

# Handling Public Complaint in Semarang City: Why and How?

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**ABSTRACT.** The purpose of this study is to describing why established a center for handling public complaint in Semarang city, how is the conceptual and factual model handling complaint in Semarang city. Qualitative descriptive method is used in this research. Data collected from relevant sources were presented, data reduction, data interpretation, data verification and make conclusion. Good public service is the dream of all citizens in Semarang city. Complaint not viewed as simply a problem. However, public complaints are used as a solution to improve the quality of public service. The complaint need to managed properly. Handling complaint in Semarang city is carried out directly or indirectly through available channel in accordance with established standard operating procedures. Complaint handling model in Semarang city can be used example, a comparison for other areas in improving the quality of public services and the basis for subsequent research.

**Keywords:** *Management; Complaint; Quality Public Service; Organizational Public.*

## 1. INTRODUCTION

In accordance with the mandate of the constitution that the interests of the people must be considered by the government. The quality of services provided by the government is expected to exceed the minimum standards desired by the community. Services provided by the government must be seen as an obligation that must be performed and a right that must be given to the community.

Among the rights that must be obtained by the community are stipulated in article 28 of the 1945 Constitution that "Expressing thoughts orally and in writing and so on is regulated by law". Article 28 F of the 1945 Constitution also states that "every person has the right to communicate and obtain information to develop their personal and social environment, and has the right to seek, obtain, possess, store, process and convey information with all available channels". Thus, it can be said that one form of rights that must be obtained by the community is given space to express thoughts orally and in writing and so on. The real manifestation of the above is a space to channel complaints about the implementation of public services provided by the government to the public. Because it is seen as a right, it must be based on clear legal norms.

Good public services are part of the government's obligations to the community (Sintha Dewi and Dyah Adriantini, 2016: 58). The essence

of public service is the provision of excellent service to the community which is a manifestation of the obligations of the government apparatus as public servants (Laksmi Wahyu Kurniasih and Nina Widowati, 2016: 1).

In fact, the public services provided by the government in several sectors are still less than optimal. Even the implementation of public services in the community is said to be still apprehensive (Sastrio Mansyur, 2013: 972). Efforts to improve the quality of public services have actually been carried out by the Indonesian government for a long time. Starting from developing innovations in the field of public services from conventional to modern. Public services that were previously provided face to face can now be done remotely with a system known as E-Government. E-Government is an integrated system using information technology media in its implementation (Mukmin Muhamad, 2019: 2).

The presence of a good and integrated system starting from the central level down to the regional level is expected to be able to realize optimal services to the community. Development of reliable public information service systems and methods in the implementation of public services, providing service information that is always "up to date" and transparent is an absolute necessity in the form of complete and easily accessible information regarding data and documents required by the public regarding the type of service required.

In addition, the government has also made service improvements through improving the apparatus of service providers. The cultivation of character education and the application of humanistic values to service providers are carried out so that the public service process can be of higher quality and provide optimal satisfaction for the community (Tunggul Prasodjo, 2017: 38). These improvements have been carried out at the national, provincial, regency and municipal levels to sub-districts, villages and neighborhoods.

## 2. LITERATURE REVIEW AND HYPOTHESES

One of the public services that must be provided by the government is the management of public complaints (Harbani, 2013: 128). Public complaints are currently not considered a problem that can interfere with the quality of services provided by the government. However, public complaints are currently seen as very important and valuable for improving the quality of services provided to the public by the government. So it can be said that the improvement of services provided by the government to the community can be carried out, among others, because of community complaints. So that the community (service users) must be considered the main and important part (Rahmayanty, 2012: 101). Community complaints are also an important source of information. This is because public complaints are a very important source of information (Agus Fanar Syukri, 2009: 29).

How do service users use the complaint mechanism, how will service providers handle complaints, how long does the complaint handling mechanism take, what actions will service providers take in handling complaints, is there a mediation institution if service users are not satisfied with the service provider's answer, who sits on the evaluation board What kind of performance and agency that monitors the work of service providers in handling complaints need to be considered in developing a public complaint service mechanism (Dyah Hariani, 2008: 245-246).

