Community perception of the quality of administrative services on the Kelurahan Rimba Jaya office district of Merauke 2019

WL Betaubun, PA Moento, RBA Pradana
Department of Public of Administrasi, Faculty of social science and politic science, Universitas Musamus, Merauke, Indonesia
E-mail: masterholls@unmus.ac.id

Abstract. This study aimed to determine the Public Perception of the Quality of Administrative Services at the Rimba Jaya District Office in Merauke District which was analyzed by. The research method used is descriptive qualitative analysis that uses in-depth interviews as the main instrument. Quantitative data was obtained by using interactive model data analysis. [1] The results of the analysis and discussion concluded several things as follows, community perceptions of the quality of administrative services at the Rimba Jaya Sub-District Office in Merauke District analyzed using 5 dimensional criteria namely tangible dimensions, dimensions reliability, dimensions of responsiveness, dimensions of certainty and dimensions of empathy (empathy) are largely unsatisfactory only when employees are open in providing satisfying service.

1. Introduction
Bureaucracy in the last decade has increasingly been under the spotlight by various parties. This gives rise to transparent media that reveals phenomena that have never been touched by the eyes and ears of the public. More and more media attention in revealing the phenomena that occur in this country provides awareness for citizens to address everything the government has done in carrying out its duties and authority [2]. Perception (perception) is the process by anyone who chooses, approves and interprets information, relates this to many involving the perception of the community who still doubt that service is ineffective, inefficient and does not allow responding to an increasingly globalized era. On the other hand, the practical arrangements for demands for better services go hand in hand with the improvement in people's understanding of their rights as citizens who have direct access to the government. Of course it has an impact on the changing work climate of the government, especially state servants and community services. Especially if it is associated with one of the factors that influence the success of an organization that is oriented to public service, where its success in carrying out the function of service to the public in accordance with the desired needs. The scope of services and public services (public services) covers a very broad aspect of community life. Public services and services even start from someone in the womb to death and require a cover letter and death certificate etc. according to [3]. Further service is the best comparison between input and service output. In this context, the function of the government is more focused as a regulator than the implementer or service actor. As a balance, the government needs to
empower community groups themselves as providers or implementation of public services. In other words, the task of the government is to help the community to be able to help themselves (helping people to help themselves). This is actually what is meant by the principle of self-help or steering rather than rowing. The Rimba Jaya Kelurahan Office in Merauke District is one of the government agencies that also implements a public service system. This is caused by its strategic position in providing services to the community, one of which is administrative services.

The government in mobilizing public services is still relatively lacking so that when viewed in terms of quality it is not as expected by the community so that it raises various public complaints about the direct service provided. These complaints can be felt and seen directly when in the service area as well as public complaints and responses through the media. If the grievances from the public are not responded to by the government, it will create an unfavorable image of the government itself. [3] found the fact that "in general the practice of dispensing public services in Indonesia is still far from the principles of good governance" This kind of phenomenon continues to flourish despite the enactment of Law NO.28. IN 1999 concerning state administrators who were clean of KKN (corruption, collusion, and nepotism) which expressly stated the necessity for equality, service, rather than discrimination. In general, based on the quality of service, it is still not as expected. This can be seen, among others, from complaints or complaints from the public about public services, such as related procedures and working mechanisms that are convoluted, not transparent, less informative, less accommodating, less consistent, limited facilities, facilities and infrastructure so that they do not guarantee certainty. (law, time, and cost) as well as the practice of extortion and illegal storage practices such as corruption, collusion and nepotism [4].

Based on the interim observations it is known that the expectations of the community are not in accordance with the reality, for example there is an administrative delay that is not in accordance with the specified time which is more than 5 days since the community submitted the application. Likewise, it is unclear when the files can be completed by the authorities. The service bureaucracy system that must be passed by the applicant community is considered to be complicated and difficult for the general public. This fact is caused not only due to various factors but also the weak service from the apparatus both administratively and technically. For this reason, the Rimba Jaya District Office in Merauke District as an implementing organization must improve the quality of services to customers, because in essence the quality is determined only by the customer [5]. This fact is not only caused by various obstacles as mentioned above, but there are still other things that cause it, such as in providing public services not followed by improving the quality of the bureaucracy that provides services to the community. We all realize that it is very difficult to understand the services provided by public bureaucracy. Service users are often faced with so much uncertainty when dealing with bureaucracy. It is very difficult to predict when the service can be obtained. Similarly, the price of service. Prices can vary depending on many factors that are not fully controlled by service users. Both price and time are often not affordable by the community so many people are then reluctant to deal with public bureaucracy. This is clear in the definition stated by [6] that quality is a dynamic condition that relates to products, services, people, processes and environments that meet or exceed expectations. This condition, of course, causes a variety of public dissatisfaction which leads to the loss of public trust in the quality of services provided by the government to its people.

The perception of public dissatisfaction with the quality of public services at the Rimba Jaya Kelurahan Office in district is getting stronger. This can occur because it is suspected that it is caused by the lack of facilities and infrastructure in the form of computer equipment that will facilitate the administration process, only 4 units are available, while the number of people that must be served is very large.

2. Methodology
This research was conducted in Merauke Regency in disclosing and discussing various phenomena or relationships related to public perceptions of the quality of administrative services at the Rimba Jaya
Kelurahan Office in Merauke District. Qualitative data analysis according to [7] is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, searching and finding patterns, finding out what important paying funds are studied, and deciding what is told to other people. The data needed in this study are primary data and secondary data. In this study researchers collected data collection by gathering news from online media with the object under study. In analyzing research data, it refers to several phases consisting of data reduction, data presentation, at the final stage is the conclusion or verification (drawing conclusions/verification).

