

PUBLIC SERVICE QUALITY ANALYSIS ONLINE IN THE TIME OF THE COVID-19 PANDEMIC IN KALIWIRU VILLAGE, CANDISARI DISTRICT, SEMARANG CITY

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Abstract

Service is the main task that is essential from the figure of the apparatus, as a servant of the state and public servant. Public services are all activities in the context of fulfilling basic needs in accordance with the basic rights of every citizen or resident of goods, services and administrative services provided by service providers related to the public interest. The purpose of this study was to analyze the quality of online public services during the COVID-19 pandemic as well as the supporting and inhibiting factors in Kaliwiru Village, Candisari District, Semarang City.

The research method used is qualitative research, namely research that produces descriptive data in the form of written and or oral words from people and observable behavior. The place of research is in Kaliwiru Village, Candisari District, Semarang City, Semarang City. The data collection technique here means a way to obtain the data needed in the field, namely by means of interviews, observation and documentation.

The results of the study show that the implementation of public services at the Kaliwiru Village Office always serves the community quickly, responsively, efficiently, effectively and meets service standards in accordance with the Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services. Apart from that, it also has supporting factors such as apparatus awareness factors, regulatory factors, organizational factors, capability factors and infrastructure factors. Inhibiting factors have also been identified, namely the

ability of human resources, government support factors and factors of working environment conditions.

Keywords : Public Service, Local Government, Society, Administration

Introduction

The State of Indonesia bases legislation in the implementation of government based on the 1945 Constitution. In the preamble of the 1945 Constitution, the fourth paragraph provides guidelines in terms of the basic service aspects of the state apparatus. The service must contain four main aspects of the apparatus' service to the community, namely protecting the entire Indonesian nation and the entire homeland of Indonesia, promoting public welfare, educating the nation's life and implementing world order based on independence, eternal peace and social justice. In public services, a service standard is needed that will be used as a benchmark and guideline for service delivery and a reference for assessing service quality as an obligation and promise of service providers to the community. One of the characteristics of a good governance mechanism is the quality of service. The importance of the quality of public services is because the object of the service is the general public. Currently developing phenomena in the community related to public services in government agencies, especially regarding the convoluted bureaucratic path. This phenomenon also occurs in other areas, including the city of Semarang.

The criteria for a good service is if the service meets the satisfaction of service users. According to Zeithaml's theory, consumer satisfaction will refer to satisfaction in five dimensions, namely the dimensions of reliability, assurance, tangibles, empathy and responsiveness. Reliability refers to the ability of government officials to provide services with reliability and accuracy. Assurance refers to the ability of personnel to build trust and guarantee services to the community. Tangible is an aspect of the availability of facilities and infrastructure that can be seen physically related to the services provided. Empathy includes caring and individual attention to the community who ask for services. Responsiveness is an element of assessment related to the willingness to help the community and provide appropriate appreciation and attention.

Based on Government Regulation No. 73 of 2005 concerning Kelurahan. The Village Office is one of the instruments of the government that is responsible for recording or knowing the development of the community in its territory.

In order to increase the effectiveness of public services at the kelurahan level, the district government has elaborated further in the laws and regulations governing Regional Regulations. The main task of the Village Government is as an institution providing public services as a manifestation of the general task of government to realize the welfare of the community. Based on this understanding, to be able to carry out government functions properly, bureaucratic organizations must be professional, responsive, aspirational, to the various demands of the people they serve.

The services of the kelurahan level government apparatus are required to always coordinate directly with the community. This condition changed when Indonesia experienced the Covid-19 pandemic. Service changes that occurred during the covid period were not only in the policy of implementing service mechanisms, but all State Civil Apparatus (ASN) at the center and regions including the Central Java Provincial Government and all districts/cities doing work from home or better known as Work From Home. (WFH). All agencies issue internal regulations including: First, all ASN can only work from home or total WFH. Thus there is no direct service at the agency's counter; Second, WFH with a picket system that combines live services and online or online services. This second method is the most widely applied by service providers in Kaliwiru Village, Candisari District, Semarang City. The Village Government as a government unit that provides services to the community is also required to be able to work professionally in providing services to the community and in carrying out routine activities.