Information systems are a key strategy for managing public services, information systems are a combination of people, software and hardware (Prasetya, 2013: 1151). Information technology is used to carry out activities and disseminate information (Kaddir & Terra, 2013: 2). This is also done by the city of Semarang in providing quality services to the community. Semarang city is one of the cities in Indonesia that actively provides

information technology-based public services. E-government has been implemented in the city of Semarang, including in public services, for example the management of public complaints (Azka Fazarusda and Heni Indrayani, 2020: 71).

If we look at the data on complaints from the people of Semarang that were included in the P3M of Semarang City for the period January to August 2019, the numbers show: the number of managed reports - complaint categories was 2240, categories of requests for information were 93, aspiration categories were 60. So the total number of reports was 2393. Based on this data, the category of reports on complaints is more dominant than reports on requests for information and aspirations.

Along with the implementation of E-Government in the city of Semarang, especially P3M Diskominfo by providing various platforms or media for the public to voice their complaints. The community does not have to come directly to P3M. But it can be through the various online channels provided. The media provided by the government are Instagram @hendrarpriyadi, @p3m, @semarangpemkot, Twitter @p3m, @hendrarpriyadi, @pemkotsmg and #LaporHendi, Whatsapp. The website provided by the government is at lapor.go.id. Data on complaints entered from January to August 2019 were channeled by the public via WhatsApp as many as 752, websites as many as 333, twitter #reportHendi as many as 186, Instagram as many as 205. So the number of data entered was 1476 complaints reports. Of all the communication media platforms, the most used are complaints via Whatsapp and the Website on the lapor.go.id page. Complaints channeled through Whatsapp are more dominant along with shifting communication made by the public from SMS, telephone to Whatsapp media. Whatsapp media is more accessible for the community at this time. Because, information accessibility is a dimension that affects public services (Firdaus and Susi Lawati, 2019: 1). Complaints are also influenced by public awareness and the courage of the community to submit complaints to the public (Wulandari et al., 2016: 111).

Many or at least the complaints that come in the city of Semarang cannot be used as an indicator that the quality of services provided by the city government of Semarang is good or bad. Good or bad service quality can be seen from how many complaints from the community are received and are handled properly and correctly.

The number of complaints from the city of Semarang which is well managed by the Semarang city government makes the city of Semarang a city that needs to be exemplified by other regions in Indonesia. The number of awards it has received recently is that the city of Semarang has received 9 smart city awards from Goesmart 2019. The nine awards include awards for smart economic ratings, smart social, smart environment, smart health, city development and management, digital government readiness, readiness integration, as well as the city's top rating towards smart. In 2020 he also won several awards including as the cleanest tourist city in Southeast Asia, as an independent city from the Ministry of Home Affairs, as the best city in development planning, 5 new normal regional innovation awards from the central government, and others. These awards were obtained by the city of Semarang for the excellent cooperation between the people of the city of Semarang and the city of Semarang in building the city of Semarang. This community contribution is manifested in the form of channeling complaints and positive aspirations for the development of the city of Semarang.

Based on this background, in this article we will describe why a community complaint handling center was established in the city of Semarang and how a conceptual and factual complaint handling model is in the city of Semarang.

### 3. METHODS

The method used in this research is qualitative. This research is a continuation of research by researchers that have been conducted in 2010. Source of data were obtained from various relevant sources. The data collection technique used in this research is to emphasizes more on observation and study documentation, namely the result of previous research conducted by researchers themselves and other researchers, as well as open documents available on the internet which are very valuable information. The test the validity of the data, the triangulation technique was used. Data analysis was carried out in four stages, namely (1) data collection; (2) data reduction; (3) data presentation; and (4) verification and conclusion. The variables in this study can be grouped into two, namely the dependent variable and the independent variable. The variable used in this study is the annual SPT reporting through e-filing. While the independent variables in this study are Security and Privacy (1), Perceived Usefulness (2), and Perceived Ease of Use (3).

