

SERVICE QUALITY OF THE GOVERNMENT ADMINISTRATION CENTER OF NORTH ACEH DISTRICT

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ABSTRACT

This study aims to analyze the readiness of the implementers in providing public services after the transfer of the North Aceh District Government Administration center and analyze the supporting and inhibiting factors for services after the transfer of the North Aceh Regency Government Administration center. This descriptive study uses a qualitative approach. This study used primary data and secondary data, with data analysis techniques using qualitative analysis. The data collection is through observation, interviews, and documentation. The results of the study show that the readiness of the implementers in providing services after the transfer of the North Aceh Regency Government Administration center has not gone well and needs to be improved by the service providers so that it is more optimal, especially in managing activities in terms of both administrative and other services to the community. It is hoped that the Government can increase the availability of facilities and infrastructure to support better and proper service quality to create better community satisfaction.

Keywords: public service, post transfer, administrative center

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INTRODUCTION

Services are intangible and non-durable services are processes that are created and used simultaneously or almost simultaneously by service providers. Because customers cannot store the service after it is produced but the effect can be stored continuously by the customer. Services are said to be intangible, meaning that they can only be felt (Fritzsimmouns, 2011: 4).

Good public services for the community are a must. However, it is often found that public service providers have not implemented proper public service standards. Citizen Charter (service information) is an approach to public service delivery that places service users at the center of services (Nirmalasari et al., 2021).

Kumorotomo (2007) asserts that there are many circumstances that act as a functional citizen charter, namely that it should be able to be used as a style of formulation on open collective agreements, such as public instruments in order to regulate service management, as well as in order to control the authority and responsibility of consumers or service facilitators in a balanced and fair manner. This means that the needs and interests of service users must be the main consideration in the entire process of organizing public services. The Citizen Charter also aims to improve the delivery of public services, and balance the rights and obligations between service providers and service users. Citizen Charter places the interests of public service users, namely the community, as the most important element. To achieve this goal, Citizen Charter encourages service providers to work together with service users and other interested parties (stakeholders) to agree on the type, procedure, time, cost, and method of service.

Law of the Republic of Indonesia Number 25 of 2009 explains that the state is obliged to serve every citizen and resident to fulfill their rights and basic needs within the framework

of Public Services which are mandated in the Law. Public Service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident, for goods, services, and or administrative services provided by public service providers.

The transfer of the North Aceh Regency government headquarters is stated in the Regent's letter Number: 061 / 1891 dated December 18, 2020, where the letter is valid since December 21, 2020. The relocation of the North Aceh Regency government administration center from Lhokseumawe City to the Lhoksukon City area certainly has a good or positive impact on Lhoksukon City and its people.

Rofiq (2014) argues that the transfer of the center of government has a positive impact, including the development that has occurred for the growing city of Lhoksukon. Then also the community becomes easier to access public facilities provided by the government, and the community's economy can be helped (Navieza et al., 2021). Based on North Aceh Qanun Number 32 of 2005 concerning the Establishment of Lapang Pirak Timu Geureudong Subdistrict, the main purpose of expansion and the establishment of autonomous regions is to further improve public services, the welfare of the local community and equitable development in the region.

After the expansion of North Aceh, all administrative centers that were originally located in Lhokseumawe must now be moved to Lhoksukon with various stages and a transfer process that takes years in the hope that the public service process can run well. All types of services will move to the office in Lhoksukon, the quality of service is very different compared to the previous office. Starting from adaptation to the speed of service and the community is also very dependent on the quality of service provided. Researchers want to see the public service process after the transfer because some offices have been moved but are still operating in Lhokseumawe due to various reasons, ranging from employees who say that the transfer location is too far away to other difficulties. On another basis, the implementation of public services carried out by the government after the transfer which resulted in services is still considered less effective and efficient and the quality of human resources is not adequate. It can be seen that there are still complaints from the public both directly and indirectly seen in complaints or complaints in the mass media that complain about the quality of public services.

