

Improving the Quality of Public Services through Bojonegoro Regency Public Service Mall Innovation

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Abstract

One of the efforts made by Bojonegoro Regency to improve service quality is by presenting a Community Service Mall. The aim of this research is to determine the improvement in the quality of public services with Public Service mall innovations in Bojonegoro Regency. The type of research used in this research is quantitative through structured interviews, direct observation and analysis of related documentation. The findings from this research state that in the Leadership aspect, the Head of the Investment and One-Stop Service Service carries out a democratic and transformative leadership style. From the management sector, we have developed technology-based services to make things easier for residents. In terms of risk management, mitigate problems from an early age by repairing the internet network. From the human capital aspect, existing human resources meet academic qualifications, are experienced and competent. From a technological perspective, services have been developed and can be easily accessed through various applications. This research concludes that the existence of the Public Service Mall in Bojonegoro Regency is running in accordance with orders from the Ministry of State Apparatus Empowerment and Bureaucratic Reform to present the latest public service innovations that are modern, effective and efficient.

Introduction

The government is an institution that is given legitimacy by the people to hold supreme sovereignty to carry out various government tasks in a country. Apart from that, the government exists to fulfill the basic needs of its people, namely the need for a sense of security, a sense of order and a sense of peace. Furthermore, there are basic functions of a government, namely government service functions, development service functions and community service functions. The essential function of government is; providing services to the community (Service), empowering all potential they have (empowerment), and carrying out development (development) (Maulidiah, 2014). Basically, the government has a role in providing public services to the community. So, with this, the government has the responsibility to provide good and professional public services to the entire community to meet community needs. Public services are all activities organized by the government for the entire community that have every activity that is profitable for a group or individual, and offers satisfaction even though the result is a physical or non-physical product (Pasolong, 2007). This is in accordance with Public Service Law no. 25 of 2009, namely. Public services are activities or activities related to fulfilling legal service needs for goods, services and/or administrative

services for every citizen and resident from public service providers. With the existence of public services, service providers must understand a basic concept in terms of public services. This is done so that the services provided can be of high quality and become a benchmark in providing services, so that the needs and desires of the community can be met. In public services there are service standards that are used as guidelines for assessing service quality in order to create quality, fast, easy, affordable and measurable services. So that people do not get long, complicated services and inflexible regulations. Mandatory components of public service standards are regulated in Law no. 25 of 2009 namely; 1) The requirements used must be clear and clear, 2) The system of mechanisms and procedures are clear, not complicated, easy to understand and implement, 3) The service period is clear, 4) Clarity of information on costs or tariffs incurred by the service recipient, 5) Publicizing all available services, 6) Adequate facilities and infrastructure, 7) Evaluation of the performance of service implementers.

In public services, innovation needs to be provided to improve the quality of service and provide benefits to society or the public. With service innovation, it is hoped that new breakthroughs can be made so that the services provided become more effective and efficient. For this reason, the government created the Public Service Mall through the Ministry of State Apparatus Empowerment and Bureaucratic Reform. Public Service Mall is an innovation used to improve the quality of public services and is one of the steps to reform the public service system. So that we can create services that are fast, easy, affordable, comfortable and safe. According to Presidential Regulation of the Republic of Indonesia Number 89 of 2021 concerning the Implementation of Public Service Malls, it is stated that the implementation of public service malls has the following objectives: 1.) gathering services to improve the speed, convenience, reach, comfort and privacy of services; and 2) increase competitiveness and provide ease of doing business. Meanwhile, the regulation also explains that the implementation of public service malls consists of several types of services, namely 1) direct service, 2) electronic service, 3) self-service, and 4) mobile service.

Public Service Malls are present in several areas, one of which is Bojonegoro Regency. The presence of the Public Service Mall in Bojonegoro Regency can be enthusiastically received by the public because it can make the service delivery process easier. This is in line with the Bojonegoro Regency government's method of providing fast and accurate services to the community. Examples of the types of services available at the Bojonegoro Regency Public Service Mall are processing Electronic Identity Cards, Birth Certificates, Issuing Police Record Certificates, etc. The existence of the Public Service Mall is proof that the Bojonegoro Regency government is showing its seriousness in improving and enhancing the quality of existing services.

