

## **Service Quality at the Karampuang Village Office, Makassar City**

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### **ABSTRACT**

This study aims to determine the quality of service at the Karampuang Village Office, Makassar City. To achieve this goal, the researchers used data collection techniques through documentation, observation, and interviews. The data obtained from the research results were processed using qualitative analysis to determine the quality of service at the Karampuang Village office, Makassar City. The results of the study indicate that the cause of the low quality of public services in Karampuang Village, Makassar City is caused by the indicators in the Tangible and Reliability dimensions that have not been implemented in accordance with service standards. The indicators that have not run according to service standards are (1) Tangible dimensions (physical evidence), namely the inconvenience of service places including non-functioning facilities.

Keywords:Quality of Service, Village Karampuang

### **INTRODUCTION**

The concept of public service is a process in which there are three most important elements, the first element, is the service provider organization (organizer), namely the Government/Local Government, the second element, the service recipient (customer), namely the person or community or organization concerned, and the third element, is satisfaction given or received by service recipients. According to Groetsh and Davis in Hardiyansyah (2018) Quality is a dynamic condition related to products, services, processes and environments that meet or exceed expectations. Furthermore, according to Crosby et al (1988) Service quality is an adjustment to the details where this quality is seen as the degree of excellence to be achieved. The quality of service provided to customers is in accordance with service standards that have been standardized as a guide in providing services. Service standard is a measure that has been determined as a standard of good service. To achieve good service quality, many aspects need to be considered. In general, public services need to pay attention to customer needs.

To be able to assess the extent to which the quality of public services provided by government officials, it is necessary to have criteria that indicate whether a given public service can be said to be good or bad, qualified or not. The government as a provider of public services needed by the community must be responsible and continue to strive to

provide the best services to improve these public services. Public satisfaction is a measure of the success of public services provided by public service providers. Therefore, services must be focused on fulfilling the maximum needs of the community both in terms of quality and quantity. The kelurahan has the duties and functions of carrying out the governmental authority delegated by the camat and carrying out other governmental tasks in accordance with the provisions of the Government Regulation of the Republic of Indonesia No. 73 of 2005 regarding Kelurahan, so that this regulation requires that kelurahan government apparatus be able to manage their own government so that it is expected to be able to provide a quality public service in every administrative arrangement needed by the community.

The kelurahan has an important role for the needs of the community, because all population activities or information are carried out by the kelurahan government. To achieve success in service at the Karampuang sub-district office, it is necessary to have a leader who is supported by employees in carrying out activities and as a driving force for the successful implementation of the main tasks of the organization in achieving common goals, because in an organization there is always a series of hierarchies with restrictions on the authority and duties of each respectively. In terms of public services, the Karampuang sub-district office, Makassar City, essentially provides quality services to people in need in the area. The form of service at the Karampuang Village office, Makassar City, is administrative service. Administrative services are services that produce various forms of official documents needed by the community or the public. The Karampuang Urban Village, Makassar City, was formed in accordance with Makassar City Regional Regulation No. 3 of 2009, namely the Karampuang Village has an organizational structure consisting of a lurah, village chief secretary, sections (governance, peace and public order), community empowerment and people's welfare sections, economic and development sections and cleaning management section. The types of services provided by the Karampuang Subdistrict, Makassar City are (heir management, moving out certificates, death certificates, building PBB, domicile certificates, building permits, validating letters of identification, submitting rights, moving in letters, marriage certificates, disability certificate,

The reality that is happening in the field today is that there are still problems, namely there is still a lack of guarantees for incorrect time in service. Their complaints occur because the community wants to get timely service in all the service processes of the village office. With these problems resulted in low quality of service. Time uncertainty can lead to an unfavorable image of government agencies. Considering that the government's main function is to serve the community, the government continues to strive to improve the quality of its services. Good service to the community must be supported by employees who are reliable, competent, able to understand and be able to carry out their main tasks and functions in accordance with the fields or responsibilities assigned to them. Besides that, they certainly must have a commitment and moral responsibility to society. The community certainly wants to get good facilities and guarantees from the government.

