

# Descriptive Study of Public Service on Local Government (Case Study in West Java Indonesia)

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**Abstract** - *The study is conducted to determine and to analyse the performance of public service in the town and district offices in the Province of West Java. The object of this study is Heads of the town and district offices in the Province of West Java. They are 130 people totally. The result of the research shows that the public services at the town and district offices in the Province of West Java are either at good category. The best dimensions in the public service are clarity and assurance, therefore the need for increased clarity and assurance in providing public services to the community so that the government's performance could be run effectively and optimally. Out of all dimensions, the dimension of clarity and assurance is the best one in constructing the role of public service.*

**Keywords:** *local government, public service, the performance of public service*

## INTRODUCTION

When look more in practice in the government related to the public service, it seems clear that the direction and policies public is still relatively low, but based on the law on public service that people have basic rights for a given service must be responsible responsibility of the government to fulfill it. But in reality, a lot of direction and government policies in public service is not intended to increase public welfare. On the contrary, public services have motivated people to "serve" the bureaucratic elite.

Education, Health and Law are the basic components of public services to be provided by the government to the people. Until now, these services seem not optimal, such as investment climate, health, and education today is not very satisfactory, as a result of lack of clarity and the low quality of services provided by government agencies. Even emerging issues; continued discrimination of service, the lack of certainty of service, the bureaucracy that seem convoluted and the low level of community satisfaction.

According to [1] public services is still often encountered, a public servant have not been able to carry out his duties as a public servant. Bureaucracy still have some character that causes people often allergy when dealing with the bureaucracy), namely: 1) Apathy, are indifferent to the service user. The

apparatus / bureaucracy often see that society as those who need it is they who must follow the wishes of bureaucrats, 2) Brush off, which is trying to service does not deal with way to gain time and let the wait in the long term, 3) Coldness, namely the lack of hospitality in providing services, 4) Condescension, which treats services as people or know anything that settlement affairs according to the wishes of the apparatus, 5) Robotism, which works mechanically and treat services with behavior and speech are the same and monotonous, 6) Role Book, which is tight on the procedures and regulations laid over satisfaction services, and 7) Finish some business, public service users should contact the various parties throwing responsibility.

Research by [2] showed that a strong correlation between service quality dimensions, service performance and customer satisfaction at the Malaysian public service sector. Furthermore, [3] exposes the difficulty of implementing public policy and the disconnected between the legislature's intended goals and eventual policy outcomes. Study by [4] showed a significant effect of customer satisfactions by service quality on public hospital in Bandung, Indonesia. Another study [5] findings a significant effect of customer expectations by the front-line employees to understanding the actually

relating to public service quality management in Mauritian public service.

Study by [6] the relationships among service quality, value, satisfaction, and future intentions of customers at an Australian sports and leisure indicated that value appears to play an important mediating role in satisfaction judgments of customers. Furthermore study by [7] showed that e-billing service tax payers can improve government agency performance. According to [8] stated that public service motivation and identifies a typology of motives associated with public service that includes rational, norm-based, and affective motives that describe the stimulated individual behaviour implications of public service motivation. Another study by [9] indicated that city managers have recognized the need to move beyond a simple dichotomy between market delivery and public planning to an approach that balances concerns with efficiency, market management and citizen satisfaction.

#### **OBJECTIVES OF THE STUDY**

In social phenomena, such behaviour causes people lazy when dealing with the bureaucracy. The existence of these characteristics led to the emergence of some negative implications as from the political aspect, a decline in the level of trust and community support for government officials; on the financial aspects, may lower the state income because people are not motivated to obey and comply with government policy.

Unexplained of the review of the above that the public service as a by government has not run optimally, due to the performance of the bureaucracy too, who have not been effective. Therefore, the performance of West Java Provincial Government in carrying out its functions and roles refer still have to work hard considering the condition of the human development index among the other provinces of West Java in Indonesia are still not optimal. This indicates that the effectiveness of public services in West Java not optimal that reflects the performance of the local government which is a compilation of the performance of the entire local city in West Java has not been optimal.

#### **REVIEW OF PUBLIC SERVICE**

Public service is identical to the representation of the existence of the government bureaucracy, because it deals directly with one of the functions of

government is to provide services. Therefore a quality public service is a reflection of a quality of government bureaucracy. In the past, the paradigm of public service is to give a very big role to the government as the sole provider. The role of parties outside the government never got a place or marginalized. The public and the private sector has little role in public service delivery.

In this regard, Osborne et al. [10] describe five myths about public sector reform, namely: 1) Myth Liberal, 2) Myth Conservative, 3) Myth of business, that governments can be improved through the implementation of government that the technical implementation business. In fact, although the metaphor of business and management techniques often help, but there is a critical difference between the reality of the public sector and business, 4) Myth Workers, and 5) Myth People.

