

Improving Quality of LL-DIKTI Area X Services in Facing Industrial Era 4.0

1st Risma Niswaty

*Office Administration Education
Department
Universitas Negeri Makassar
Makassar, Indonesia
risma.niswaty@unm.ac.id*

2nd Nasaruddin H

*Office Administration Education
Department
Universitas Negeri Makassar
Makassar, Indonesia
nasa@unm.ac.id*

3rd Irsyad Dhahri

*Faculty of Social Science
Universitas Negeri Makassar
Makassar, Indonesia
cha4400@yahoo.com*

Abstract— This study examines the quality of public services at the Office of Higher Education Services (LLK-DIKTI) Region IX Sulawesi and Gorontalo. The problem in this study is how the quality of public services at the Office of Higher Education Services (LL-DIKTI) Region IX Sulawesi and Gorontalo and determinant factors on the quality of public services at the Office of Higher Education Services (LL-DIKTI) Region IX Sulawesi and Gorontalo. This study aims to determine the quality of public services at the Office of Higher Education Services (LL-DIKTI) Region IX Sulawesi and Gorontalo and to determine determinant factors on the quality of public services at the Office of Higher Education Services (LL-DIKTI) Region IX Sulawesi and Gorontalo. The technique of collecting data uses three ways, namely observation, interview and documentation, while the focus of this research is the ability to complete work according to schedule, ability to cooperate, ability to plan activities, speed in carrying out tasks, level of creativity looking for the best work procedures, and methods used is descriptive qualitative. The results showed that the quality of public services at the Office of Higher Education Services (LLK-DIKTI) Region IX of Sulawesi and Gorontalo had been going well. This was evidenced by the ability of the apparatus to complete work according to schedule. activities, in completing jobs classified as fast and the level of creativity looking for the best work procedures. This can be run well supported by various factors including the leadership style applied by the head of the LLDIKTI, the availability of human resources, the support of facilities and infrastructures, employee discipline and the application of IT-based systems and the support of good room arrangements.

Keywords— *Quality of Public Service, Ability of Apparatus*

I. INTRODUCTION

Public service is an attempt by a group or someone bureaucracy to provide assistance to the community in order to achieve a certain goal [1] and [2]. The government has an important role to provide excellent public services for all its residents according to what has been mandated in the Law. Article 1 of Law Number 25 of 2009 concerning public services states that the meaning of public service is an activity or series of activities in order to fulfill service needs in accordance with the laws and regulations for every citizen and resident for administrative goods, services and/or services provided by public service providers.

Service is the essential main task of the apparatus, as state servants and public servants. This task has been clearly outlined in the opening of the fourth paragraph of the 1945 Constitution, which covers 4 (four) aspects of the basic

service of the apparatus to the community, namely protecting all Indonesian people and all of Indonesia's bloodshed, advancing public welfare, educating the nation's life and carrying out world order based on independence, lasting peace and social justice besides that is further clarified in the Decree of the Minister of Administrative Reform No. 63 of 2003 which outlines general guidelines for organizing public services [3].

Quality public services or commonly referred to as excellent service are the best services that meet service quality standards [4], [5], and [6]. Service Standards are benchmarks used as guidelines for the implementation of services and references for evaluating service quality as obligations and promises of service providers to the community in the context of quality, fast, easy, affordable and measurable services. According to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014, service standard components related to service delivery processes include requirements, procedures, service periods, fees/tariffs, service products, and complaint handling. If a government agency and other institutions are able to apply these quality standards then it can be said that government agencies and these institutions have provided good quality of service [7], [8], [9], and [10].

Today, people's lives experience many changes as a result of the progress that has been made in the development process and the rapid advancement of science and technology. The change that can be felt now is a change in people's mindsets in an increasingly critical direction. This is possible because more and more people are getting smarter and increasingly understand their rights and obligations as citizens [10], [11], and [4]. Such a condition of society demands the presence of a government capable of meeting various demands in all aspects of their lives, especially in getting the best service from the government.

Based on the Decree of the Minister of Administrative Reform Number 63 of 2003 concerning general guidelines for the implementation of public services such as service procedures, service requirements, the ability of service officers, speed of service, justice to get services, certainty of service costs, and certainty of service schedules, the government has consequences for improving services within public service sector. It is hoped that government officials throughout Indonesia will carry out public services well according to what is expected by the community. There are

still many that must be corrected from this public service in Indonesia and do not rule out the possibility in the Gamping District area which is one of the executors of public services.

Implementers of public services or executors are officials, employees, officers, and every person who works in the Organizing Organization who is in charge of carrying out actions or a series of public service actions. The community is all parties, both citizens and residents as individuals, groups and legal entities that are domiciled as recipients of the benefits of public services, both directly and indirectly.

Improving public services is one of the main agendas for implementing Bureaucratic Reform [8]. Because perceived quality of public services that have not met the expectations of the community, in the sense that the level of community satisfaction is still low, it is indicated that there are still many complaints against public service providers, both related to service procedures that still seem convoluted, delays in management, costs that are not affordable and attitudes of service officers who do not reflect attitudes as public servants.

