

ANALYSIS OF THE QUALITY OF PUBLIC SERVICES IN THE UPTD SECTION, KUTA SELATAN DISTRICT REGIONAL REVENUE AGENCY BADUNG REGENCY

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Abstract

Public service involves a very broad aspect of life. In the life of the state, the government has the function of providing various public services needed by the community, ranging from services in the form of regulation or other services to meeting the needs of the community in the fields of education, health, utilities, and others. Service quality plays an important role to achieve the level of customer satisfaction. The image of good service quality becomes the government's point of view or perception but is based on the customer's point of view. Inside the Pasedahan Agung Regional Revenue Agency, Badung Regency at the UPTD, South Kuta District, there is a problem with the quality of public service analysis where administrative services are one form of public service that provides services. to serve and produce the required official documents. Talking about the form of documents, there are many types of, ranging from land ownership documents, citizenship, competency certification, and many more such as KTP, BPKB, STNK, IMB, and SIM. application development thus requiring people to come to take care of online administration. Based on the discussion above, it can be said that this problem can be overcome if the principles of public service are by the procedures and the application of application development applications that make it easier for people to use services in this digital era.

Keywords: Public Service, Service Quality, Application.

INTRODUCTION

Public service involves a very broad aspect of life. In the life of the state, the government has the function of providing various public services needed by the community, ranging from services in the form of regulation or other services to meeting the needs of the community in the fields of education, health, utilities, and others. The various public reform movements experienced by developed countries in the early 1990s were inspired by public pressure on the need to improve the quality of public services provided by the government. In Indonesia, efforts to improve services have been carried out by the government for a long time, including through Presidential Instruction No. 5 of 1984 concerning Guidelines for Simplification and Control of Licensing in the Business Sector. This effort was continued with the Decree of the Minister of State for the Utilization of State Apparatus No. 81/1993 concerning Guidelines for Public Service Management.

Service quality plays an important role to achieve the level of customer satisfaction. The

image of good service quality becomes the point of view or perception of the government but is based on the customer's point of view. These are customers who use government services. Customer perception of service quality is a comprehensive assessment of the superiority of service.

Every public service must have service standards and be published as a guarantee of certainty for service recipients. Service standards are a measure that must be possessed in the implementation of public services that must be obeyed by service providers and recipients. Public services can be used as a benchmark standard of the results of the government's performance itself has been going well or there are still things that need to be addressed. If the quality of public services has not been successfully realized according to the objectives, then public services have not run well.

One form of public service in Indonesia is administrative services. Administrative services are services in the form of providing various forms of documents required by the public. Talking about the form of documents, there are many types of, ranging from land ownership documents, citizenship, competency certification, and many more such as KTP, BPKB, STNK, IMB, and SIM.

To realize orderly population administration and the continuity of providing population data nationally, the government is responsible for providing accurate and up-to-date population data. The consequences of the implementation of regional autonomy especially as the organizer of population administration as stipulated in Law Number 24 of 2013 concerning Population Administration in the context of improving population administration services in line with the demands of professional population administration services, meeting information technology standards, dynamic, orderly, and non-discriminatory in achieving minimum service standards towards excellent comprehensive services to overcome population problems, a series of activities for structuring and publishing population documents and data through population registration, civil registration, managing population administration information and utilizing the results for public services.

Based on the description of the background above, the authors are interested in conducting research with the title "**Analysis of the Quality of Public Services in the UPTD section of South Kuta District, Badung Regency Regional Government Agency**"

IMPLEMENTATION METHOD

Field Work Practice activities carried out at the UPTD, South Kuta District, Badung Regency Regional Revenue Agency with the following methods:

Analysis Method

This method is carried out by analyzing the taxpayer (Taxpayer) to obtain data from observations, interviews, and literature. The advantage of this method is the depth of the analysis results. Where the analyst plays an important role in the analysis process as part of the research tool.

RESULTS AND DISCUSSION

a. Results

The results of the author's dedication to the Field Work Practice (PKL) are to make it easier and faster to input file data and check files obtained by WP (Taxpayers).

b. Problem Analysis:

Problem Analysis is a temporary study to find out the causes of the growth of the problem, as well as alternative solutions to the problem. In the Regional Revenue Agency of Badung Regency at the UPTD, South Kuta District, there are problems such as:

i. Problem Analysis on How is the Quality of Public Services?

Since where I do street vendors using one of the administrative services, therefore the officer is obliged to serve and the taxpayer must bring the required official documents, such as land ownership documents, citizenship, competency certification, and many more such as ID cards, BPKB, STNK, IMB, and SIM by the service to be requested. Before arriving, taxpayers should have completed the required documents to make it easier for officers to complete administrative services. Services can be of very low quality if the system applied is not in favor of the interests of service users or taxpayers.

ii. Problem Analysis on Public Service Quality Constraints

Lack of application development that requires taxpayers to come to take care of administration back and forth, even though nowadays it is sophisticated, it should be done online. This causes the service to explode every day, not to mention some documents are lacking, so the service has to be checked again and again. The service process in the end must be carried out effectively and efficiently, as well as provide economic and social benefits, both for taxpayers and officers.

c. Discussion:

i. Definition of Public Service

The Decree of the Minister of Administrative Reform (KEMENPAN) Number 63 of 2003 defines public services as all forms of services carried out by government agencies at the center, regions, and within BUMN or BUMD in the form of goods and or services, both in the context of efforts to meet the needs of the community and in the context of implementing the provisions of laws and regulations.

