptions of service users on the services they receive with the services they actually expect. Quality services can be assessed from the following service dimensions:

Tangible Dimensions (Physical Evidence). This dimension is the ability of a service provider to show its existence to the community. The appearance and capabilities of physical facilities and infrastructure as well as the state of the surrounding environment are tangible evidence of the services provided by service providers which include the physical facilities where the service is located, technology (equipment and equipment used) and the appearance of employees in serving service users. In short, it can be interpreted as the appearance of physical facilities, equipment, and personnel. In this study, the tangible dimension is determined by indicators, namely the appearance of the apparatus when carrying out service tasks, the convenience of the place to perform the service, the ease in the service process, the discipline of employees in providing services, the ease of access of customers in requesting services, and the use of assistive devices in the service.

Public services at the Durian II village head Office have implemented the Tangibel dimension and its indicators. Public quality assessments that have been running according to community expectations in this dimension include the appearance of the apparatus when carrying out service tasks, convenience in the service process, employee discipline in providing services, easy access to customers in requesting services, and the use of assistive devices in service. However, in practice there are still indicators that have not run according to community 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 be hot. In addition to air conditioning, the waiting room is also less comfortable because it joins the workspace of other staff.

The convenience of the place of service greatly affects the service process. Service providers must pay more attention to comfort for service providers because if service users are comfortable with what has been provided, it will have a good effect on service providers, but on the other hand if service users still feel uncomfortable, it will have a bad effect on service providers. In contrast to Durian II Urban Village, Air Dingin has not implemented the Tangibel dimension (physical evidence). There are so many indicators of the Tangible dimension that have not been met by the Air Dingin Urban Village service staff. Such as employee discipline in performing services. Service staff often arrive late which causes people to wait. In addition, the service staff of the Air Dingin Urban Village are also less able to use service tools such as not being able to use a printer machine to photocopy files.

The second dimension The second dimension is the dimension of Reliability (Reliability). This dimension is the ability of service providers to provide services as promised accurately and reliably. The reliability of employees in providing services greatly helps the community in receiving services quickly and easily. Reliability can be seen from the accuracy in serving, the ability and expertise of employees in using tools in the service process. Reliability is the ability to provide the promised service promptly, accurately, and satisfactorily. In this study, the dimensions of reliability are determined by indicators, namely the accuracy of employees in serving service users, the sub-district has clear standards or not, the ability of employees to use tools in the service process, employee expertise in the service process. Public services at the Durian II village head Office have implemented the reliability dimension. Public quality assessments that have been running according to community expectations in this dimension include the accuracy of employees in serving service users, clear service procedures, the ability of employees to use assistive devices and employee expertise in using service aids during the service process. In contrast to the Air Dingin Village where the community does not feel satisfied with this dimension, because the service officers are less careful in checking the population files that must be completed, the officers are incapable of using service aids. However, indicators that have been met by this dimension are clear service procedures.

Furthermore, the third dimension is the Responsiveness Dimension. Durian II Urban Village has implemented this dimension along with its indicators, such as service staff directly asking service users who

come, providing services quickly and accurately. In addition, the service staff also provides services in a timely manner and the service staff also responds to all complaints submitted by service users. Meanwhile, Air Dingin Urban Village has not implemented the Responsiveness Dimension and its indicators. Like many people who are disappointed because the service staff does not immediately respond when they come. The service staff looks indifferent and ignores service users. After a while the staff asked the need for service users.

The service staff in Air Dingin Urban Village are also slow in serving the community, so they seem to be wasting their time. In addition, the service staff also could not complete the work on time that had been promised. However, the last indicator is responding to all community complaints. The service staff of Air Dingin Urban Village responds and accepts all complaints submitted by the community. Furthermore, the fourth dimension is the Assurance Dimension. This dimension is a guarantee and certainty, namely knowledge, courtesy, and the ability of service employees to foster trust from service users to service providers. Consists of components of communication, credibility, security, competence, and courtesy. In short, it can be interpreted as the knowledge and friendliness of employees and the ability of employees to be trusted and trusted.