3. Results and discussion
Public services provided by government officials in a government bureaucracy have become common knowledge that the quality is low. However, this does not make the main reason to remain pessimistic about the changes that might occur in the service paradigm which up to now places the apparatus with its bureaucracy in the position that must be served, but must change to the paradigm that places service users (consumers) in a higher position.

The Rimba Jaya Kelurahan Office in Merauke District as one of the spearheads of public organizations, needs to take strategic steps to arrange the quality of public services in an excellent, transparent and accountable manner, with programs to improve management, systems, statutory provisions, procedures and public service officials, and prevention practice deviations in service procedures. The quality of administrative services at the Rimba Jaya Kelurahan Office in Merauke District is important to be analyzed to find out which services provided are able to provide satisfaction to service users through dimensions: tangibles, reliability, responsiveness, responsiveness, assurance, and empathy (empathy).

3.1. Tangible Dimensions
Tangible dimensions (tangibles) are equipment, personal and communication media that are used to provide services to service users, in this case the people who administer administrative services. Understanding of quality is a combination of nature and characteristics that determine the extent to which outputs can meet customer requirements [8].

In relation to the tangibles indicator, the Rimba Jaya Sub-District Office of Merauke District conducted a quality service through the readiness of office infrastructure. From the above description, it is clear that there are still many who complain about office infrastructure both from the office and from the community, whose interests in the village office of Rimba Jaya are indeed very required to take care of letters and other interests, hence HR is truly loyal.

3.2. Reliability dimension
The reliability dimension is the ability to carry out the promised service precisely and reliably. The next indicator that determines is the ease of submission of applications and administrative completeness concerning procedures or procedures, not convoluted, easy to understand and implement.

Completeness of administration will facilitate the process of completing each service affairs and obtain correct data [9], quality can be interpreted as "dynamic conditions related to products, services, human resources, processes, and environments that meet or exceed expectations".

4. Dimensions of responsiveness
The dimension of responsiveness is the ability to help and provide services quickly and accurately and be responsive to consumer desires. In serving the needs of service users, the ability to respond to the officers in charge of service becomes very important. While marketing expert Kotler (1994) stressed that customer satisfaction is the level of one's feelings after comparing the performance (or results) he feels compared to his expectations.
Likewise, the ability of the apparatus that occurred at the Rimba Jaya Kelurahan Office in Merauke District was seen to be still an obstacle and cooperation between superiors and subordinates was not well created. Subordinates only ask for instructions from superiors if they feel confused in deciding something.

5. Dimensions of certainty
The certainty dimension is the ability of officers to convince consumer confidence. From the results obtained in general, respondents argued that there was no certainty as to the completion of administrative arrangements at the Rimba Jaya Kelurahan Office in Merauke District because it was influenced by several factors.

6. Dimension of empathy
The empathy dimension relates to the level of ability to build relationships and interactive communication between the apparatus and the community. The results of interviews in general informants considered that the level of ability to build relationships and interactive communication between officials and the community.

The results of interviews with informants from the Head of Rimba Jaya Kelurahan in the Merauke District obtained an answer that there was a good relationship between the authorities and residents who came to take care of their needs.

7. Conclusion
Based on the results of the analysis and discussion, the following conclusions are made: public perception of the quality of administrative services at the Rimba Jaya Kelurahan Office in Merauke District, which was analyzed using 5-dimensional criteria, namely tangible dimensions, reliability dimensions, responsiveness dimensions, responsiveness, the assurance dimension, and empathy dimension, in terms of infrastructure facilities are inadequate with the lack of work facilities. The waiting room. As well as the convenience of the office, the accuracy and smoothness of the ease of administration Administration has not been fully implemented well there is still discrimination against service employees have not been able to build an interactive communication relationship between the apparatus and the community as recipients of services, the majority of the public believes the service apparatus has not been satisfactory, only in terms of service by building communication between urban village officials and the community has not gone well. As public servants, the government should pay attention to, and carry out obligations as servants of the state and public servants.

References
[1] Sugiyono 2016 Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods) (Bandung: Alfabeta)
[2] Fadila D and Ridho S L Z 2013 Perilaku Konsumen. (Palembang: Citrabooks Indonesia.)
[3] Dwiyanto A 2003 Reformasi tata pemerintahan dan otonomi daerah (Pusat Studi Kependudukan dan Kebijakan, Universitas Gadjah Mada)
[4] Suryadi 2010 “Permasalahan Dan Alternatif Kebijakan Peningkatan Relevansi Pendidikan Pendidikan (Studi Relevansi Pendidikan Kerjasama UPI dengan balitbang Kemendiknas)
[5] Denhardt J V and Denhardt R B 2003 The New Public Service (Armonk, N.Y: M.E.Sharpe.)
[6] Tjiptono F and Diana A 2003 Total Quality Management (Yogyakarta: Andi Offset)
[7] Moleong L J 2008 Metodologi Penelitian Kualitatif (Bandung: PT. Remaja Rosdakarya)
[8] (Tjiptono C and Adriana 2008 (Tjiptono, Chandra dan Adriana: 2008) ((Yogyakarta: Alex Media Komputindo)
[9] Tjiptono F 2012 Service Management Mewujudkan Layanan Prima (Yogyakarta: CV Andi Offset)