

Administrative Service Quality in Increasing Public Satisfaction at the Secretariat of the Office of the Gorontalo Governor

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ABSTRACT

This study aims to determine and analyze 1) the quality of administrative services in increasing public satisfaction at the Secretariat of the Gorontalo Governor's Office; 2) the determinants of the quality of administrative services in increasing public satisfaction at the Secretariat of the Gorontalo Governor's Office.

This research approach is qualitative. The research method is descriptive qualitative. Data collection was carried out using interview techniques, observation and documentation studies. Data analysis techniques in this study were carried out by data reduction, data presentation and conclusion/verification.

The results showed: 1) reliability and empathy (attention) on the quality of administrative services in increasing public satisfaction at the Secretariat of the Gorontalo Governor's Office can already be realized optimally. While responsiveness, assurance, and tangible (physical evidence) on the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat have been realized, but not yet optimal; 2) the determinant factor of the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat is the capability factor of the apparatus which is a supporting factor for the realization of the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat. While the factors of facilities and infrastructure, as well as service systems are supporting factors as well as inhibiting factors in realizing the quality of administrative services in increasing public satisfaction at the Secretariat of the Office of the Governor of Gorontalo.

Keywords: *Quality; Administrative Services; Community Satisfaction.*

INTRODUCTION

Public service is an inseparable part of human life. Law Number 25 of 2009 concerning Public Services explains that public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by organizers public service. The Ministry of Home Affairs states that public service is a process of helping others in certain ways that require sensitivity and interpersonal relationships to create satisfaction and success. Each service produces a product, both in the form of goods and services (Development of One-Stop Integrated Service Institutions, 2004).

Public service itself is all forms of public service activities carried out by Central and Regional Government Agencies, and within BUMN/BUMD in the form of goods and/or services, both in fulfilling the needs of the community (Republic of Indonesia State Administration Institute, 1998). Therefore, public service is a very important activity, this is because it fulfills the various goods/services needed by citizens to maintain their survival. The government must be responsible for providing public services to the community, professional, non-discriminatory, and see the public as customers and citizens. The provision of quality public services will have implications for organizational progress, if the services provided are of high quality, the organization will become more advanced. Providing quality public services is the main capital in providing community satisfaction. Providing satisfaction to the community is one of the obligations and responsibilities of public service provider organizations (Republic of Indonesia State Administration Agency, 2016).



The focus of the government bureaucracy on achieving the quality of public services because this is the main capital to show organizational performance. If the quality of public services in the organization is realized, then service users will voluntarily inform other parties of the quality of service received, this will directly promote the performance of public service providers. Positive evaluations from the community are becoming increasingly important considering that currently the community is also the main assessor of public service provider organizations.

The implication that will arise if there is community dissatisfaction is that every dissatisfied community will tell other parties about their dissatisfaction. Furthermore, the person being told will retell it to another person, if something like this has happened, it will be difficult to clear one's name. This is still the cause of the bad image of public services managed by the government, even though there have been quite a number of government organizations that have made changes in the management of public services.

The quality of public services is very important to be concerned. Abdussamad (2021: 12) reveals that the good or bad quality of public services is the most basic parameter in measuring the achievement of the goals of a government bureaucracy. Wantu, et al (2022: 82) reveals that the quality of public services in organizations tries to maximize their public services, because this is the obligation of government agencies to be able to realize a good public service in accordance with the main tasks and functions as expected by recipients of public services and accordance with the principles of public service. Thus the quality of service that has not been maximized can be an improvement for the common good and an increase in the quality of public services. The government must be responsible for providing public services to the community, professional, non-discriminatory, and see the public as customers and citizens. The provision of quality public services will have implications for organizational progress, if the services provided are of high quality, the organization will become more advanced. Providing quality public services is the main capital in providing community satisfaction. Providing satisfaction to the community is one of the obligations and responsibilities of public service provider organizations (Republic of Indonesia State Administration Agency, 2016). Providing quality public services is the main capital in providing community satisfaction. Providing satisfaction to the community is one of the obligations and responsibilities of public service provider organizations (Republic of Indonesia State Administration Agency, 2016). Providing quality public services is the main capital in providing community satisfaction. Providing satisfaction to the community is one of the obligations and responsibilities of public service provider organizations (Republic of Indonesia State Administration Agency, 2016).