Kelurahan as the executor of the government that provides various types of services as is the case in Kaliwiru Village, Candisari District, Semarang City. The condition of service in Kaliwiru Sub-District has decreased, this is due to limited public service delivery and switching to an online system. Since the emergence of work from home, public services have been shifted to an online system which has caused a lot of complaints from the public. This condition causes a decrease in service because many people do not understand the online service system.

In accordance with the data obtained, it illustrates that the number of services in the Kaliwiru Village has decreased due to the Covid-19 Pandemic, which requires public services to move to an online system. There are so many obstacles and complaints from the community by moving the service system to online. Among the community, there are still some service complaints made by service providers, even the public perception says that if it can be complicated, why make it easier and if there is another option to get an ID card other than the village office and sub-district office, the community will choose the private sector whose employees can provide

friendliness, smile, and likes to ask what can be helped, on the contrary when people come to the Village Office or District Office it is very different.

Research Methods

This research is a qualitative research, namely research that produces descriptive data in the form of written and or oral words from people and observable behavior (Moleong, 2014: 4). The sample in qualitative research is a social situation, which consists of three elements, namely places, actors, and activities that interact with each other. The population and sample selected were Kaliwiru Village, Candisari District, Semarang City. Data were taken through observation and interviews with purposive sampling technique. The sample taken is the public service apparatus of the Kaliwiru Sub-District Office, and the community, they are chosen as the people who are considered the most understanding and most knowledgeable about the data needed in this study (Sugiyono, 2016). Institutional elements are employees in the Kaliwiru Village agency, and the community is the beneficiaries of public services in Kaliwiru Village, Candisari District, Semarang City.

Theoretical Framework

Research gaps that have been found show inconsistent results. Research conducted by Firta and Mardiansyah (2020), Rifani (2021), Supriyanto et al., (2021), Agustin et al., (2021), and Agostino et al., (2021) which states that the COVID-19 pandemic cannot affect public services. made to the community. This is of course supported by various factors such as adequate human resources (HR) where employees can adjust quickly to the current conditions, improving the facilities/infrastructure/facilities available in accordance with the regulations from the Central Government in accordance with the recommendations from the Ministry. Health and, of course, no less important, there is socialization/even distribution of information to the public regarding public services carried out with the existing changes.

