

## Improving the Quality of Public Services in Kadu Jaya Village, Curug Sub-District, Tangerang District

<sup>1</sup>Muhamad Misbachul Kahfi, <sup>2</sup>Muhammad Rosul Asmawi, <sup>3</sup>Pri Utami

<sup>1,2,3</sup> Fakultas Ilmu Sosial dan Ilmu Politik Universitas Islam Syekh-Yusuf  
Tangerang

Received: 8 July 2023  
Revised: 21 July 2023  
Accepted: 8 August 2023

### Abstrak

The quality of public services is an effort to fulfill everything related to the needs of the community, both in the needs of administrative groups, needs in groups of goods and needs in groups of services. At this time, it is felt that public services in the village government are still unable to face the challenges of being a government organizer capable of providing good public services to the village community. The purpose of this study is to determine the quality of public services in Kadu Jaya Village and to find out the inhibiting factors in improving the quality of public services in Kadu Jaya Village, Curug District, Tangerang Regency. This research uses descriptive qualitative research methods. The reason the author chose this is that the author wants to explore the facts about the quality of public services in Kadu Jaya Village, Curug Subdistrict, Tangerang Regency and what are the inhibiting factors in the quality of public services in the village. The research results show that the quality of service in Kadu Jaya Village, Curug Subdistrict, Tangerang Regency can be said to be good, but there are several things that should be of concern, namely the level of employee discipline that needs to be improved, the delivery of policy information to the community which must be more evenly distributed and the certainty and clarity of service fees that must be conveyed openly to the community. Meanwhile, the factors that hamper the improvement of service quality in Kadu Jaya Village, Curug Subdistrict, Tangerang Regency are the lack of quantity and quality of service employees, low discipline of government officials, poor delivery of village policy information to the community and the lack of public curiosity about Kadu Jaya village government policies.

**Keywords:** Quality, Public Service

(\*) Corresponding Author: [muhammadmisbahulkahfi@gmail.com](mailto:muhammadmisbahulkahfi@gmail.com)

**How to Cite:** Kahfi, M., Asmawi, M., & Utami, P. (2023). Improving the Quality of Public Services in Kadu Jaya Village, Curug Sub-District, Tangerang District. *International Journal of Education, Information Technology, and Others*, 6(3), 228-238. <https://doi.org/10.5281/zenodo.8289425>

## INTRODUCTION

At this time, public services in the village government are still unable to face the challenges of being a government organizer that is able to provide good public services for the village community. As quoted from merdesa.id (2017) there are still several problems in organizing public services at the village government level, including:



1. The lack of standardized service procedures for service providers and recipients, as well as complaint contacts for village communities. For example, in making ID cards, business licenses, family cards, birth certificates, death certificates and others.
2. Lack of public awareness and long-winded bureaucracy in the village government makes the time in completing services long.
3. Non-transparency of costs or tariffs in services at the village level can create a sense of injustice for the community.
4. The lack of public service facilities and infrastructure for village communities makes services less convenient.
5. There are still many village administrations that are manual and have not utilized Information Technology so that information is not well documented.
6. The low human resource capacity of the village head and village officials means that service providers are not in line with their competencies.

Kadu Jaya Village is one of the villages in Curug District, Tangerang Regency, Banten Province. Based on the results of observations at the pre-research stage in Kadu Jaya Village, the author saw that there were still several problems related to administrative services, where when performing services, it was seen that the discipline of Kadu Jaya Village service officers was still lacking, because some officers were not there when the community came, so that service users were not well served. Furthermore, what is still an obstacle in public services in Kadu Jaya Village is related to information about service policies such as procedures or stages of service flow and what requirements are needed when requiring services that are still not socialized to the community. For example, in making a recommendation for a moving letter, the flow that must be done first is to ask for a cover letter from the RT or RW, but there are still residents who need a moving letter to come to the Village office without bringing a cover letter and also not completing other requirements. From the observation results, it was also found that Kadu Jaya Village still lacks service officers where there are only 3 officers in the service section, consisting of 1 section head, 1 counter guard and 1 service section. There are still vacant officers in the general service section, namely service staff who are only filled by 1 person.

In addition, based on the results of interviews with several service users in Kadu Jaya Village, it is known that there is no standard completion time in correspondence matters such as in the completion of the Certificate of Incapacity and Domicile Certificate so that sometimes it takes time and makes the community have to wait a little longer. Some people also complained about service fees that were not open or standardized, such as when they needed a cover letter they had to pay first to the RT or RW who made the cover letter and pay again to the Village office when the letter was done by Village officials.