Public services are a series of activities carried out by the public bureaucracy to meet the needs of users. Users referred to here are citizens who need public services, such as making ID cards, marriage certificates, birth certificates, death certificates, business licenses, land certificates, building permits (IMB), nuisance permits (HO), permits to take groundwater, subscribe to drinking water, electricity and so on.

ii. Types of Public Services:

1. Administrative Services
2. Goods Service
3. Services
4. Regulatory Services

The types of public services in the UPTD section. South Kuta District, Pasedahan Agung Regional Government Agency, Badung Regency, namely:

- a. Service provider
- b. Service recipient
- c. Service type
- d. Service satisfaction

The theory described above is certainly related to the problems faced and the facts that occur by street vendors because the quality of service can be said to be good if the service provider can provide a good service so that taxpayers (taxpayers) are satisfied with the services provided. It is important in the administrative service section because public services in the UPTD, South Kuta District, BAPENDA Kab. Badung uses land ownership documents, citizenship, competency certification, and many more such as KTP, BPKB, STNK, IMB, and SIM. This of course must be considered in the aspect of service and benefits felt by the WP (Taxpayer).

iii. Principles of Public Service

The principle of public service is based on the decision of MENPAN No. 63/KEP/M.PAN/7/2003 contains the following service principles:

1. Simplicity
2. Clarity
3. Certainty of Time
4. Accuracy
5. Security
6. Responsibility
7. Completeness of facilities and infrastructure
8. Ease of access
9. 3K (Discipline, Politeness, and Hospitality)
10. Comfort

There are several codes of ethics in the implementation of public services in the UPTD section. South Kuta District, Pasedahan Agung Regional Government Agency, Badung Regency which consists of:

1. Every employee is obliged to behave fairly, not discriminatory, carefully polite, friendly, and firm, and must be professional in providing public services.
2. Every employee is obliged to uphold the values of accountability and integrity of public service providers.
3. Must be open and take appropriate steps to avoid conflicts of interest.
4. Mandatory not to misuse the facilities and infrastructure as well as facilities.

The theory that has been described above is certainly related to the problems faced and the facts that occur by street vendors because the principle attitude looks at the basic things in each individual. When understanding attitudes are still lacking, the service process that occurs

is only based on procedures and technical instructions, but attitudes and behavior have not been shown properly, it is clear that the impression and response of service users are not well received, so services do not provide satisfaction. And the effectiveness that is meant here is timeliness and clarity in service. This condition makes the main consideration that one of the findings that cause service activities to not work is the effectiveness that has not been achieved.

iv. Public Service Management

1. Aspects Based on Activities:

Activities carried out by public service workers. The following are some of the prominent activities in public service management:

a. Setting goals

Setting targets is one of the public service activities that are oriented toward achieving goals. Where the stakeholders involved focus on what is being done to achieve these goals and are always ready to look for problem-solving to problems that arise.

b. Set way

In addition to setting goals, public service management also focuses on how to determine the right way to achieve goals, create and carry out effective procedures and determine what methods are proven to be effective.

2. Aspect Based on Technique:

Public service management from the technical aspect of its achievement, there are several management techniques, as follows:

- a. Management by objective
- b. Management by results (MBR)
- c. Management by system
- d. Management by Motivation
- e. Management by exception

There are several concepts in public service management in the UPTD section. South Kuta District, Pasedahan Agung Regional Government Agency, Badung Regency so that service quality can be achieved, namely:

1. Tangible (translation.
2. Reliable (reliable)
3. Responsiveness (responsibility)
4. Assurance
5. Empathy (empathy)

The theory described above is certainly related to the problems faced and the facts that occur by street vendors because the services that have been provided must be accountable to the community because government officials essentially have the task of providing the best possible service to the community. The lack of empathy for each service user is still relatively lacking because the attitudes and behavior of service providers have not shown professional service attitudes to the responsibilities and demands of the rules set by the government. In addition, there is also Management by the system (MBS) or management with a system, a task

for each service provider to use a system by the activities or procedures carried out so that the planning is by the SOP (Standard Operating Procedure), namely procedures owned by each field of activity.

d. Solution:

i. The solution to the Problem of How the Quality of Public Services

How a service person (employee) can interpret each item of good service instructions. For example, it can be taken as an example of reliability in service, this is not shown by good behavior, meaning that what is meant is reliable what the waiter needs to do is that information delivery communication is expected to be more friendly and polite so that service users are well aware that conditions like this make everyone will understand correctly the duties of good service.

ii. Solutions to Problems regarding Public Service Quality Constraints

Application system development needs to be designed as an application management system to be more effective and efficient in managing service documents so that they are carried out more quickly when there are insufficient documents so that the quality of service becomes better.



Figure 1. WP (Taxpayers who come to the office)

Source: Personal

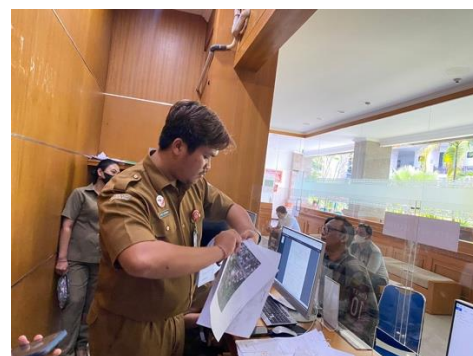


Figure 2. An officer serving WP (Taxpayer)

Source: Personal

CONCLUSION

Based on the background to the previous problem analysis, several conclusions can be drawn, namely:

1. Obstacles in the administrative process at UPTD Kec. South Kuta currently does not have adequate application development, and everything is still based on conventional which becomes inefficient for the specified time.
2. The quality of service can be said to be good if the officers show a friendly, responsible attitude, and provide adequate facilities while also applying the concepts of public service management, one of which is managed with a system to pay attention to procedures and methods before arranging planning by the field. activity.

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