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The conceptual framework of the research is described as follows:

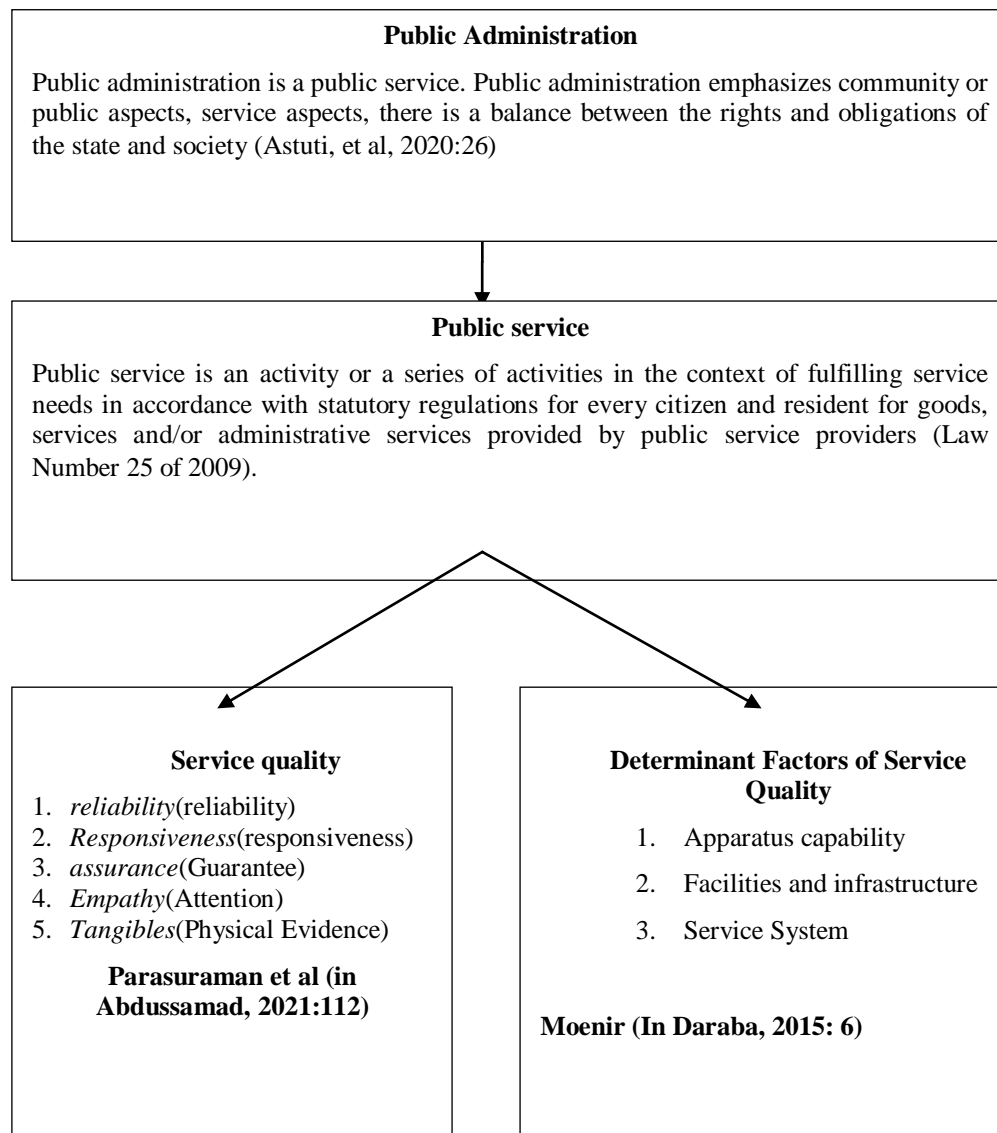


Figure 2.1 Researches Conceptual Framework

RESEARCH METHODS

A. Background and time of research

The background of this research is at the Regional Secretariat of the Gorontalo Governor's Office Jalan Sapta Marga, Botu, Bone Bolango Regency, Gorontalo 96135. The research locus will be carried out in the Administrative Sub-Division of the Secretariat Leadership of the Gorontalo Governor's Office, specifically in the Governor's leadership service unit. Structurally, this Sub-Section is under the Administrative Section of the General Bureau of the Regional Secretariat of the Province of Gorontalo.

