



ISSN 2621-458X

**PUBLIC PERCEPTION OF PUBLIC SERVICES MALL IN BARRU
DISTRICT.**

**PERSEPSI MASYARAKAT TERHADAP MAL PELAYANAN
PUBLIK DI KABUPATEN BARRU**

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ABSTRACT

This study aims to find out how the public's perception of public services in Barru district which has not been known so far and what factors affect the quality of its services. Sources of data obtained by means of Observation, Interview and Documentation. The results of this study indicate that the public's perception of the implementation of the Regency Public Service Mall can be said that the service quality still needs to be improved. While the factors that affect the quality of service is from the aspect of the product completion time which is less clear.

Keywords: *Perception, Community Satisfaction and Service.*



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A. INTRODUCTION

The substance of public services is always associated with an activity carried out by a person or group of people or a particular agency to provide assistance and convenience to the community in order to achieve certain goals. This public service is becoming increasingly important because it is always in contact with a large audience of people who have a variety of interests and goals.

Therefore public service institutions can be carried out by the government or non-government. If the government is a bureaucratic organization in public service, then the government bureaucratic organization is the leading organization related to public service.

In terms of government institutions providing services, the most important thing is how to provide assistance and convenience to the community in order to meet their needs and interests. A quality service provided to the community requires the efforts of all employees, and not only from the front office staff.

So, this effort is not only required of those who deal directly with the community in producing good services reflects the quality of the employee's attitude, but also from the employees in the back office (back office) which produces behind-the-scenes services that are not visible to the public (Mulyadi Deddy 2015).

Why in the concept of community service carried out by government agencies must be carried out by all employees? Because, any task carried out by each employee contains an element of service which in turn will affect the quality of service products from the institution where the employee works which is accepted by the community.

Moenir argues that service is an activity carried out by a person or group of people on the basis of material factors through a system of procedures and certain methods in an effort to fulfill the interests of other people according to their rights (Taufiqurokhman

and Evi Satispi, 2018). A service will be carried out properly and satisfactorily if it is supported by several factors:

- 1) Awareness of officials and executive leaders
- 2) There are adequate rules
- 3) Organization with a dynamic system mechanism
- 4) Employee income sufficient to meet minimum living needs
- 5) Capabilities and skills in accordance with the task or job for which they are responsible
- 6) Availability of service facilities in accordance with the type and form of service duties/work.

In this discussion, public services in good governance must meet the quality that must be met. Existing public services must function to reduce (even eliminate) the role gap between the central organization and the implementing organizations in the field. The number of existing staff/apparatus is appropriate, not less and not at the middle and high levels so that public services can be right on target.

According to Albrecht and Zemke's view, the quality of public services is the result of the interaction of various aspects, namely the service system, HR (human resources) service providers, strategy and customers (Rahman Mulyawan, 2016).

An understanding of the conception of service quality put forward by Wyckof follows. Service quality is defined as the level of excellence expected and control over that level of excellence to fulfill customer desires (Rahman Mulyawan, 2016).

Service quality is not seen from the point of view of the service provider or service provider, but based on the perception of the community (customers) receiving the service. It is the customer who consumes and feels the services provided, so that they are the ones who should evaluate and determine the quality of service. If the service received or perceived is in accordance with what is expected, then the quality of service is perceived as good and satisfactory.

If the service received exceeds customer expectations, then service quality is perceived as an ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad. Thus, the good or bad quality of service depends on the ability of the service provider to meet the expectations of the community (service recipients).

Every implementation of public services must have service standards, as a guarantee of certainty for providers in carrying out their duties and functions and for service recipients in the process of submitting their applications.

Service standards are measurements taken in the administration of public services as guidelines that must be adhered to and implemented by service providers, and serve as guidelines for service recipients in the process of submitting applications, as well as a means of controlling the public and/or service recipients on the performance of service providers.

Therefore, it is necessary to prepare and set service standards in accordance with the nature, type and character the eristics of the services provided as well as paying attention to the environment. In the process of formulating and compiling it involves the community and/or other stakeholders (including bureaucratic officials) to obtain suggestions and input and build awareness and commitment.