After the transfer of the North Aceh Regency Government Administration Center, there are still many people, especially in the western region, complaining about the long distance traveled, the services that are still very convoluted and the services provided in managing needs such as KK, KTP, Moving Letters and others are still manual. This study aims to analyze the readiness of the implementing parties in providing public services after the transfer of the North Aceh Regency Government Administration center and the supporting and inhibiting factors for services after the transfer of the North Aceh Regency government administration center.

METHOD

This research was conducted in Lhoksukon City, North Aceh Regency. The reason this research was conducted in Lhoksukon City, North Aceh Regency is because it is one of the agencies that plays an important role in providing services to the community after the transfer of the North Aceh Regency Government Administration Center, considering that there are still many people who complain about Post-Administration Center Services due to the location that is very far to travel.

Research Approach

This research uses qualitative research with a descriptive approach. According to Sugiyono (2021: 17), qualitative research is a naturalistic research method because the research is carried

out in natural conditions (natural settings), where qualitative research methods are referred to as ethnographic methods because initially qualitative research was widely used in the field of cultural anthropology, referred to as qualitative methods because the data collected are more qualitative analysis. Here researchers use qualitative research with a descriptive approach which aims to obtain an in-depth meaning of a phenomenon by collecting facts and information related to the focus of research. The use of a qualitative approach intends to get a more complete and in-depth picture of Public Services after the Transfer of the North Aceh Regency Government Administration Center.

Data Collection Technique

This data collection is carried out with the aim of monitoring so that the data obtained can be maintained at the level of validity and reliability. This data collection technique is also to facilitate researchers in obtaining research information. For this reason, the data collection techniques in this study are:

1. Observation

In this study, researchers used passive observation (passive participation), namely researchers came directly to the field to conduct research by looking at things related to Public Services after the Transfer of the North Aceh Regency Government Administration Center (Moleong 2017).

2. Interview

An interview is a meeting of two people to exchange information and ideas through questions and answers so that meaning can be contributed to a particular topic. The interview technique used in this research is an unstructured interview in which the questions asked are very open and provide opportunities for informants to explain the answers as broadly as possible. (Moleong 2017).

3. Documentation

Documents are records of events that have already taken place. Moleong (2017) says that documents in qualitative research produce quite valuable descriptive data and are used to examine subjective aspects and the results are analyzed inductively.

With the documentation method, in its implementation the author observes and investigates written objects such as regulations, reports, books and others related to Public Services After the Transfer of the North Aceh Regency Government Administration Center (Moleong 2017).

Data Analysis Technique

In qualitative research data is obtained from various sources, using various data collection techniques and carried out continuously. According to Miles and Huberman in Sugiyono (2021: 321-330) there are three ways that can be done in analyzing data, namely:

1. Data collection, generally in qualitative data collection using observation, in-depth interviews, and documentation or a combination of the three referred to as triangulation. Data collection can be done for days or months, so that the data obtained will be a lot. In the early stages, researchers conducted a general exploration of the situation under study. Everything that is seen is recorded, thus the researcher will obtain very large and very varied data.

2. Data reduction means summarizing, selecting and choosing the most important things, focusing on important things, looking for themes and patterns. Thus the reduced data will provide a clear picture of the data and make it easier for researchers to collect data.

Data display, after the data has been reduced, the next step is to display the data. Presentation of data is given in the form of brief descriptions, charts, relationships between

categories, flowcharts and the like. In this research, the presentation of data is in the form of narrative text. By displaying the data, it will be easier to understand what is happening and plan further work on what has been understood.