The concept of quality is relative, because the quality assessment is determined from the perspective used. According to Trilestari in (Hardiyansyah 2018) basically there are three quality orientations that should be consistent with one another, namely customer, product and process perceptions. for service products, these three orientations can contribute to organizational success in terms of customer satisfaction. The broader definition of quality is said by Daviddow and Uttal (1989), namely "It is any effort that is used to enhance customer satisfaction (whatever enhances customer satisfaction)". Kolter (1997) says that "Quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. "Quality cannot be separated from products and services or services. Groetsh and Davis in (Tjiptono, 1997) argue that "Quality is a dynamic condition associated with products, services, processes and environments that meet or exceed expectations." Meanwhile, according to Sinambela et al. (2006) "Quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). Based on this definition of quality, it can be concluded that to meet the expected quality, every company must meet customer needs which can provide more satisfaction with a product used and the services that have been provided. 1997) argues that "Quality is a dynamic condition associated with products, services, processes, and the environment that meets or exceeds expectations." Meanwhile, according to Sinambela et al. (2006) "Quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). Based on this definition of quality, it can be concluded that to meet the expected quality, every company must meet customer needs which can provide more satisfaction with a product used and the services that have been provided. 1997) argues that "Quality is a dynamic condition associated with products, services, processes, and the environment that meets or exceeds expectations." Meanwhile, according to Sinambela et al. (2006) "Quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). Based on this definition of quality, it can be concluded that to meet the expected quality, every company must meet customer needs which can provide more satisfaction with a product used and the services that have been provided. (2006) "Quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). Based on this definition of quality, it can be concluded that to meet the expected quality, every company must meet customer needs which can provide more satisfaction with a product used and the services that have been provided. (2006) "Quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). Based on this definition of quality, it can be concluded that to meet the expected quality, every company must meet customer needs which can provide more satisfaction with a product used and the services that have been provided.

According to the Indonesian Dictionary, service has three meanings, (1) matters or ways of serving; (2) efforts to serve the needs of others by obtaining compensation (money); (3) facilities provided in connection with the sale and purchase of goods or services. The definition of service according to the American Marketing Association, as quoted by Cowell (1998) that service is basically an activity or benefit offered by one

party to another and if in essence it does not materialize and does not result in the ownership of something, the production process may also not be associated with a physical product. Meanwhile, according to Lovelock (2011) "service is a product that is intangible, lasts a while and is felt or experienced. "This means that service is a product that has no form or shape so that there is no form that can be owned, and lasts for a moment or does not last long, but is experienced and can be felt by the recipient of the service. Etymologically, service comes from the word service which means helping to prepare/manage what someone needs, then service can be interpreted as: Regarding/how to serve; Services/services; In connection with the sale and purchase of goods or services (Poerwadar Minta, 1995). From this description, service can be interpreted as an activity provided to help, prepare and manage either in the form of goods or services from one party to another. Another term similar to that service is devotion and protection. From an administrator it is hoped that the characteristics of providing public services, serving the public interest and providing protection to the weak and small community will be reflected. Administrators put more emphasis on prioritizing public/public interests and providing services to the community rather than their own interests (Thoha, 1991). Viewed from an economic point of view, service is a means of satisfying human needs as is the case with goods. But services have their own characteristics that are different from goods. One thing that distinguishes it from goods, as stated by Gaspersz (2011) in Administrators put more emphasis on prioritizing public/public interests and providing services to the community rather than their own interests (Thoha, 1991). Viewed from an economic point of view, service is a means of satisfying human needs as is the case with goods. But services have their own characteristics that are different from goods. One thing that distinguishes it from goods, as stated by Gaspersz (2011) in Administrators put more emphasis on prioritizing public/public interests and providing services to the community rather than their own interests (Thoha, 1991). Viewed from an economic point of view, service is a means of satisfying human needs as is the case with goods. But services have their own characteristics that are different from goods. One thing that distinguishes it from goods, as stated by Gaspersz (2011) in Hasnawi Haris et al., (2022), is the output that is intangible, non-standard, and cannot be stored in inventory but can be consumed directly during production.