Thus, the local government in running a public service monopoly, as a regulator / maker of regulations (rule government / government regulations) must change its mindset and work and adapt it to the purpose of granting regional autonomy, namely providing and improving services that satisfy the community. For the realization of good governance in carrying out public services, local governments must also provide broad opportunities for citizens and communities to gain access to public services, based on the principles of equality, transparency, accountability and justice.

Based on it or not, every citizen is always associated with the activities of the government bureaucracy, so that its existence is something that cannot be negotiated. Bureaucratic services will touch various aspects of people's lives, thus the wide scope of public services that must be carried out by the government, inevitably the government must make every effort to meet the community's need for public services.

Bureaucratic devices need to realize that service also means a spirit of dedication that prioritizes efficiency, success and satisfaction of the people served. The behavior of "serving, not being served", "encouraging, not inhibiting", "making it easier, not making it difficult", "simple, not convoluted", "open to everyone, not just for a handful of people" should be strong in coloring the corporate culture of the local government bureaucracy.

In order for quality public services, local governments need to reform the paradigm of existing public services. This public service paradigm reform is a shift in the pattern of public service delivery from which was originally oriented towards the government as a provider to a service that is oriented to the needs of the community as users.

Public service is a benchmark for government performance that is most visible to the eye. The public can directly assess government performance based on the quality of public services received, because the quality of public services is in the interest of many people and the impact is directly felt by the community from all walks of life, where success in building public service performance in a professional, effective, efficient and accountable manner will raise a positive image of the government in the eyes of its citizens.

As the core of community service carried out by government organizations is learning to communicate properly and correctly with every community who comes to ask for services. Good communication is

a skill that must be possessed by every employee, because it will affect the process of completing the work of an employee.

Why is that? Because every employee will try to understand, serve, and appreciate the various people they meet every day. So that it will help in improving the quality of services provided to the community.

The public's perception of the performance of the Barru District Public Service Mall itself is still unknown. Therefore, there is a need for research to discuss public perceptions of the Barru Regency Public Service Mall. And also find out what factors influence the quality of service at the Barru Regency MPP (Public Service Mall) office. By identifying the factors that influence the quality of public services, it is hoped that they will be able to provide good and maximum service in accordance with what the community expects.

B. RESEARCH METHOD

In this study using a descriptive research type using a qualitative approach, which is limited to an attempt to reveal a problem or situation or event as it is so that it is merely to reveal facts and provide an objective picture of the actual situation of the object under study. While the basis of the research is interviews with informants/informants which contain questions regarding matters related to the formulation of the research problem (Sugiyono, 2011).



Figure 1 Research flow chart

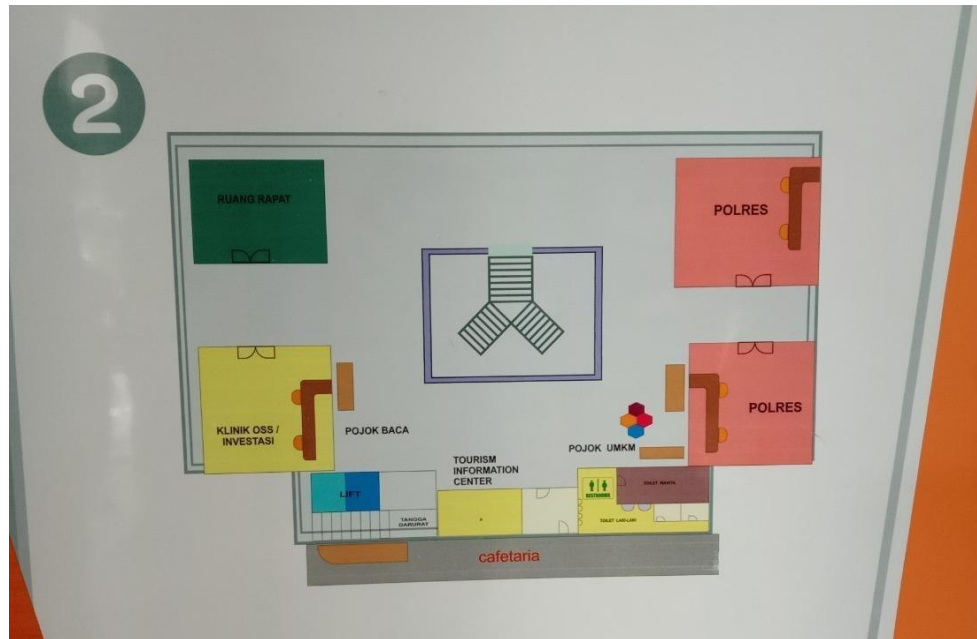


Figure 3. MPP 2nd floor plan

Public perception of Barru District Public Service Mall

Community life will not be separated from the perception of the community itself. Perception is a direct response or acceptance from someone. perception is the experience of objects, events, or relationships that are obtained by inferring information and interpreting messages.