Public services in Durian II Urban Village have implemented the Assurance dimension along with its indicators. Public quality assessments that have been running according to community expectations in this dimension include employees providing guarantees on time in service. The guarantee provided by service providers relates to the ability of service providers to provide a high sense of trust to service users, the trustworthiness of employees. If service users have been given guarantees related to services, it will grow the trust of service users of service providers. However, this is different from the existing service staff. In the Air Cold village, there is no certainty for service users when it is time to complete document processing. The staff only said they would contact the service user if the files had been signed by the Lurah.

The last dimension is the Empathy Dimension. This dimension provides sincere and individual or personal attention given to service users by trying to understand the wishes of service users where service providers are expected to have an understanding and knowledge of service users, understand the specific needs of service users, and have a comfortable operating time for customers. In short, it can be interpreted as an effort to know and understand the needs of individual service users. Public services in Durian II Urban Village have implemented the Empathy dimension along with its indicators. Public quality assessments that have been running according to community expectations in this dimension include prioritizing the interests of service users, employees serving with courtesy, employees serving without discrimination.

IV. CONCLUSION

Based on the description of the results of the research and discussion, the following conclusions can be drawn:

1. The quality of public services at the Durian II Village Head Office and the Air Dingin Head Office can be assessed from five dimensions, namely Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

- Tangible Dimensions (Physical Evidence) which has indicators of appearance, comfort, convenience, and use of assistive devices. Based on the research and observations of researchers in the Durian II urban village, it has been implemented, but there are indicators that have not been fully implemented, namely regarding the convenience of the service place. However, for Air Dingin Urban Village only the performance indicators of service personnel have been applied, there are many other indicators that still need to be improved and fulfilled;
- Dimensions of Reliability (Reliability) which have indicators of accuracy, clear service standards, capabilities, and expertise have been implemented in Durian II Urban Village but in Air Dingin Urban Village these indicators still need to be addressed. In Air Dingin Urban Village, only clear service standard indicators have been met.
- Responsiveness dimension which has indicators of responding, quickly, precisely, carefully, on time and responding to complaints from service users. In Durian II Urban Village all these indicators have been applied. This dimension is in accordance with the wishes of the community, this is proven by no complaints from service users. In contrast to Air Dingin Urban Village, indicators that are applied well to this dimension only respond to complaints from service users.
- Dimension Assurance (Guarantee) has indicators, namely guarantee on time and guarantee cost certainty. However, in the City of Sawahlunto, there is no fee for managing population documents. The punctual guarantee indicator has been well implemented in Durian II Urban Village, but in Air Dingin Urban Village this indicator has not been implemented properly, causing complaints to the community.
- The Empathy dimension, which has indicators of prioritizing the interests of service users, friendly manners, non-discriminatory, and respect has been implemented in Durian II Urban Village. However, in the Air Dingin Urban Village, this indicator has not run according to community expectations.

Obstacles in improving the quality of public services in both Durian II and Air Dingin Urban Villages are the lack of public service facilities and infrastructure such as the absence of air conditioners, both fans and air conditioners, and waiting rooms that join the staff workspace. In addition, in the Air Dingin Urban Village, the thing that hinders public services is HR (human resources). The human resources of service staff in this sub-district must be further improved and their quality improved. Because the operation of a quality service begins with competent human resources, so that it can provide satisfaction to service users.

Suggestion

Based on these conclusions, the following suggestions can be given:

- The offices of the Head of Air Dingin and Durian II Urban Village Heads should add facilities and infrastructure such as air conditioning in the service room for service users. In addition, in Durian II Urban Village the service waiting room should be made specifically and not mixed with the staff workspace. So that service users feel more comfortable with the addition of these facilities and infrastructure.
- The Air Dingin Urban Village Head needs to provide training related to how to implement the excellent service provided to the community so that there are no complaints and disappointments conveyed by the community. In addition, the Air Dingin Village Head also needs to provide training to service employees who are not yet able to operate the tools available in the service process.
- Employees at the Durian II village head Office and Air Dingin Urban Village should remind each other the importance of friendliness to service users in the service process so that service users give a good response to service employees. Mr. village head as the leader must also give a warning to the service staff if something goes wrong and always supervise how the service is running at the Lurah Office.

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