## 4. RESULT AND DISCUSSION

### 4.1 Data Quality Test

#### *The Background Behind The Established A Center For Handling Public Complaint In Semarang City*

Semarang city government and residents of Semarang city are very aware of their rights and obligations. Semarang city government, as an institution that has the obligation to provide services to the community, especially in the city of Semarang, is very visible in practice. Commitment in providing services to the community is shown in various things, for example encouraging human resources who provide public services to improve their qualifications and competence in providing quality public services. In addition, creating various quality public service innovations both online and offline. Commitment in providing quality public services is also shown by the Semarang city government with a number of achievements in the field of public services, as well as various categories it has received. Achievements both national and international. This achievement is a form of recognition for the city of Semarang for its achievements. It is not surprising that the city of Semarang is also a place of learning, a reference for other regions in Indonesia for the implementation of its public services.

One of the obligations in providing public services for the city of Semarang, as well as other areas in Indonesia is the management of public complaints. Since 2005, through the mayoral regulation of Semarang number 11 of 2005, a center for handling complaints on public services in Semarang has been established. It should be noted that the city of Semarang has a fairly large area and has different community characteristics. Some of the community members are highly educated and some are low. There are people in Semarang City who are technology literate and some are not. The location of Semarang City is easy to reach and some is difficult to reach. The citizens of Semarang City have different jobs. So that in dealing with complaints from people of different characters, whose needs are different, of course there are things that hinder the handling of complaints (Wiyanto, 2017: 116).

To accommodate all the aspirations of the community, in order to improve good service to the community, it is very important that complaints are managed properly, correctly and appropriately. So that over time, as well as the development of

service needs, the center for handling complaints for public services in Semarang has changed to become the center for managing public complaints. The public complaint management center of Semarang City becomes a government institution in the city of Semarang that specifically handles complaints from the public.

The Semarang City Public Complaint Management Center (P3M) was formed through Semarang Mayor Regulation Number 31 of 2014 concerning the Semarang City Public Complaint Management Center. The establishment of a community complaint management center is intended to foster public awareness of improving the quality of services carried out by the Semarang City Government. So it is necessary to optimize complaint handling services that are simple, fast, thorough, high quality, and coordinated by providing access for the public to submit complaints or complaints against the performance of the Semarang City Government. Excellence in Public Complaint Management is the vision of this institution. 3 missions of the Semarang city community complaint management center, namely; (1) Providing a responsive complaint facility for the public; (2) Carrying out integrated complaint management; and (3) Transparency in complaint resolution. P3M Semarang city holds the motto Serve sincerely to provide the best complaint service.

With public complaints, steps will be taken to improve the performance of regional apparatus, both through general policies and services, administration and goods.

The legal basis for the establishment of P3M Semarang city

1. Law Number 25 of 2009 concerning Public Services.
2. Government Regulation Number 96 of 2012 concerning Implementation of Law Number 25 of 2009 concerning Public Services.
3. Presidential Regulation Number 76 of 2013 concerning Management of Public Service Complaints.
4. Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 24 of 2014 concerning Guidelines for Implementing National Public Service Complaint Management.
5. Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 3 of 2015 concerning Guidelines for the Road Map for the Development of a National Public Service Complaint Management System.
6. Regional Regulation of the City of Semarang Number 11 of 2016 concerning Public Services
7. Regional Regulation of the City of Semarang Number 14 of 2016 concerning the Formation and Composition of the Regional Apparatus of the City of Semarang.
8. Regulation of the Mayor of Semarang Number 12 of 2017 concerning the Center for Community Complaint Management in the City of Semarang.
9. Semarang Mayor Regulation Number 34 of 2017 concerning Guidelines for Public Complaints regarding public services.