Therefore, with regard to reforms in the public sector, one of the important principles that changed the paradigm of public service is the principle steering rather than rowing. With regard to this principle, the government is expected to act more as guides than just punting. Scull functions can be performed more efficiently by other parties that a professional. This principle explains that the government cannot continuously work alone, and must begin to change the paradigm of service for the purpose of the provision of services can be achieved better [11]. There are still a lot of the principles introduced in this concept, but the bottom line is everything to change the perception of the workings of government.

Entrepreneurial spirit, this government is based on the experiences that happened in governance in the United States. Another concept that has actually already existed and had a certain similarity is the New Public Management (NPM) pioneered by the British with the privatization movement. Privatization for the first time held against state-owned enterprises with the aim to nourish the state company.

With the new paradigm in the field of services is based on the philosophy of entrepreneurial government and new public management is the way the traditional view of the role of government in public service delivery must be changed. Osborne et al. [10] describe five important strategies to make it happen, namely; The core strategy: creating clarity of purpose, Strategy consequences: creating consequences for performance, The customer strategy: putting the customer in decisive positions, The control

strategy: moving the control from the top and center and Strategies culture: creating a culture of entrepreneurship.

According to [12] explains that public participation-especially in the decision-making process is a means to fulfill basic rights as citizens. Ultimately the goal of public participation is to educate and empower citizens. Meanwhile, according to [13] the purpose of public participation is basically to communicate and influence the decision-making process as well as assist in the implementation of the service.

### **QUALITY OF PUBLIC SERVICE**

Quality of service has become an important issue in the provision of public services in Indonesia. The bad impression of public service has always been inherent to the institution's image service provider in Indonesia. During this public service is always synonymous with inaction, injustice, and high cost. Not to mention in terms of the service ethic in which the behavior of personnel service providers are not expressive and reflect the spirit of good service. Quality of service is defined as a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Therefore quality of service associated with the fulfillment of the expectations or needs of customers.

An assessment of the quality of these services can be viewed from several different views [14] for instance in terms of: (1) Product Based, where quality of service is defined as a specific function, with different measurement variables to characteristics. (2) User Based, where quality of service is the degree of conformity with the services desired by the customer. (3) Value Based, related to the usefulness or satisfaction overpriced. Quality of service can be known when performed on several types of gaps associated with customer expectations, perceptions of management, service quality, provision of services, external communications, and what is perceived by customers.

### **PUBLIC SERVICE DIMENSIONS**

In the view of [15] the quality of public services is the result of the interaction of various aspects: care systems, human resources service providers, and customer strategy. Public service system that will produce good quality public services as well. A good system will provide standard service procedures and

provide control mechanisms within built in controls so that any deviation that occurs will be easily identified. In addition, the service system must also be in accordance with customer needs. This means that the organization should be able to respond to the needs and desires of customers by providing service system and the right strategy. In connection with human resources, takes care workers who are able to understand and operate a good service system. In addition, service personnel must also be able to understand the needs and desires of customers. The nature and type of customers varied services require different strategies and this should be known by service personnel. Care workers need to know the customers well before he provides the service.

While [16] suggests 10 (ten) dimensions that must be considered in view of public service quality benchmarks, as follows: 1. Tangible, consisting of physical facilities, equipment, personnel and communications; 2. Reliable, consists of the ability of the service unit in creating a promised service properly; 3. Responsiveness, willingness to help consumers responsible for the quality of services provided; 4. Competence, its demands, knowledge and skills both by officials in providing services; 5. Courtesy, attitude or behaviour hospitable, friendly, responsive to the desires of consumers and would make contact or personal relationships; 6. Credibility, fairness in every effort to attract public confidence; 7. Security, services provided should be free from various hazards and risks; 8. Access, there is the ease of establishing contact and approach; 9. Communication, a willingness to listen to the voice service provider, wishes or aspirations of customers, as well as a willingness to always convey new information to the public; 10. Understanding the customer, make every effort to understand the needs of customers.