RESULTS AND DISCUSSION

Public service is an effort made by a group or a bureaucratic person to provide assistance to the community in order to achieve a certain goal. One of the implementation of public services is population administration in a government (Musdalipa et al., 2017; Sengke et al., 2023). Public Services are a basic right for every citizen and an independent state always pays attention to the basic rights of its citizens, both as individuals and as members of society (Moenir, 2006: 28). Because the main function of government is to serve the community, this function must really be carried out by the state apparatus as the implementer of the bureaucracy as well as possible in order to fulfill the interests and aspirations of the community. According to Ryaas Rasyid (1997: 11), the government was formed not to serve itself, but to serve its community and create conditions that allow each member of society to develop their abilities and creativity in order to achieve common goals.

Public Services After the Transfer of the Government Administration Center of North Aceh Regency, the readiness of the implementing parties in providing services has not been effective in providing services to the community that are fast, precise with clear information so that the community is not confused by the applicable procedures. This can be seen from the service quality of Pasuraman et al. (1988), namely tangible, reliability, responsiveness, assurance, and empathy. Based on SERVQUAL, it reveals that tangible is one of the indicators that greatly influences how the form of service quality to be able to meet the community satisfaction expected by the office, the offices in North Aceh Regency should be able to maximize conditions and provide good service to the community.

Then the form of service quality from reliability at the office in North Aceh Regency must be demonstrated by providing services in accordance with the form of characteristics possessed by these employees, in accordance with the existence of the North Aceh Regency office. This greatly affects the form of service quality from the office. Furthermore, the quality of service responsiveness (responsiveness) is a form of service in providing explanations, so that people or communities who are given services respond and respond to the services received. Then assurance or guarantee in an office whose function is to foster a sense of trust in various things for the services provided to the community by the office so as to create the expected service quality.

Service will run smoothly and with quality if every party concerned with the service has a sense of empathy in completing or taking care of or having the same commitment to service. The point is that in every service that is carried out, it is very necessary to have the presence of empathy for everything in it. Empathy in the office is being able to understand the person being served with full attention, seriousness, sympathy, understanding and involvement in various problems faced by the person being served. Service quality in empathy must be realized in five ways, namely: able to pay attention to the various forms of service provided, so that those served feel important; able to give seriousness to the work activities provided, so that those served give the impression that the service provider addresses the desired service; able to show sympathy for the desired service so that those served have the authority of the service provided; able to show a deep understanding of the various things expressed, so that those served become relieved in the face of perceived forms of service; able to show his involvement in providing services for various things that are done, so that those served become helped to face various forms of service difficulties.

Regarding infrastructure, there are still very limited facilities available in the office. The

facilities used in the office are currently brought directly from the old office in Lhokseumawe City, We as a community hope that by moving the office to the North Aceh Regency Region can improve better service to the community, but it is still constrained by a system network that is sometimes unstable and makes services long and convoluted.

Since the readiness of the North Aceh District Regional Office, services have not continued as usual in order to facilitate the community to get effective and efficient services. Until now, the readiness has not been running for almost five years, but the facilities and infrastructure available are still very limited, seeing that the office is still lacking in providing services to the community in management in the field of services to the community, it should be with a policy that provides this move has shown the extent of the readiness of employees or infrastructure that is adequate in terms of readiness to do the maximum possible in providing services to the community.

The readiness of the implementing party in providing services has not been effective in providing services to the community that are fast, precise with the delivery of clear information so that people are not confused by the applicable procedures. Then in terms of infrastructure, there are also still very limited facilities available in these offices. People with needs in this case must go directly to the office. Responsiveness of employees / employees should be clearer in providing services so that people do not need to go back and forth to the office in taking care of their needs which takes days or even weeks.

The increase and public demand for effective, efficient and satisfying public services from government employees as public servants is increasingly popular. This is related to the development of the needs, desires and expectations of the community which continue to grow and become more sophisticated. The community as a service subject no longer likes services that are convoluted, long and risky due to long bureaucratic chains.

The community wants fresh services, while being able to understand the needs and desires that are fulfilled in a relatively short time. These desires need to be responded to and fulfilled by agencies engaged in services, if their activities are to have a good image, for this reason the management needs to re-evaluate the aspects of the services that have been provided in accordance with the needs and desires of the people served, or on the contrary there is still a gap between the services provided and the services expected by the community. The occurrence of a gap indicates a lack of excellent service quality, which has the potential to reduce the overall performance of the agency.