## **METHOD**

The research conducted is a qualitative approach. Qualitative research is a research method that places more emphasis on aspects of in-depth understanding of a problem rather than looking at problems for generalization research (Siyoto and Sodik, 2015). This research method uses descriptive qualitative research. This study uses a qualitative approach to explain the problems and research focus. Qualitative methods are social research steps to obtain descriptive data in the form of words and pictures. According to Moleong (2014) that the data collected in qualitative research is data in the form of words, pictures, and not numbers. Qualitative research approach is an approach that does not use

the basis of statistical work, but based on qualitative evidence. In this case, researchers interpret and explain the data obtained by researchers from interviews, observation, documentation, so as to get answers to problems in detail and clearly. The selection of a qualitative research approach was carried out on the basis of the specifications of the research subjects and to obtain in-depth and accurate information about the facts, characteristics and relationships between the phenomena being investigated. The descriptive-qualitative research method is focused on facts-based problems which are carried out by observing/observing, interviewing, and studying documents. This method was chosen as one of the writing methods in order to obtain an overview in the field about the quality of service at the Karampuang Village office, Makassar City. The research location indicates where the research was conducted. The research location on the service quality of the Karampuang sub-district office in Makassar city is located on Jl. Racing Center I Block G No.1, Karampuang, Panakkukang, Makassar City, South Sulawesi. Postal Code 90231, Indonesia. At the Karampuang Village Office, Makassar City. According to Sugiyono (2003), research focus is useful as a research boundary so that research results are more focused. In qualitative research, the focus of research in the field is how the quality of service at the Karampuang Village office, Makassar City. The stages of this research were (1) the pre-field stage, (2) the implementation/field process stage, (3) the data analysis stage, (4) the conclusion stage, (5) the reporting stage. The informants in this study were the village head, village head staff, and the community. Types and sources of data in this study are primary data and secondary data. The data collection techniques in this study were (1) observation, (2) interviews, (3) documentation. As for checking the validity of the data are (1) credibility test, (2) triangulation test, (3) transferability test, and (4) dependability test. The data analysis used in this study are (1) data condensation, (2) data presentation, and (3) conclusions.

## RESEARCH RESULTS AND DISCUSSION

Karampuang Village is a non-coastal area. There are a total of 45 RTs in the Kelurahan area, and 9 RWs belonging to the Mandiri village. During 2023, there will be a total of 9,454 people. According to gender, the population is around 4523 men and 4931 women. In the social field, the residents of Karampuang Village can be seen from their education, health and religious status. In terms of education, in the 2022/2023 academic year there will be 5 kindergartens in Karampuang Village. At the level of public and private SD there are 6 schools, SMP there are 3 schools, SMA there are 2 schools and one university. In this section the investigator will explain the results of the study and discuss the implementation of quality in the Karampuang Village, Panakukang District, Makassar City. In this study, data collection techniques used observations, recordings, and interviews, which summarizes the selected informants to answer the research questions. In accordance with the objective of the study, namely to determine the service process at the Karampuang Village Office and community satisfaction at Karampuang Village Officials, Panakukang Regency, Makassar City, investigators conducted in-depth