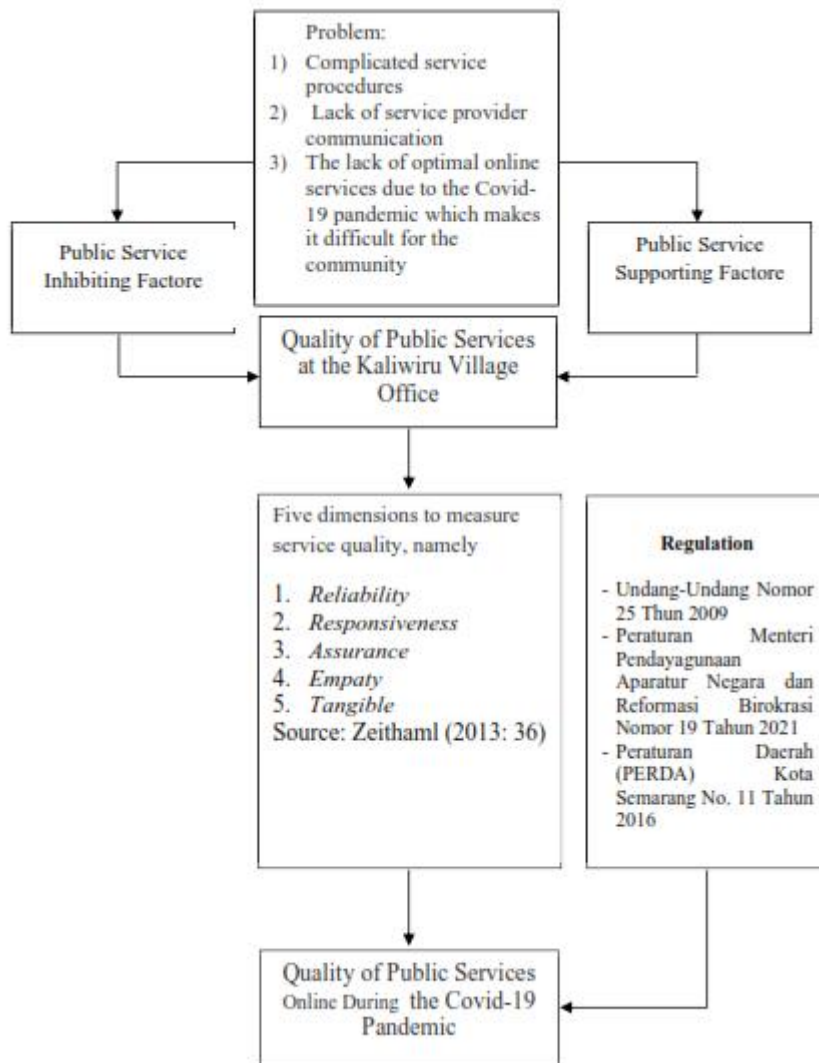
In contrast to these studies, Widiani et al., (2020), Ibrahim et al., (2021), Arfan et al., (2021), Tan (2021), and Lai and Widmar (2021) found that public services carried out cannot be carried out properly because the covid-19 pandemic. This is because many changes to the public service system and from employees and the community are still not ready with the system that has been determined in accordance with the rules of the Central Government in accordance with the recommendations of the Ministry of Health. The most influential thing is in terms of human resources and facilities/infrastructure/facilities which in the pandemic period almost all public services are carried out online.

Semarang City Regional Regulation Number 11 of 2016 concerning the Implementation of Public Services states that organizers have the task of providing public services in accordance with main tasks and functions. In addition, the organizers are required to carry out evaluations of the performance of public services on a regular and ongoing basis. Based on this explanation, public services and performance assessments of public services must continue to be carried out, especially during the Covid-19 pandemic. The approach used in this study is based on the theory of consumer satisfaction by Zeithaml, et al. (1990). He's also explained that there are 5 (five) dimensions of SERVQUAL (Service Quality). Based on a systematic analysis of customer ratings from several service sectors, the 5 (five) dimensions of SERVQUAL (Service Quality) are brief representations of the core indicators (tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and customer understanding) that used by customers to measure service quality. Therefore, these five dimensions are considered quite important for customers. The explanation regarding the five dimensions of SERVQUAL (Service Quality) is as follows: 1. Tangibles (direct evidence), namely the appearance of physical facilities, equipment, personnel, and communication media. The tangible dimension relates to the progress of the equipment and facilities used, the appearance of employees, and the availability of supporting equipment. 2. Reliability (reliability), namely the ability to provide reliable and accurate services. The dimensions of reliability are in accordance with the desired contract completion, good and appropriate service performance, service according to the time of the agreement, and handling complaints. 3. Responsiveness, namely the ability to help customers and provide fast service. The responsiveness dimension includes employee concern to provide assistance, willingness to fulfill customer desires, and provide fast service. 4. Assurance, namely knowledge and employees and their ability to provide trust and confidence. Dimensions of assurance include competence, courtesy, responsibility, and security. This dimension is always related to employees in answering questions from customers, offering a sense of security to customers, and employee behavior that believes in themselves. 5. Empathy (empathy), namely individual care and attention given by the company to customers. The dimensions of empathy include accessing, communicating, and understanding customers. This dimension presents the company's attention to customers, employees who know the customer's specific needs, and memorable customer service.

The number affected by the COVID-19 pandemic in the city of Semarang in 2021 has increased. Information data from Covid-19 Semarang shows an increase in positive cases of Covid-19 continuously throughout 2021.