And also stated by [17] to enter the dimension of time, using the size of the short-term, medium term and long term in view of the performance of public organizations. In this case, the performance of public services consists of: 1. Production is a measure that indicates the ability of an organization to produce the output required by the environment. 2. Quality is the organization's ability to meet the expectations of customers and clients. 3. Efficiency is the best ratio between output and input. 4. Flexibility is a measure that indicates the organization's responsiveness to the demands of internal and external changes. The

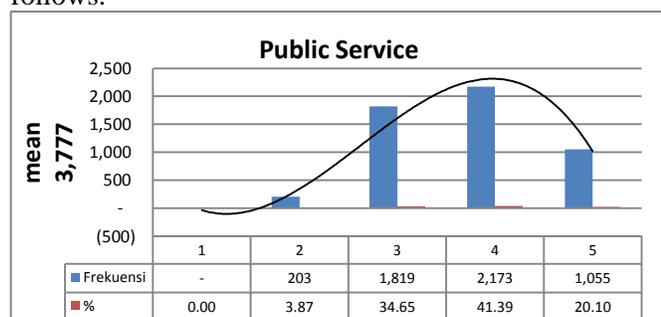
flexibility associated with the organization's ability to shift resources from one activity to another activity in order to generate new products and services are different in order to respond to customer requests. 5. Satisfaction refers to the feelings of employees towards work and their role in the organization. 6. Competition describes the organization's position in the competition with other similar organizations. 7. Development is a measure that reflects the ability and the responsibility of the organization to increase the capacity and potential for growth through resource investments. 8. Survival is the ability of organizations to exist in the face of all the changes.

**METHODS**

This study uses an exploratory method, which is to create a picture of the situation or phenomenon intended to descriptive analysis. Sampling of the population studied by the method of survey and sampling techniques using simple random sampling of employees in government agencies in Bandung was 130 respondents. Methods of data collection is done by distributing questionnaires directly to the respondents who fit the criteria predetermined sample and observations made directly on the object of research. Data processing was done using Excel program for Windows.

**RESULTS**

Based on the results of data processing is done, the authors obtain an overview of the Public Service as follows:



Source: result of data processing.

Figure 1 – Graph of Public Service Dimensions

Through a number of respondents score can be seen that the overall rate of respondents to the point statement submitted on public service in the province of West Java included in either category. From the graph above can be at Interpret that the overall picture

of the public service in terms of aspects dimensions used average results obtained from the answers of 3,777 respondents in both categories. For more details, a picture of the field by exposure to the respondent's answer regarding public services are presented in a histogram of each dimension used in order of ranking of the highest average value as the lowest as follows:

**Table 1: Result of Public Service Dimensions**

Variabel	Dimensions	Mean	Criteria
Public Service	Clarity and Assurance	3.824	Good
	Courtesy	3.807	Good
	Accuracy	3.789	Good
	Transparency	3.787	Good
	Efficiency	3.740	Good
	Responsive	3.737	Good
	Adaptive	3.729	Good
	Effective	3.690	Good

Source: result of data processing.

**Clarity and Assurance**

Overview chart above can be is interpreted that the dimensions of clarity and assurance average gain results from the answers of 3.824 respondents with both categories. The average of the results of this dimension is the dimension that the highest rank of the average value when compared to other dimensions. This illustrates that the Head of the City and Regency in West Java in providing services to the community make arrangements regarding the procedure, details of service charges and the procedures for payment, scheduled completion time of the service. This is very important because customers should not hesitate with the services provided by the Office. Further clarity authority. Employees who serve community service users should be formulated as clearly as possible to create a chart of tasks and the distribution of authority. Thus there will be no duplication of tasks and duties and certainty vacancy schedule and duration of service. Schedule and duration of service should also be sure, that the public has a clear picture.

**Courtesy**

Overview chart above is interpreted that the courtesy dimensions can obtain average results of the respondents amounted to 3.807 in both categories. The average of the results of this dimension is the dimension which ranks second on the average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java in an

effort to provide excellent service to the community can be held easily, smoothly, fast, straightforward, easily understood and implemented by the customer.

#### **Accuracy**

Overview chart above can accuracy is interpreted that the dimensions of the average results obtained from respondents for 3.789 with both categories. The average of the results of this dimension is the dimension that was ranked third of its average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java in providing optimum service to the public by providing services as optimal as possible by means punctuality in every job completion. Such as the maximization of the validity period of the permit. To avoid the too frequent public on the permits, then the period of validity of licenses should be set as long as possible.

#### **Transparency**

Overview chart above is interpreted that the dimensions of transparency can obtain average results of the respondents amounted to 3.787 in both categories. The average of the results of this dimension is the dimension that was ranked fourth of the average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java in providing optimum service to the public by electronic media mounted office services, so that customers can find all the information they need easily and gambling, including information regarding the procedures, requirements, completion time, cost and others.

#### **Efficiency**

Overview chart above is interpreted that the dimensions of efficiency can obtain average results of the respondents amounted to 3.740 in both categories. The average of the results of this dimension is the dimension that was ranked fifth out of the average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java to provide optimal service to the community through the clarity of the conditions of service are just limited to matters directly related to the achievement of the target service with regard to the integration of the requirements of the service product.

#### **Responsive**

Overview chart above is interpreted that the dimensions Responsive can obtain average results of

the respondents amounted to 3.737 in both categories. The average of the results of this dimension is the dimension that was ranked sixth of its average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java in providing excellent service to the community based understand what the customer expects. This can be done by trying to understand what the customer requires.