According to Leavitt Harold J, perception can be seen in a narrow sense, namely vision, how someone sees something, while in a broad sense it is a view or understanding, namely how someone perceives or interprets something.

Humans cannot be separated from perceiving activities, almost every day humans have perceptions such as perceptions when communicating with the public, arranging permits, meeting with agency officials and so on.

Likewise, what happened to the service user community in perceiving the quality of service to the Barru District Public Service

Mall. With them understanding something about service quality, it will affect how they will behave or act according to what they understand.

The presence of the Public Service Mall is one of the government's efforts to change the appearance of public services that have so far seemed rundown, unstructured, and convoluted, into places convenient, safe and easy service. The presence of Public Service Malls in Barru Regency is expected to provide more consistent and sustainable services, so that the quality of existing facilities and infrastructure can be maintained and further improve coordination with other agencies so that more types of services are provided according to community needs. convenient, safe and easy service.

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The Barru Regency public service mall is a one-stop service, it is hoped that it will make it easier for the community to carry out various kinds of needs for public services because they have been united in one place so that people should find it easier to find a destination to get public services, with this mall concept all public services have been provided. there are both local government services, provincial government, BUMN, BUMD, and other public services. From the results of my interview with Dewi, the community member who manages licensing services at MPP, said that:

"With this public service mall, it is very good because all types of agency services are in one place, as I see it."

In line with the opinion of Mrs. Nurhaeva as a member of the community who arranged for KTPs at MPP, she said that:

"This one-stop public service mall is a good thing in Barru Regency, as a community I can easily find the destination for the services I need because in MPP more or less everything is arranged according to their respective places."

According to Wandu, the community member who takes care of making yellow cards at MPP, said that:

"This MPP has become one of the new icons in the Barru district government which is very good. All services are put together in one place so that to get services such as permits and others, you only come to one place that has provided counters for each service. In my opinion, MPP makes it very easy to get service quickly."

Based on some of the results of the interviews above, it can be said that the community's perception of the Public Service Mall in Barru Regency is that the service delivery is good. Most service users stated that they received services according to what they needed and most of the institutional and non-institutional services had been provided at each counter that was already available in the MPP so that it was even easier for service users if they needed more than one server that was already contained in the MPP. Barru District Public Service Mall.

In accordance with the aims and objectives of implementing MPP, namely the purpose of implementing MPP is to improve the quality of public services as the embodiment of an advanced, innovative and sustainable city and to provide convenience, speed, affordability, security and convenience to the public in obtaining services. Community satisfaction can be said that every element of service in MPP is very good. Improvement and public demand for effective, efficient and satisfying public services from government employees as a public servant is increasingly popular. This is related to the development of needs, desires and expectations of the community which continues to grow and is increasingly up-to-date. Society as a service subject no longer likes convoluted, long and risky services due to long bureaucratic chains.

The community wants service freshness, as well as being able to understand the needs and desires that are fulfilled in a relatively short time. These wishes need to be responded to and fulfilled by agencies engaged in the service sector, if their activities want to have a good image, for this reason the management needs to re-evaluate the aspects of the services that have been provided so far in accordance with the needs and desires of the people served, or vice versa. there is still a gap between the services provided and the services expected by the community. The occurrence of gaps indicates that the quality of service is less than excellent, so that it has the potential to reduce the performance of the agency as a whole.

Meanwhile, some public perceptions refer to several principles based on the principles of public service delivery in Indonesia which are regulated in KepMenpan No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services. Namely the principles of Simplicity, Clarity, Time Certainty, Accuracy, Security, Responsibility, Completeness of Facilities and Infrastructure, Ease of Access, K3 (Discipline, Politeness and Friendliness) and Convenience.

a) simplicity of public service procedures

Good service is a form of service that service procedures that are not complicated, easy to understand and easy to implement are the expectations of service users. Procedures are the stages of activities carried out in the service process. The simpler the service procedure, the faster the process will be carried out. The simplicity of procedures can make it easier for service users to get the service products they need.