Public services need to pay attention to customer needs [12] and [13]. Customer needs can be met if public services can provide services that meet six of the ten indicators of good service, namely "certainty of service time, accuracy of service, courtesy and friendliness, responsibility, completeness, and ease of obtaining service". If the service provided has met these criteria, it can be said that the needs have been fulfilled so as to provide satisfaction to the community.

The government as a public service provider needed by the community must be responsible and continue to strive to provide the best service for the improvement of public services. On the other hand, community satisfaction is a benchmark of the success of public services provided by public service providers, therefore public services must be focused on maximizing the needs of the community both in terms of quality and quantity.

Looking at the increasingly prominent role of services, it is not surprising that service issues are in the spotlight and get a larger portion and are repeatedly being public issues that are often discussed. For services at the Office of Higher Education Service Institutions (LL-DIKTI) in Region IX of Sulawesi, service issues are the main concentration because they involve public interests in this case all private campuses under their auspices. This task is in line with the spirit of bureaucratic reform where government officials are the best servants of society as stated in the mandate of the law [8] and [14].

One of the efforts that have been made at the Office of Higher Education Services INSTITUTION (LL-DIKTI) Region IX of Sulawesi in order to improve public services is by implementing IT-based services. So from the brief description above encourages the writer to further examine the "Quality of Public Service at the Office of Higher Education Service Institutions (LL-DIKTI) Region IX Sulawesi and Gorontalo".

II. METHOD

This research took place at the Office of the Higher Education Service (LL-DIKTI) of Sulawesi and Gorontalo Region IX Region as the focus of research on the quality of public services based on the argument that the Office of Higher Education Services (LL-DIKTI) Sulawesi IX Region prioritizes service quality .

The researcher used a qualitative research approach with descriptive research types. The use of a qualitative research approach is based on the consideration that the Office of Higher Education Service Institutions (LL-DIKTI) of Region IX of Sulawesi and Gorontalo involve various aspects that must be explored more deeply and comprehensively. Data collection is done through in-depth interviews, observations and documents obtained from informants as many as 10 people.

III. RESULTS AND DISCUSSION

A. *Quality of Public Services at the Office of the Higher Education Services (LL-DIKTI) Region IX Sulawesi and Gorontalo*

Public service quality is known from five dimensions consisting of tangible, reliability, responsiveness, assurance and empathy. The LLDikti IX of the Sulawesi and Gorontalo Region seeks to implement the service dimensions as follows:

1) *Tangibel Dimension (Physical Evidence).*

This dimension is the ability of a service provider to demonstrate its existence to the community. The appearance and capability of the physical facilities and infrastructure of the office and the state of the surrounding environment are concrete evidence of services provided by service providers which include physical facilities for the service, technology (equipment used) and the appearance of employees in serving service users. Briefly can be interpreted as the appearance of physical facilities, equipment, and personnel.

In this study, the tangible dimension is determined by indicators, namely the appearance of the apparatus when carrying out service assignments, the convenience of place of service, ease of service process, discipline of employees in service, ease of access of customers in service requests, and use of assistive services.

Public services in the LL-Dikti IX office in the Sulawesi and Gorontalo regions have implemented the Tangibel dimension and its indicators. Public quality assessments that have been running according to the expectations of the community in this dimension include the appearance of the apparatus when carrying out service tasks, ease in the service process, employee discipline in performing services, easy access for customers in service requests, and use of assistive devices in services.

The convenience of the service place greatly affects the service process. Service providers must pay more attention to the convenience of service providers because if service users already feel comfortable with what has been provided, it will have a good effect on service providers, but on the contrary if service users still feel uncomfortable, it will adversely affect service providers.

2) Reliability Dimension

This dimension is the ability of service providers to provide appropriate and trusted services as promised. The reliability of employees in providing services greatly helps the community to receive services quickly and easily. Reliability can be seen from the accuracy in serving, the ability and expertise of employees in using tools in the service process. Reliability is the ability to provide promised services promptly, accurately and satisfactorily.

In this study, the dimensions of reliability are determined by indicators, namely accuracy of employees in serving service users, sub-districts have clear or not standard, ability of employees to use tools in the service process, expertise of employees in the service process.

Public services in the LLDikti IX offices in Sulawesi and Gorontalo Region have implemented a dimension of reliability. Public quality assessment that has been in accordance with the expectations of the community in this dimension includes accuracy of employees in serving service users, Sulawesi and Gorontalo Region LLDikti IX offices have clear standards and employee capabilities in using tools in the service process.

c. Responsiveness

This dimension is the willingness to help and provide fast and appropriate services to service users, with the delivery of information relating to service requirements clearly. Allowing consumers to wait for no apparent reason causes a negative perception of service quality. In short, it can be interpreted as a willingness to help service users well and quickly.