The implementation of this research will be carried out in stages starting from the preparation stage and proposal seminars to writing a research report. Overall, all research activities were carried out for approximately 3 (three) months from the preparation of the proposal to the final thesis examination.

B. Research Approach, Method, and Procedure

1. Research Approach

This research approach is qualitative. According to Sugiyono (2019: 18) qualitative research is research that is based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), analysis the data are inductive/qualitative in nature, and the results of qualitative research emphasize the meaning of generalizations.

2. Research methods

This research method is descriptive. According to Nazir (2014: 43) descriptive method is a method in examining the status of a group of people, an object, a condition, a system of thought, or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena investigated. Data Analysis Techniques

The data analysis technique that will be used in this research is carried out interactively and continuously at each stage of the research so that it is complete and the data is saturated with the approach from Miles & Huberman (in Abdussamad, 2021: 113). Activities in data analysis include data reduction, data presentation and drawing the following conclusions.

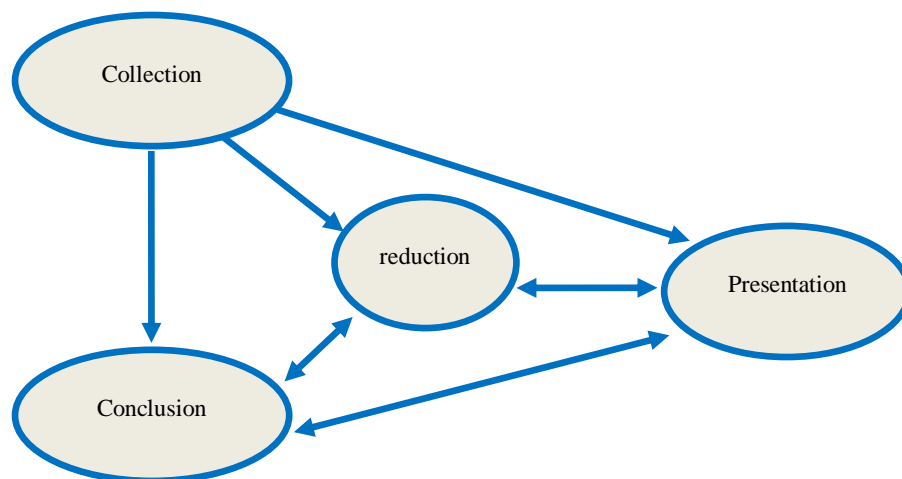


Figure 3.1. Data Analysis Techniques According to Miles & Huberman

Source: Sugiyono (2018:246)

An explanation of the activities in data analysis includes data reduction, data presentation and drawing conclusions as follows:

1. *Data Collections/* Data collection

In qualitative research, data collection is carried out by observing, in-depth interviews, and documentation, or a combination of the three (triangulation) (Sugiyono, 2019: 322).

2. *Data Reduction*(Data reduction)

Reducing data means summarizing, selecting and sorting out the main things, focusing on the important things, looking for themes and patterns. Thus the reduced data will provide a clear picture and make it easier for researchers (Sugiyono, 2019: 323).