The Semarang City Government, especially P3M the communication and information office, implements an e-Government system by providing various platforms or media for the public to voice their grievances, so that people do not need to come directly to convey problems to P3M. The media provided by the government are Instagram @hendrarprihadi, @ p3m, @semarangpemkot, Twitter @ p3m, @hendrarprihadi, @pemkotsmg and #LaporHendi, Whatsapp. The website provided by the government is at lapor.go.id. Of all the communication media platforms, the most used are complaints via Whatsapp and the Website on the lapor.go.id page.

#### **4.2 . The Conceptual and Factual Model Handling Complaint in Semarang City**

The government's efforts to meet the basic needs and civil rights of every citizen for goods, services, and administrative services, including through public services provided by public service providers (Siti Maryam, N., 2017). Service is a comprehensive approach to produce the best quality service for customers (Ibrahim, H.A, 2019). Public service (public service) is a manifestation of the function of the state apparatus as a public servant as well as a servant of the state (Erna Setijaninru, 2009). A professional attitude in providing services, as well as referring to applicable standards, needs to be owned by government officials (Dwimawanti, I, 2004: 109). In addition, in providing services, it is necessary to refer to minimum service standards which are cheaper, better and faster.

The city of Semarang as an institution that has the obligation to provide public services for Semarang citizens, also emphasizes that all public service providers in the city of Semarang adhere to the principles of good governance. Apartments that provide services are encouraged to own and develop their capacities and capabilities as state

servants providing public services to residents of Semarang. The foundation of the spirit to serve a country that is oriented towards public service, protection and empowerment of the people becomes its pegabadian spirit. This is because public service providers will ultimately be responsible, be held accountable for the services provided to the community (Sadhana, K, 2010). The performance felt by the community for the services received will generate support and trust for the Semarang city government.

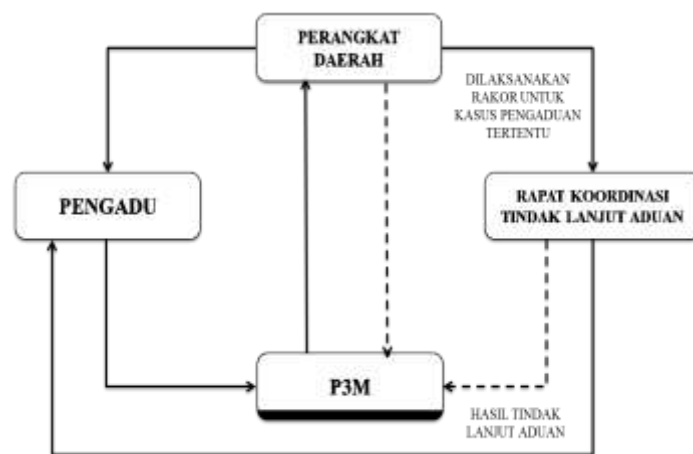
Public policy is one of the main dimensions and an important element in the science and practice of public administration (Mulyadi, D, 2016). The speed with which the evolution of a government from a knowledge society to e-government depends on how sensitive the government and its people are in reading signs of the times (trends or trends) (Nugraha, J. T, 2018: 32). The government's ability to solve problems and see the potential and challenges of future conditions can be realized through public policies that are made. Semarang city government with its resources has been able to take advantage of information technology in public services. E-Government has been a system implemented in the city of Semarang for a long time. It uses various social media channels that are easily accessible and accessible to the public. Among them are used in managing community complaints.

The organization needs to see that complaints are not something negative (Kaihatu, T. S., Daengs, A., & Indrianto, A. T. L, 2015: 104). A complaint is an information that needs to be managed to improve the quality and quantity of service. Semarang city government highly appreciates the various complaints of its people as a space for dialogue to improve the quality of services provided. Complaints are a form of community supervision as well as a form of collective awareness that is built to improve Semarang city jointly between the government and citizens. Various efforts have been made including to minimize or even eliminate the practice of mall administration by utilizing e-government in providing services. This was done in

line with the issuance of Presidential Instruction Number 3 of 2003 concerning National Policies and Strategies for the Development of the electronic-Government framework. One of the objectives of the Electronic-Government framework is to provide quality public services that meet the principles of good governance (Holle, E. S. 2011: 29).