With this research, it can be seen about improving the quality of public services with the Public Service Mall innovation in Bojonegoro Regency. Apart from that, researchers analyzed innovations in public service malls to improve service quality. With this, it is hoped that it will provide many benefits both online and offline for organizers and recipients of services at the Bojonegoro Regency Public Service Mall.

Methods

This research uses a descriptive qualitative method, where the data collected is in the form of words and images, the data is found as a result of interviews, notes, personal documentation, photos or other documentation (Moleong, 2005). This approach is aimed at exploring a phenomenon, for example character, response, determination, behavior which is described in the form of words and forms in a natural, exclusive position using various natural methods (Moleong, 2012). Data sources were obtained from primary sources and secondary data. Where

primary data is taken from main sources, while secondary data is obtained indirectly from other people, documents, or tracking from internet sources. Data collection was carried out through direct observation, structured interviews, and review of related documentation (Sugiyono, 2017). In this research, interviews were conducted with employees/staff of the Bojonegoro Regency Investment and One-Stop Integrated Services Service as the agency that oversees the presence of the Public Service Mall. Secondary data in research in this study is in the form of books, journals and articles related to Public Service Malls as Innovation in public service innovation.

Results and Discussion

Public service is an activity to fulfill service needs in accordance with statutory provisions for each community regarding goods, services or administrative services provided by public services. The services provided must be of good quality. The meaning of quality according to Triguno 1997:76 (in Nurdin, 2019) is the standard that must be achieved by a person/group/institution/organization regarding the quality of human resources, the quality of work methods, processes and work results or products in the form of goods and services. Quality means satisfying those who are served with the demands or requirements of customers/society. There are five dimensions measuring service quality, namely; 1) service facilities and infrastructure, 2) proficiency in an effective and efficient service system, 3) guarantee of the safety of service products, 4) affordable and proportional and fair prices for service products, 5) empathy and mutual respect and appreciation between service providers and the public served (Nurdin, 2019).

For services, there needs to be integration of public services, provided by an institution in an integrated manner in one place called the Public Service Mall. Public Service Malls are a form of effort to increase speed, convenience, reach, comfort and security in a service. Apart from that, the existence of a Public Service Mall can fulfill the obligations and rights of the community in terms of services. So that the entire service sector can run more efficiently and as an effort to support the creation of a corruption-free integrity zone. In the Presidential Regulation of the Republic of Indonesia Number 89 of 2021 concerning the Implementation of Public Service Malls, the types of services provided are: 1) direct services, namely services provided in an interactive form between the provider and recipient of the service face to face, 2) electronic services, are services provided electronically or digitally, 3) independent services, namely services carried out independently or by yourself using available facilities, 4) mobile services, namely services available in public service malls but the services are carried out directly to the public by using transportation.

One of the areas in East Java that has a Public Service Mall is Bojonegoro Regency. At the Public Service Mall, there are approximately 29 agencies that have joined, with quite diverse types of services, namely around 202 services that are in operation. Apart from coming directly to the Public Service Mall location, services can also be accessed via their official website. The website is quite complete with a list of services, agencies, new online queue number retrieval, and so on. However, the number of types of services available and accessible via the website is only around 173 services. Of the various types of services that have been mentioned, there are still many people who are not fasting about the services provided, this can be seen from the reactions of service recipients seen on the Bojonegoro Regency Public Service Mall website. Apart from that, one of the products from the Bojonegoro Regency Public Service Mall is the Si N'duk application (Online Population Document Information System). Si N'duk is an application used to manage all types of services related to population administration in the Bojonegoro Regency area. With this application, services can be made efficient, effective, transparent, accountable and empowering.