A. Discussion of Research Results

1. Quality of Administrative Services in Improving Public Satisfaction at the Secretariat of the Gorontalo Governor's Office

a. *reliability*(reliability)

The results of this study show *reliability* (reliability) the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat optimally realized. In line with Parasuraman, et al (in Abdussamad, 2021: 112) that reliability or ability and reliability in providing public services or performing promised services accurately and reliably. Thus the researcher confirms

that Gorontalo Governor's Office Secretariat already capable and reliable in providing public services or performing the promised administrative services accurately and reliably based on the applied administrative service SOPs at the Secretariat of the Gorontalo Governor's Office.

b. Responsiveness (responsiveness)

The results of this study *responsiveness* (responsiveness) the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat already realized, but not yet optimal. In line with Parasuraman, et al (in Abdussamad, 2021: 112) that responsiveness or the ability to help and provide services that are fast, precise and responsive to people's wishes. Thus the researcher confirms that Gorontalo Governor's Office Secretariat can already make it happen *responsiveness* or ability, but not yet optimal, this means that the maximum is not yet Gorontalo Governor's Office Secretariat to help and provide services that are fast, precise and responsive to the wishes of the people of Gorontalo Province.

In line with the research results of Putra, et al (2022) which state that service quality has an influence on community satisfaction, so that community satisfaction with administrative services in The Secretariat of the Gorontalo Governor's Office was carried out by increasing the dimension of service quality is responsiveness. Gorontalo Governor's Office Secretariat in order to further improve the quality of service, such as the initiative and response of employees who are fast and responsive in serving the community.

c. assurance (Guarantee)

The results of this study indicate that *assurance* (guarantee) the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat already realized, but not yet optimal. In line with Parasuraman, et al (in Abdussamad, 2021: 112) that assurance or ability, friendliness, and courtesy in assuring public trust or knowledge and etiquette of workers and their ability to present a sense of trust and confidence. Thus the researcher confirms that Gorontalo Governor's Office Secretariat can already make it happen *assurance* or guarantee, but not optimal, this means The Secretariat of the Gorontalo Governor's Office cannot be maximized assuring public trust or presenting a sense of trust and confidence of the people of Gorontalo Province in the administrative services provided by the Secretariat of the Gorontalo Governor's Office.

d. Empathy (Attention)

The results of this study show *empathy* (attention) the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat optimally realized. In line with Parasuraman, et al (in Abdussamad, 2021: 112) that empathy or a firm but friendly attitude in providing personal service or attention that the organization provides for the community. Thus the researcher confirms that administrative service officers in Gorontalo Governor's Office Secretariat already able to be firm but friendly in providing services or personal attention provided to the community receiving services.

If referring to opinion Natsir (2022:249) that *empathy* is the ability to understand what society wants, then to improve the aspect of empathy, relationships administrative service officer with people who receive services more closely woven by maintaining politeness, friendliness and good communication. This is because the description of empathetic behavior is based on sensitivity and sympathy administrative service officer towards society.

e. Tangibles (Physical Evidence)

The results of this study indicate that *tangible* (physical evidence) the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat already realized, but not yet optimal. In line with Parasuraman, et al (in Abdussamad, 2021: 112) that tangible, namely facilities, equipment, and physical appearance of personnel or physically measurable service quality in the form of office facilities, computerized administration, waiting rooms, information places), and others. Thus the researcher confirms that Gorontalo Governor's Office Secretariat not optimal in providing administrative service facilities and equipment.

If you pay attention to the results of this study that responsiveness (responsiveness), If you pay attention to Tjiptono (2014: 126) states that community satisfaction is an after-purchase evaluation in which the chosen alternative at least equals or exceeds community expectations, whereas dissatisfaction arises when the results (outcomes) do not meet customer expectations, then researchers can say that if community

satisfaction to the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat far below what is expected, then people will lose interest in it Gorontalo Governor's Office Secretariat.

2. Determinant Factors Quality of Administrative Services in Improving Public Satisfaction at the Secretariat of the Gorontalo Governor's Office

a. Apparatus Capability

The results showed that the factor kThe ability of officials is a supporting factor in realizing the quality of administrative services in increasing public satisfaction at the Secretariat of the Gorontalo Governor's Office. In line with Daraba (2015:7) that factors the ability of officials dominantly influence the quality of service.