interviews with selected people. the implementation of quality in the Karampuang Village is the community of service users. Measurement of service quality is carried out by using five dimensions consisting of tangible, reliability, responsiveness, assurance and empathy. With these service dimensions, the Karampuang Village tries to provide services through steps, namely the assessment of service quality in the Karampuang Village is carried out based on the theory of Zeithmal et al. that service quality is determined by five dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy. The results and qualitative analysis of each quality dimension can be described with the following explanation: (a) Tangible Dimension (Physical Evidence), In realizing quality public services it is necessary to make changes and improvements that lead to community satisfaction. In this study, the tangible dimension is determined by the convenience of the place to perform the service. The low quality of services performed in the Karampuang Village is due to the fact that it has not been running according to service standards. Like the convenience of a place to do service. The inconvenience was caused by air conditioning (AC) and 1 fan that didn't work, and this causes the air temperature in the service room to feel hot. (b) Reliability Dimensions Reliability dimensions are the ability to provide promised services 1) promptly, 2) accurately, 3) satisfying service users. The reliability of officers in providing services is very helpful for the community in receiving services quickly and easily. Each officer is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that the work activities carried out produce a satisfactory form of service, without complaints and excessive impressions of the services received by the community. In this study, the reliability dimension is determined by clear service standards. The implementation is still not running smoothly. As with service standards, SOP (Standard Operating Procedure) is still not consistent in its completion time. The demand for officer reliability in providing fast, precise, easy, and smooth services is a requirement for valuation for the person served in showing the actualization of the officer's work in understanding the scope and description of work that is the concern and focus of each officer in providing his services. (c) Responsiveness Dimension. The responsiveness dimension is giving a good response to every complaint from service users. Responsiveness to responding to service users is one of the drivers of service success, because if the implementation of services is based on attitude, desire, commitment to carry out services properly, there will be an increase in service quality that is getting better. The assessment of service quality in the Karampuang Village on this dimension is to respond to every customer/applicant who wants to get service. Implementation of indicators has been carried out to the maximum. Officers have given a good response to the service user community. (d) Assurance dimension (guarantee), every form of service requires certainty for the services provided. The form of certainty of a service is largely determined by the guarantee of the officer providing the service, so that the person receiving the service feels satisfied and believes that all forms of service affairs carried out will be completed and completed on time given by the officer. The Assurance dimension includes the knowledge, ability, courtesy and trustworthiness of the

officers, free from danger, risk and doubt. Assessment of service quality in the Karampuang Village, namely officers providing timely guarantees in service. Guarantees for the services provided by Karampuang Village officials are largely determined by service performance, so it is believed that these officers are able to provide reliable, independent and professional services which have an impact on the satisfaction of the services received. Apart from this performance, the guarantee of a service is also determined by the existence of a strong commitment from the Kelurahan, which recommends that every officer provide service seriously and earnestly to satisfy the people served. (e) Empathy Dimension (Empathy), Every service activity or activity requires an understanding and understanding in shared assumptions or interests in a matter related to service. Services will run smoothly and with quality if each party with an interest in the service has a sense of empathy in completing or managing or has the same commitment to service. Empathy in a service is the existence of a concern, seriousness, sympathy, understanding and involvement of parties who have an interest in the service to develop and carry out service activities in accordance with the level of understanding and understanding of each party. The party providing the service must have empathy to understand the problems of the party who wants to be served. The party being served should understand the limitations and abilities of the person serving, so that the integration between the party serving and receiving the service has the same feeling. This means that every form of service provided to the person served requires empathy for the various problems faced by people who need service. Those who want service need a sense of concern for all forms of service management, by feeling and understanding the need for fast service demands, understanding various forms of service change that cause complaints about forms of service that must be avoided, so that the service runs according to the desired activity. service providers and those who need service. To measure the empathy dimension, researchers rely on officers who serve with a friendly attitude. Service officers with a friendly attitude have been implemented and have met the expectations of service users. Friendliness is one of the main factors of success in service. One example is by smiling and greeting, by smiling and greeting service users will feel that they have been cared for and a sense of comfort will appear with the services provided by the service provider.

## CONCLUSION

Based on the results of research that has been conducted regarding the quality of service in the Karampuang Village, the following conclusions can be drawn: (1) Tangible Dimensions (Physical Evidence), the assessment of service quality in the Karampuang Village in the tangible dimension shows that the quality of service is still low. This is caused by the inconvenience of the service place. This inconvenience is caused by air conditioning (AC) and 1 fan that doesn't work or turns off. (2) Dimensions of Reliability (Reliability), the results of quality measurements carried out on the dimensions of

reliability indicate that the quality of service is still low. This is caused by not running according to the SOP. (3) Dimensions of Responsiveness (Responsiveness), The assessment of service quality in the Karampuang Village in the responsiveness dimension shows that officers in providing services have responded well to all service users. (4) Assurance dimension (guarantee), the assessment of service quality in the Karampuang Village in the assurance dimension shows that officers in providing services have provided timely guarantees. (5) Empathy (Empathy) Dimension, the evaluation of the quality of service in the Karampuang Village with the empathy dimension shows that the officers are very friendly to the community who use the service.

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