#### **Adaptive**

Overview chart above is interpreted that the dimensions adaptive can obtain average results of the respondents amounted to 3.729 in both categories. The average of the results of this dimension is the dimension that was ranked seventh of the average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java in providing excellent service to the public with the effort and hope to give a sense of security and freedom to the customers of the hazards, risks and doubts. Security needs to be provided in the form of physical security, financial and self-confidence.

#### **Effective**

Overview chart above is interpreted that the dimensions effective can obtain average results of the respondents amounted to 3.729 in both categories. The average of the results of this dimension is the dimension that was ranked eighth of the average value when compared to other dimensions. This illustrates that the Head of the City / Regency in West Java in providing excellent service to the community at the expense of the set is reasonable with regard to the value of goods / services and the ability of customers as well as good service as far as possible should avoid the complaint. But if it appears a complaint, it must be a mechanism designed to ensure that complaints are handled effectively so that the existing problems can be resolved properly.

#### **DISCUSSION**

In accordance with the results if the data for each variable, the table above shows the average for each variable. To give a clearer picture of the meaning of descriptive statistics calculation results above, then compared with the interpretation criteria table variable conditions of research on each of the variables studied. Public Service at government Offices City or Regency in West Java province are in either category. This indicates that in general the respondents to

respond to the Public Service in view of the dimensions. In view of the position of scores of each dimension of the Public Service illustrates that clarity and assurance the highest position in comparison with other dimensions. It is indicated from their efforts in setting of technical requirements and administrative officials have the authority and responsibility in providing services and periodically to evaluate them. Likewise in providing services has made arrangements on details and payment service charges and set a maximum duration of service performed. This is done in order to provide certainty to the public.

On the other hand, clarity and certainty in most offices District or City reflected in the delivery of information that is complete and accurate and timely enough, but there are agencies that have not fully implemented it. Disclosure of information on services is essential, especially for agencies that provide services directly to the public. If the information concerning public services may be disclosed accurately, timely, clear and consistent, then the people will have the certainty in service. Similarly, in addition to required disclosure of information is also needed transparency in the decision making process which allows the avoidance of conflicts of interest in the management of various parties. But on the other hand they also have offices that have not been optimal in providing information to the public and can be accessed via the Internet.

Courtesy dimension came second in the dimensions of the Public Service District / City in West Java province, but still in good category. It is indicated on the already complete availability of guidelines in writing and in detail the procedure to be followed by the people who need the service, starting early maintenance until the completion of the maintenance. Likewise, most of the agencies have made efforts to simplify the technical requirements and administrative services to the public. However they also found that agencies have not been simplified significantly by reason hit by bureaucracy and special interests. In the future it is necessary overall change both concerning the procedure to be followed, the technical requirements, the amount of fees and the certainty of processing time.

Problems accuracy on time in service is a crucial issue and a lot of scrutiny from the public. Dimensions timeliness occupies the third position in the dimensions of the Public Service District / City in West Java province, but still in good category. It is

indicated already their attention from the department regarding the determination of the maximum time standard of service to the community and give sanction to employees who do not meet the standard maximum time has been set. This determination in view of a very positive thing so that if a delay in service, not only disadvantaged people, but employees must also be given sanctions. Nevertheless, it is undeniable that to date there are still agencies that is not optimal in applying the maximum period of service and giving sanction to employees who are negligent. Looking ahead, to improve public services to the community needs to be simplified, especially in terms of technical requirements, so that people are not overburdened.

Disclosure in the public service by the agency, also have been appreciated significantly which indicated their mailbox provisioning criticism and suggestions from the people who need the service. People who feel their dissatisfaction in service can provide comments and suggestions by writing a letter of complaint addressed to heads of departments concerned and put it in a box criticism and suggestions that have been provided. However, a common problem is not optimal response from the department to the criticism and suggestions filed by the public. This of course needs to get more serious attention from the department to criticism and suggestions intended to be used as material for the improvement of services in the future.

The efficiency factor in the service is also quite got the attention of the department and occupies the fifth position in the dimension of Public Services by District or City in West Java province, but still in good category. It is indicated already the effort of agencies that emphasize efficiency in the public service in the form of efforts to prevent the repetition of requirements.

## **CONCLUSION AND RECOMMENDATION**

Based on the exposure of respondents about public service in West Java province is in good category. Dimensions are used in the public service are as follows, effective, clarity and assurance, transparency, efficiency, timeliness, responsiveness, adaptive, of these dimensions, clarity and assurance became the best dimensions. Therefore the need for increased clarity and assurance in providing public services to the community so that the government's performance could be run effectively and optimally.

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