The number of cases in Semarang city was 69,536 cases at the cut off December 31, 2020, consisting of 64,688 cases recovered and 4,848 cases died. However, the administration of the state must be carried out according to the principles of good governance. public services must continue to be implemented by making a zeithaml analysis where customer satisfaction will refer to satisfaction in five dimensions, namely the dimensions of reliability, assurance, tangibles, empathy and responsiveness.

Figure 1. Public Service Mindset Kaliwiru Village, Candisari District, Semarang City



Results and Discussion

Kaliwiru Village is one of the 177 urban villages in Semarang City. Based on the Regulation of the Mayor of Semarang Number 90 of 2016 concerning Position, Organizational Structure, Duties and Functions, and Work Procedures for the District and Urban Village of Semarang City, Kaliwiru Urban Village has a government organizational structure, namely the village head, secretary of the village head, head of government and development, division of social welfare, division head peace and public order, as well as functional positions.

4.1. Result

This research had 11 respondents consisting of 4 government officials and 7 community members. Zeithaml's theory suggests that there are 5 components or dimensions to measure the quality of public services.

1. Reliability

Reliability as an indicator refers to the reliability of service personnel and the reliability of the mechanism or system used. Based on the results of interviews with several respondents, it can be concluded that the level of reliability consisting of the reliability of service officers and the reliability of public service mechanisms during the pandemic at the Kaliwiru Village Office is included in very good criteria.

2. Responsiveness

The responsiveness dimension consists of responding to every customer, serving quickly and accurately, employees providing services at the right time, and responding to customer complaints. According to interviews with several respondents in this study, it can be concluded that the level of responsiveness of public services during the pandemic at the Kaliwiru Village Office is included in good criteria.

3. Assurance

Dimensions of assurance include guarantee on time of service and guarantee of cost certainty in service. Based on the results of interviews with respondents in this study, it can be concluded that the level of public service assurance during the pandemic at the Kaliwiru Village Office is included in good criteria.

4. Empathy

The empathy dimension consists of prioritizing the interests of service users, serving with a friendly and polite attitude, not discriminating, and serving and respecting every customer. According to interviews with several respondents, it can be

concluded that the level of empathy for public services during the pandemic at the Kaliwiru Village Office is included in very good criteria.

5. Tangible

Tangible dimensions include the appearance of officers in serving service users, the convenience of a place to perform services, convenience in the service process, employee discipline in serving service users, and the use of assistive devices in service. Based on the results of interviews with respondents, it can be concluded that the tangible level of public services during the pandemic at the Kaliwiru Village Office is included in good criteria.

Table 1. Kaliwiru Village Public Service Satisfaction Analysis Matrix

No	Dimensions	Very Good	Good	Enough	Not Enough
1	Reliability				
	Accuracy of employees in serving				
	Have clear service standards				
	Ability to use assistive devices				
	Officer's expertise in using service tools				
2	Responsiveness				
	Respond to every citizen who needs services				
	Fast and accurate service				
	Employees provide services at the right time				
	Customer complaint response				
3	Assurance				
	Guarantee on time service				
	Guaranteed cost certainty in service				
4	Emphaty				
	Prioritize the interests of service users				
	Serve with a friendly and courteous attitude				
	No discrimination				
	Serve and appreciate every customer				
5	Tangible				
	Appearance of officers in serving service users				
	Convenience of a place to do service				
	Ease in the service process				
	Employee discipline in serving service users				
	Use of in-service tools				

Source: Processed primary data, 2022

4.2. Discussion

1. Reliability

The reliability dimension is the ability to provide services as promised accurately and reliably. The implementation of public services at the Kaliwiru Village Office, Candisari District, Semarang City is in accordance with the applicable laws and regulations. In addition, government officials always provide public services to the community to the maximum in accordance with the rights of the community as recipients of public services in government officials. The results showed that the implementation of public services at the Kaliwiru Village Office, especially the reliability dimension, was in the very good category and in accordance with Zeithaml's theory. The higher the level of reliability of government officials, the higher the quality of public services and vice versa. The results of this study are in line with Firta and Mardiansyah (2020) and Rifani (2021). However, this study is not in line with Widiani et al., (2020) and Ibrahim et al., (2021).