To review the extent of public service innovation implemented in the Public Service Mall in Bojonegoro Regency. Researchers use the theory of 5 (five) innovation success factors according to Cook, Matthews and Irwin (Fanida, 2018) which include Leadership, Management/Organization, Risk Management, Human Resources and Technology. The results of research and analysis of the five indicators of the success of public service mall innovation in Bojonegoro Regency can be described in detail as follows:

Leadership

Implementing innovation to achieve success is influenced by the responsible role of a leader. According to Cook, Matthews, and Irwin (Fanida, 2018) in (Anggadwita, 2013). The role of a leader has a basic capacity as an implementer in an organization. A leader must have his own character to mobilize, motivate, and provide direction to create creativity in order to achieve organizational goals. A leader must be skilled in creating member trust, introducing members to take the initiative, creating cooperation, sharing experiences, and reducing resistance to change. early adoption of innovation. The leader's task is to make decisions, policies and procedures to facilitate innovation and provide internal and external facilities. In the Public Service Mall, the leader encourages all staff to work together well, because in the Public Service Mall it is filled with parties outside the organization, which in the Public Service Mall involves several agencies that provide services at the Public Service Mall, thus requiring synergy between the two parties. . The leader also plays a role as someone who makes decisions in planning strategic policies that will be implemented at the Public Service Mall in Bojonegoro Regency. Leaders are also committed to implementing innovation in Public Service Malls.

Management/Organization

The success of innovation is also influenced by management/organizational factors. Cook, Matthew and Irwin (Fanida, 2018) explain that in an organization, controlling the vision, mission scheme and organizational values are very important for forming organizational identity and culture, planning which includes organizational planning or strategy. which will be used to achieve the goals of innovation and create an organizational culture. Organizations must have a culture and climate that encourages increased innovation and is ready to learn to adapt to environmental transformation (Fadilla, 2016). The organizational culture at the Public Service Mall is implemented by forming a management team and improving the network. In this case, the Public Service Mall has also created a team to coordinate and control the running of services at the Public Service Mall. This is because services at the Public Service Mall are carried out by officers recruited directly from each agency so a management team is created to control the implementation at the Public Service Mall.

Risk Management

The success of innovation is also influenced by risk management. According to Cook, Matthew and Irwin in (Anggadwita, 2013), risk management is the most basic feature of innovation operations. Risk is measured by a combination of consequences and probability; risk is identified by uncertainty. For this reason, it is necessary to identify the policies and procedures implemented by considering the available information. Risk-averse culture in the public sector. In this case, risk management is a series of managing risks that may occur in the future in order to minimize the impact of risks that will occur. One of the functions of the Public Service Mall in Bojonegoro Regency is to mitigate all risks that will arise in the public service process in Bojonegoro Regency. And the ability to detect risks early will have a significant impact on public services. This risk is related to obstacles that will occur in the progress of service innovation in Public Service Malls.

Human Capital

The success of innovation is also influenced by human resource capabilities. Cook, Matthew and Irwin (in Fanida, 2018) explain that human resource capabilities that are high level and competent in their field are needed to be able to keep up with competition in the market, not only is technological information needed, this is also necessary insistence and commitment from all member employees. The key to human resource strategy is the process of recruitment, retention, training and improvement of staff. Training and improving employees is an opportunity to develop innovation power in an organization (Anggadwita, 2013). In this case, the level and competence of the employees who carry out services at the Public Service Mall are definitely beyond doubt. Employees who have broader insight and experience can facilitate the implementation of innovations in Public Service Malls. The employees at the Public Service Mall in Bojoengoro Regency also come from each agency so they understand the main duties and functions implemented.

The quality of public services is determined by the availability of human resources who have competence and experience in carrying out their duties. Bojonegoro Regency as a city that continues to develop requires experts in their fields, especially technology-based city development as a form of innovation in public services. The supporting factors for implementing service innovations in Public Service Malls include the Department of Investment and Integrated Services. One Door. The Department has presented an application called Si 'Nduk, in this application the applicant does not need to come to the Public Service Mall. Just fill in the form and fulfill the attached requirements. If everything is as requested, the SK will be issued and sent via PT Pos Indonesia (Simponie, 2022). This application is an easy tool for applicants because it can be accessed flexibly.