Various types of complaints that enter the city of Semarang encourage the Semarang city government to make various innovations in solving them. As identifikais results carried out by researchers that the problem that raises complaints is because the services both services and non-services from service providers (Semarang City government) are not in accordance with the expectations of the community. In addition, complaints arise because service providers and service users violate the rights of other service users. The handling of complaints in the city of Semarang is carried out through the following process: (a) Complaints received by Customer Service are carried out for the process of recording them in the agenda book; (b) Grievance review process; (c) Process for channeling complaints; (d) Proof of the truth of the substance of the complaint; (e) Reporting; and (f) Archiving (Wiyanto, 2017).

Hariani's (2008: 252) study results show that not all complaints can be resolved when they are submitted, but require an estimate of the time for resolving complaints according to the level of difficulty. The estimated time for completion can be determined by looking at the service provider unit's past experience in dealing with similar complaints. So that the city government of Semarang through the community complaint management center in the city of Semarang conceptualizes a model of direct and indirect complaint management mechanisms. Conceptual direct and indirect complaint management models are used as a reference in the practice of managing complaints. In addition, this conceptual model is also a practical model for the city of Semarang and can be used as a reference for other cities in Indonesia or the world. Below is a drawing of a complaint management mechanism model, either directly or indirectly.



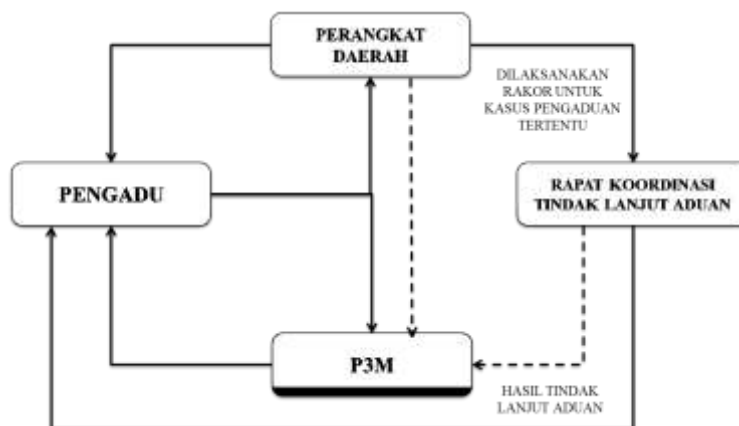
**FIGURE 1.** direct Complaint Management Mechanism

Based on Figure 1 above It can be explained as follows:

1. The complainant submits the problem to P3M.
2. P3M manages complaints to be submitted to Regional Apparatus.
3. Regional apparatus answers to the complainant

with a copy to P3M.

4. If the complaint is for a specific case, a coordination meeting and field observation is held.
5. Regional apparatus responds to complainants with a copy of P3M.



**FIGURE 2.** Indirect Complaint Management Mechanism

Based on Figure 2 above It can be explained as follows:

1. The complainant submits the problem to P3M and Regional Apparatus.
2. P3M and Regional Apparatus receive and verify problems and provide answers to

complainants.

3. If the complaint is for a particular case, a coordination meeting and field observation is held.
4. Regional apparatus provide responses to the complainant with a copy of P3M.

## 5. CONCLUSION

Good public service is the dream of all citizens in Semarang city. Complaint not viewed as simply a problem. However, public complaints are used as a solution to improve the quality of public service. The complaint need to managed properly. Handling complaint in Semarang city is carried out directly or indirectly through available channel in accordance with established standard operating procedures.

## ACKNOWLEDGMENT

The researcher would like to truly thank the Semarang city government for their role in providing the best public services, including the services provided to researchers in conducting research. In addition, the researchers also express their deepest gratitude to the organizing committee of the ICORSH Pamulang University who is willing to accept this article to be disseminated and published, as well as various parties that I cannot mention one by one.

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