If you pay attention to Simarmata, et al (2020: 242) states that the lack of service is caused by the human resources of the apparatus who work less professionally, then the ability shown by administrative service officers at the Secretariat of the Gorontalo Governor's Office in the context of providing quality services and increasing community satisfaction increasing the level of ability to serve the community in carrying out their duties, being responsive to the community as service recipients, being friendly/polite and polite, skilled in using work tools, mastery of work and the ability to cooperate in carrying out tasks, and the ability to provide accountability to superiors for the tasks carried out.

b. Facilities and infrastructure

The results of the research show that factor facilities and infrastructure is a factor Supporting factors are also inhibiting factors for its realization the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat. In line with Daraba (2015:6) that aThe availability of complete and adequate facilities/infrastructure will have a major influence on improving the quality of effective and efficient services.

If you pay attention to Moenir (in Daraba, 2015:6) that the organization strives for the availability of supporting facilities and infrastructure in carrying out its work activities according to its main duties and functions, the researcher can emphasize that Gorontalo Governor's Office Secretariat providing facilities/infrastructure in question is a proper and strategic office building that is easily accessible to the general public, work facilities ranging from workspaces, toilets, living rooms, work atmosphere and workplace conditions that are clean, neat and beautiful. It also includes facilities and infrastructure that support improving the quality of service, namely realizing technology-based work in the framework of work efficiency and effectiveness. With the availability of information technology in the form of software and hardware through the system, it simplifies the process of administrative services at Gorontalo Governor's Office Secretariat.

If you look closely at Kasmir (2017: 6-7) suggests that the determining factor implementation services include, among other things, infrastructure and technology used, as well as paying attention to the assertion of Abdussamad, et al (2021: 58), researchers can argue that efforts to improve administrative services in Gorontalo Governor's Office Secretariat in increasing community satisfaction namely the steps taken are to improve the supporting facilities and infrastructure in providing services. With the completeness of the facilities, administrative services in Gorontalo Governor's Office Secretariat can be optimized. Gorontalo Provincial Government provide budget allocations for the development of facilities and infrastructure that support the carrying out of apparatus work activities in accordance with their main duties and functions, as well as perform maintenance management information system maintenance.

c. Service System

The research results show that service system factor is a factor Supporting factors are also inhibiting factors for its realization the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat. In line with Daraba (2015:7) that service system regarding clarity of time, cost, security and convenience implemented by agencies in accordance with SOP (Standard Operating Procedures) that have been determined to improve the quality of effective and efficient service.

Notice Daraba (2015:7) that dWith an effective and efficient service system (clarity of time and costs), as well as a procedural system in accordance with predetermined SOPs in terms of improving service



quality. In line with the assertion of Abdussamad, et al (2021: 58) that efforts to improve public services in improving the quality of service, namely the steps taken are to make information or service standards (SOP) which can be used as guidelines in providing services can be disseminated through brochures, banners, bulletin boards or electronically, namely the website. Therefore, researchers can argue that leadership The Gorontalo Governor's Office Secretariat together with related elements in the organization should conduct a review SOP (systems, procedures and work methods) used in the service for adjustments or revisions. further doing the process of disseminating SOPs carried out in services through brochures, banners, bulletin boards or electronically, namely the website on a regular, scheduled and ongoing basis.

The results on the focus of these two studies found that the determinant factor the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat is a factor the ability of the apparatus is a supporting factor for the realization of the quality of administrative services in increasing public satisfaction at the Secretariat of the Gorontalo Governor's Office. While the factors of facilities and infrastructure, as well as service systems are factors Supporting factors are also inhibiting factors for its realization the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat.

A. Conclusion

Based on the results of research and discussion it can be concluded that:

1. *Reliability* (reliability) and empathy (care) on the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat optimally realized. While responsiveness (responsiveness), assurance (guarantee), and tangible (physical evidence) on the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat already realized, but not yet optimal.
2. Determinant factor the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat is factor the ability of the apparatus is a supporting factor for the realization of the quality of administrative services in increasing public satisfaction at the Secretariat of the Gorontalo Governor's Office. While the factors of facilities and infrastructure, as well as service systems are factors Supporting factors are also inhibiting factors for its realization the quality of administrative services in increasing public satisfaction at the Gorontalo Governor's Office Secretariat

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