Technology

The success of subsequent innovations is influenced by the presence of technology, in this case Cook, Matthew & Irwin in (Fadilla, 2016), explained that taking advantage of technological advances can facilitate company management in the process of spreading innovation to society. Utilizing information technology to increase the development of service product innovation. Technology is a tool between service providers and service users, providing easy access for users to information about the innovation being implemented. In this case, the Public Service Mall also implements services by utilizing technological developments. With the development of increasingly sophisticated technology during the industrial revolution 4.0, it supports the innovative services presented at the Public Service Mall. The services available at the Public Service Mall can be seen on the website page that has been provided. On the website there is a list of agencies that provide information about the services available at the agency via their respective websites. each agency. At the Bojonegoro Regency Public Service Mall, an online-based queue is also implemented which is connected using Endqueue software, with this the applicant can take a queue number and be directly connected to the agency they want to go to, at the Bojonegoro Regency Public Service Mall also uses the Telkom network which is directly managed by Kominfo Bojoengoro Regency.

The development of technology to support public services is an urgent matter that must be carried out by every government wherever it is located. This aims to improve the efficiency and effectiveness of public services, so that the public can be served and it is easier to access every service provided by the government. The Bojoengoro Regency Public Service Mall also received an award for "Excellent Service" from the Ministry of Administrative and Bureaucratic Reform in March 2022 (Fadilla, 2016). The Public Service Mall in Bojeonegoro Regency continues to strive to improve the quality of service, and the services that have been

provided so far have received a positive response from the people of Bojeongoro Regency in general. This is stated in the citizen satisfaction index of Bojeongoro Regency as below:

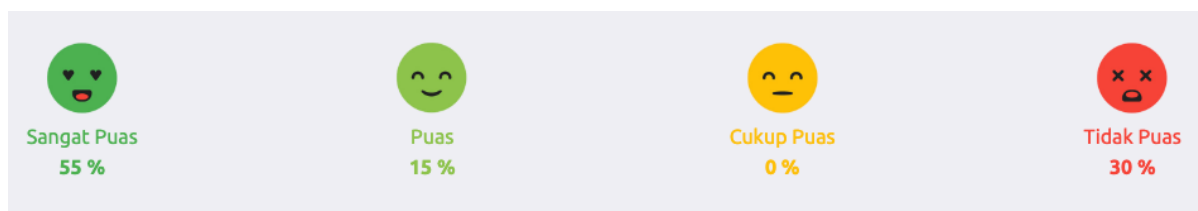


Figure 1. Community Satisfaction Index at Public Service Malls in Bojeongoro Regency in 2022

The data above shows that users or the people of Bojeongoro Regency generally give high appreciation to the existence of the Bojeongoro Regency Public Service Mall. Based on the results of the community satisfaction survey, it shows that 55% of the public gave a rating of "very satisfied" with the services at the Public Service Mall. Furthermore, 15% of the public gave a "satisfied" rating with the service at the Public Service Mall. Meanwhile, 30% of the public gave a rating of "not satisfied" with the service at the Public Service Mall.

Conclusion

Public services should be improved continuously, with the aim being that people get the best service. The presence of the Bojeongoro Regency Public Service Mall is a breath of fresh air for the community, who have felt disappointed and neglected. The Bojeongoro Regency Government can be said to be successful in developing various public service innovations which are combined in public service malls. The success of the Bojeongoro Regency Public Service Mall can be measured through the indicators proposed in this research, from the aspects of leadership, organizational management, risk management, human resource capabilities, and technological development running according to predetermined standards. The logical consequence of this increase is that the public feels helped in the licensing service process for collecting population administration documents. The results of this research provide suggestions for the Investment and One Stop Service Department to collaborate with the village government in order to optimize Public Service Mall innovation. The hope is that through hierarchical support to the village government, it can support the successful implementation of public service mall innovation in Bojeongoro Regency.

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