Public services in the LLDikti IX office in Sulawesi and Gorontalo Region have implemented the Responsiveness dimension and its indicators. Public quality assessment that has been running as expected by the community in this dimension, among others, responds to each service user who wants to get service, the employee performs service quickly, the employee performs the service appropriately, the employee provides service carefully, the employee performs the service with the right time, and all service user complaints were responded to by service employees.

Responsiveness is the willingness of service employees to help service users and deliver services in a timely manner. Responsiveness is related to the responsiveness of the officers who will increase the comfort of service users, this is one of the drivers of successful service, the responsiveness of service implementation will affect the performance results because if the service is based on attitudes, desires and commitments to service well, there will be an increase service quality is getting better.

d. Dimensions of Assurance

This dimension is assurance and certainty, namely knowledge, politeness, and the ability of service employees to foster trust in service users to service providers. Consisting of components of communication, credibility, security, competence, and courtesy. Briefly can be interpreted as knowledge and hospitality of the escort and the ability of employees to be trusted and believed.

Public services in the LLDikti IX office in Sulawesi and Gorontalo Region have implemented the dimension of Assurance along with its indicators. Public quality assessment that has been running according to the expectations of the community in this dimension, among others, employees provide timely guarantees in service, employees guarantee costs in services, officers provide guaranteed certainty of costs in service.

Guarantees provided by service providers relate to the ability of service providers to provide a high level of trust to service users, the trustworthiness of employees. If the service user has been given a guarantee regarding service, it will grow the trust of the service provider users.

e. Emphaty

This dimension gives sincere and individual or personal attention given to service users by trying to understand the desires of service users where service providers are expected to have an understanding and knowledge of service users, understand the needs of service users specifically, and have a comfortable operating time for customers. Briefly can be interpreted as an effort to know and understand the needs of individual service users.

Public services in the LLDikti IX office in Sulawesi and Gorontalo Region have implemented the Emphaty dimension along with the indicators. Public quality assessments that have run according to the expectations of the community in this dimension include prioritizing the interests of service users, employees serving with courtesy, employees serving with non-discrimination, and officers serving and respecting each service user.

B. Ability of LLDIKTI IX Office Officials in Sulawesi and Gorontalo Regions

Ability as a trait that is born or learned that allows a person to do something mental or physical, while skills are related to the task. Regarding the quality of public services, the ability of the apparatus is very important in terms of determining the quality of public services

1) *Ability to complete work on schedule.* Employees are able to work optimally in accordance with the time limit for completion of work that has been determined by the LLDIKTI IX Office in Sulawesi and Gorontalo.

2) *Ability to cooperate.* One of the characteristics in building a quality public service is advising the apparatus/staff to build teamwork in carrying out office activities, this is what is done by the LLDIKTI IX office in Sulawesi and Gorontalo in completing office activities.

3) *Ability to plan activities.* Offices that have a vision and work should have an activity plan before the activity, even in the process of public service, still compiling SOPs first, the LLDIKTI IX Office in Sulawesi and Gorontalo Region always works with plans in advance especially with regard to public services.

4) *Speed in carrying out tasks.* One characteristic of the apparatus that has the ability to provide services is that it is fast and right at work, this can be seen from the speed of

LLDIKTI IX employees in Sulawesi and Gorontalo regions in completing office work.

5) *The level of creativity is looking for the best work order.* A good office is an office that has regular work procedures, in the LLDIKTI IX office, Sulawesi and Gorontalo regions have an open system space, run the shortest principle system at work, have a good internet access system so that work is always efficient and effective

C. *Factor Determinants of Service Quality at LLDIKTI IX Offices in Sulawesi and Gorontalo*

The main factor of success in public service is hospitality to service users, one example of which is smiling and greeting, with smiles and greetings service users will feel that they have been noticed and from there arises from the service users that service users will feel comfortable with service provided by the service provider. Friendliness is not an asset, but friendliness is the key to success for service providers to establish good relationships with service users, besides facilities and infrastructure, the ability of the apparatus, good work procedures and leadership that are applied to the office which is a determinant factor in creating quality public services at the LLDIKTI IX office in the Sulawesi and Gorontalo regions

IV. CONCLUSION

1. The quality of public services in the LLDIKTI IX office in the Sulawesi and Gorontalo regions has been running well, this can be known from five dimensions consisting of tangible, reliability, responsiveness, assurance and empathy has been running optimally.
2. The ability of the apparatus to be one of the factors supporting the success of the LLDIKTI IX office in the Sulawesi and Gorontalo regions in improving service quality
3. Factors that influence the quality of public services are facilities and infrastructure, the ability of the apparatus, good work procedures and leadership.

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Research that examines public services in the field of higher education has fulfilled various indicators in the standards of public services. However, to obtain a deeper and more comprehensive study of aspects of public services in relation to the development of the industrial revolution 4.0, it is strongly recommended that this study be developed to digitize the service system.

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