Local government employees should provide the best service oriented to the needs and satisfaction of service recipients so as to increase competitiveness in providing services. To be able to carry out this function, local government employees must be able to follow up in the delivery of public services or services to the community in accordance with the functions of each service element.

There are several supporting and inhibiting factors after the transfer of the administrative service center of North Aceh Regency. Table 1 shows that the service of the administrative center after the transfer of North Aceh Regency is not good, where the readiness of the service offices is still lacking, although not all of them are written by researchers, but we can know that the services provided are less effective and efficient to the community. Infrastructure facilities are a factor inhibiting services so that the services provided to the community are very slow and also not in accordance with the time given by employees who work in service offices, so far there has been no policy from the government regarding complaints conveyed by the head of the office, there should be a request to complete the infrastructure in the office must be followed up so that in the future the services provided to the community can be even better in the future and there is no longer an excuse that the services provided to the community because the facilities in the office are adequate to perform or provide good and effective services.

Table 1 Contributors and Barriers to Service Delivery in North Aceh

No	Barriers	Contributors
1	Infrastructure Facilities	Human Resources
2	Ineffective service	Supporting Facilities for Transportation
3	Lack of digital tools/computer	

This can be seen from the many complaints and complaints from the community both directly and through the mass media, thus creating an unfavorable image of the government in the eyes of the community itself, especially in the eyes of ordinary people who do not know about public services. So good service in the area must be owned by every apparatus that handles services. In addition, there is also cooperation between employees to complete the work and problems that exist when serving. In the speed and determination of employees in serving the community, it is in accordance with public service operational standards (SOP).

CONCLUTIONS

Based on the results of the research and the problems above, the researchers concluded that related to Public Services After the Transfer of the Government Administration Center of North Aceh Regency. The readiness of the implementing party in providing services is still considered less effective, this can be seen from the services provided that are still manual in the digital era at this time, while the government must make efforts to improve the implementation of services after the administrative transfer of North Aceh Regency given the quality of human resources that are very adequate and provide authority to supervise employee performance, especially in services so that the services provided are more effective and efficient.

The inhibiting and supporting factors for Post-Removal Services of the North Aceh Regency Government Administration Center, namely Facilities and infrastructure are everything that is needed to achieve effective and efficient services. The lack of available facilities and infrastructure will hinder the service process provided. then the services provided are still manual in the current digital era, even though in this digital era people want all arrangements to be faster, effective and efficient. That is why the implementation of public services is required to be able to provide excellent service. Furthermore, human resources are one of the most important factors in realizing better services, so far human resources at the North Aceh District Office are very adequate. Finally, the availability of transportation facilities in the form of transportation equipment is to support the smooth activities of employees at agencies in North Aceh Regency.

Suggestions for what needs to be done by the government of North Aceh Regency after the transfer of administrative services are the need for serious efforts in increasing socialization and counseling about the importance of moving letters, and increasing coordination between government agencies and the private sector in conveying information and cooperation in helping the community to meet the requirements in launching effective and efficient services. Then the need for maximum attention and supervision from the head of the office to his employees, so that employees can work as optimally as possible and in accordance with the

regulations and in the service process the Population Service apparatus, Civil Registry and Agencies in the service office should be able to complete tasks on time and determine in accordance with the provisions of Regional Regulations. So that the public clearly knows the services obtained when they need services at the service administration office in North Aceh.

Then coupled with human resources who have competence and expertise in the field of administrative services. Well, this is what the government of North Aceh Regency actually did to increase the human resources of North Aceh Regency in order to smooth the services provided to the community in the future. Efforts Made in Improving Services to the community must require the quality of the office and its human resources in providing services and the facilities and infrastructure in the office must be complete.

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