2. Responsiveness

The responsiveness dimension is a willingness to help and provide fast and appropriate services to the community by conveying clear information. The implementation of public services at the Kaliwiru Village Office always serves the community politely and always speaks softly to the community, is able to provide the services needed, and is able to complete services on time. The results of the research on the responsiveness dimension show that the implementation of public services at the Kaliwiru Village Office is in the good category and in accordance with Zeithaml's theory. The higher the level of responsiveness of government officials, the higher the quality of public services and vice versa. The results of this study are in accordance with Firta and Mardiansyah (2020) and Supriyanto et al., (2021). However, this study is not in accordance with Tan (2021) and Ibrahim et al., (2021).

3. Assurance

The assurance dimension is the knowledge, courtesy, and ability of employees to build trust in customers. The implementation of public services in Kaliwiru Sub-District despite experiencing excess capacity, but the service staff always tries to be able to serve the Kaliwiru Sub-District community well and responsively. The results showed that the implementation of public services at the Kaliwiru Village Office, especially the assurance dimension, was in the good category and in accordance with Zeithaml's theory. The higher the assurance value, the better the guarantee that will be obtained by the community so that the public services carried out will get a positive response from the community. The results of this study are supported by Firta and Mardiansyah (2020) and Agustin et al.,

(2021). However, this study was not supported by Ibrahim et al., (2021) and Arfan et al., (2021).

4. Emphaty

The empathy dimension is giving sincere and individual or personal attention given to customers by trying to understand customer desires. The results of the research in the empathy dimension explain that the condition of facilities and infrastructure supporting the implementation of public services at the Kaliwiru Village Office has met service standards that can support public services to the community. The results of the research on the empathy dimension show that the implementation of public services at the Kaliwiru Village Office is in the very good category and in accordance with Zeithaml's theory. The higher the value of empathy, the meaning that the service provided is also very good. The results of this study are in line with Firta and Mardiansyah (2020), Rifani (2021), Supriyanto et al., (2021), Agustin et al., (2021), and Agostino et al., (2021). However, this study is not in line with Widiani et al., (2020), Ibrahim et al., (2021), and Lai and Widmar (2021).

5. Tangible

Tangible dimension is the ability to show its existence to external parties. The implementation of public services at the Kaliwiru Sub-District Office has been in accordance with government policy. The results showed that the implementation of public services at the Kaliwiru Village Office, especially the tangible dimension, was in the good category and in accordance with Zeithaml's theory. The higher the tangible value, the better the public services will be. The results of this study are supported by Firta and Mardiansyah (2020).

Conclusion

The quality of public services at the Kaliwiru Sub-District Office can be assessed from five dimensions. First, the reliability dimension is in the good category because it always serves the community quickly, responsively, efficiently, effectively and meets service standards in accordance with regulations. Second, the responsiveness dimension is already in the good category because of the attitude shown by employees in providing the services needed and being able to complete the services needed and being able to complete services quickly according to the promised timeframe. Third, for the assurance dimension, it shows that the implementation of public services is experiencing excess capacity, but the service staff always tries to be able to serve the Kaliwiru Village community well and

responsively. Fourth, the empathy dimension shows that the condition of facilities and infrastructure supporting the implementation of public services has met service standards that can support public services to the community. Fifth, for the tangibles dimension, it shows that the implementation of public service delivery is in accordance with government policy.

Suggestions that can be given by researchers to Kaliwiru Village are to increase the number of employees who have the ability according to their job specifications, the village head as a leader is expected to monitor, evaluate and guide all employees so that their respective duties and functions can run well, provide motivation, encouragement and appreciation to employees to improve performance, and the Kaliwiru sub-district should prepare a budget that will be proposed to the Semarang City government related to the procurement, maintenance or replacement of facilities, infrastructure or public service facilities that support the creation of an adequate service climate.

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