The results of the interview with Mrs. Hijeriah as a community user of KTP making services at MPP said that:

"Before I came here (mpp) I had already taken care of the completeness of the documents in the village because to take care of the KTP there had to be an introduction from the new village brought here (capil) so I just had to submit all the introductory documents from the village, in my opinion the procedure was clear even if maybe the management of the village is complicated.

As for the opinion of Mrs. Hasriani as a community user of BPHTB making services at MPP who said that: "The procedure is easy, the important thing is to follow the rules". Agree with Mrs. Nurhaeva as a community user of BPJS manufacturing services at MPP, saying that: "In my opinion, the procedure is easy to understand as long as it is in accordance with established procedures." In line with that, according to Dewi, as a community user of licensing services at MPP, she said: "It's easy to just go straight to the counter (special licensing counter)."

Ease of procedures in service is something that must be provided by service providers so that service users are easier. In general, based on the results of the research, service procedures at the Barru District Public Service Mall can be said to be straightforward. The public who use services at the Barru District Public Service Mall are of the opinion that the procedure is clear and easy to understand.

Respondents' perceptions of the implementation of public services at the Barru District Public Service Mall regarding easy-to-understand and easy-to-implement procedures. Most of the people who use the service already know the existing procedures, because they have used the service more than once for various purposes. They already know the procedures that will be followed, if they are going to ask for assistance such as provision of terms and administration, letters, proposals, and other technical requirements. Many of the service users at the Barru Regency Public Service Mall are people who use the service more than once, most of them take care of the needs of their neighbors or relatives.

b) Public perception of the clarity of service requirements with the type of service received

Clarity can be defined by knowledge of the technical and administrative requirements of public services, the department that will deal with services, employees are easy to find.

Community perceptions of the implementation of public services regarding technical and administrative requirements, such as what was stated by Mrs. Hasriani as a community user of the BPHTB making service at MPP said that: "The conditions are clear because I have taken care of the making of BPHTB here several times." In line with the opinion of Mrs. Mutiara as a community user of the KK making service at MPP, she said that: "The requirements are clear because they have been completed from the village before coming to MPP." According to sister Nurul Umami, as a member of the community who manages BPJS at MPP, she said: "I just happened to have arranged for free BPJS and just asked about the requirements, I think the officer explained it well." Service users, of course, must know the part that will take care of their needs.

Based on the results of observations at the Barru Regency Public Service Mall, the instructions showing the section that will take care of the needs of service users are clearly visible, each agency counter has been given clear and easy-to-see writing so that people who come already know the counter where they are going.

Public perception of the implementation of public services at the Barru District Public Service Mall regarding technical and administrative requirements. Most service users stated that they were clear about the administrative requirements needed. This is because the counter staff has provided directions or explanations regarding what requirements are needed and if the attached file is

incomplete, they will be directed to first complete the lack of the file before the next stage for the service process. Service users, of course, must know the part that will take care of their needs.

Based on the results of observations at the Barru Regency Public Service Mall, the instructions showing the section that will take care of the needs of service users are clearly visible, each agency counter has been given large and easy-to-see writing so that people who come already know the counter where they are going.

As for service users who have used the services for the first time in this section, there is no need to be confused because a help desk has been provided that can help direct the needs of service users. Public perceptions of public service delivery at the Barru Regency Public Service Mall regarding employees are easy to find. In general, service users think that employees at the Barru Regency Public Service Mall are easy to find. This is because in this section there is a clear service schedule, starting from 08:00 – 12:00 followed by a break at 13:00–15:00 WITA. So that when service users come at that hour they can easily meet the officers at the counter.

D. CONCLUSION

Based on the results of the research and discussion that has been done, the following conclusions can be drawn:

1. The public's perception of the delivery of services at the Barru District Public Service Mall can be said that the delivery of services is still necessary for service quality improvement.
2. The factors that affect the quality of service at the Barru District Public Service Mall, namely the certainty of the unclear completion time for service products.

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