The above problems received attention from the Head of Kadu Jaya Village. Based on the results of interviews with him, it is known that in improving public services for the community, Kadu Jaya Village continues to make efforts to improve public services, one of which is by implementing a digital smart village website as a means of publication and information so that the community is facilitated when they need services. However, according to him, the community itself does not care about the existence of the website, so that only a few perform services through the Kadu Jaya digital smart village website. Furthermore, he also continues to try to improve Human Resources and supporting facilities and infrastructure such as a comfortable waiting room, a large parking lot so that people feel comfortable when visiting the village office for all their affairs.

## **RESEARCH METHODS**

This research on Improving the Quality of Public Services in Kadu Jaya Village, Curug District, Tangerang Regency uses the post-positivism paradigm. The focus of this research comes from the dimensions and indicators of the public service assessment theory of the quality services model developed by Zeithaml which consists of five dimensions, namely Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee or certainty), and Empathy (attention).

The approach used in this research is a qualitative approach. This type of research is descriptive research, namely research that focuses on actual problems by trying to describe a symptom, event, or ongoing event (Candra 2021). The type of data in this study consists of two types of data, namely primary data and secondary data.

## **RESULTS AND DISCUSSION**

### **Results**

#### 1) Public Services in Kadu Jaya Village

##### 1. *Tangibles*

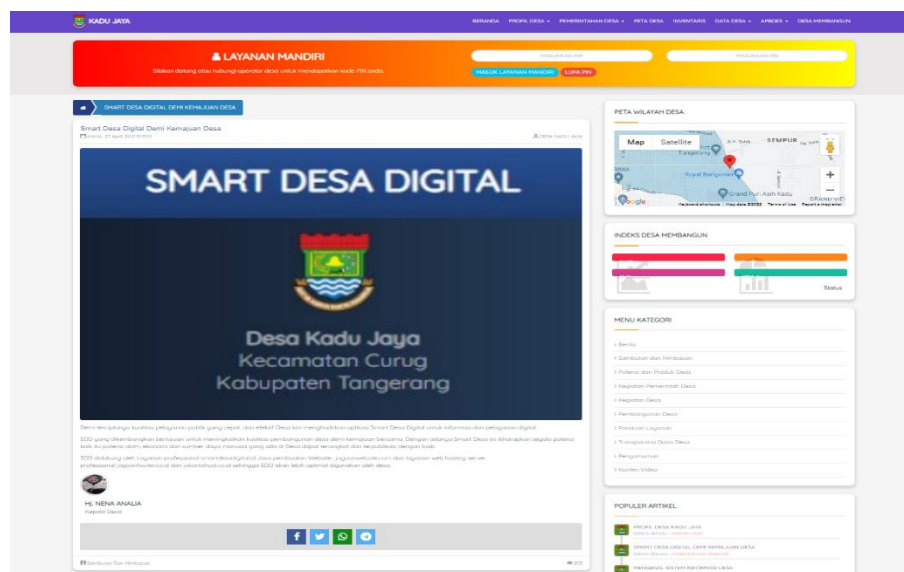
Indicators of tangibles or physical evidence in this study are in the form of public service facilities and infrastructure in Kadu Jaya village in the form of physical buildings, equipment used and others, electronic services in the form of utilizing information technology to improve services, as well as the appearance of apparatus such as uniforms and the level of discipline of employees. The indicators of public service facilities and infrastructure in Kadu Jaya village can be seen in the table below:

**Tabel 1**  
**Kadu Jaya Village Inventory Data**

Jenis Barang	Jumlah
Bangunan Kantor Desa	1
Tempat Parkir	1
Taman	1
Ruang Tunggu	1
Ruang Pelayanan	1
Ruang Rapat	1
Ruang Pegawai	5
Ruang Kepala Desa	1
Ruang Serbaguna	1
Kursi Tunggu/ Sofa	1 set
Kursi Rapat	20
Toilet Umum	2
Toilet Pegawai	3
Komputer/Laptop	9
Printer	6
Projector/Infocus	2
Sound Sistem	2
LED/Televisi	1
AC	3
Kipas Angin	8
Lemari Arsip	6
Papan Organisasi	1
Papan Uraian Kerja	1
Papan Pengumuman	1
Papan Tupoksi	1

*Source: Observasi Desa Kadu Jaya bulan Maret 2023*

In the electronic service indicator in the form of Utilizing Information Technology, an online-based public service system has been implemented by utilizing information technology, namely through the Smart Desa Digital web application which is named Smart Desa Digital Kadu Jaya Village. The Smart Desa Digital web application for Kadu Jaya Village was first launched in 2021 to improve the quality of the Kadu Jaya village government, especially in terms of services and providing information on the development of Kadu Jaya village for the community. In the Smart Village Digital web application of Kadu Jaya Village, the community can obtain services for making independent letters, Electronic complaints (E-Complaints), Publication of village funds, Population charts, Village information websites, and others. Through the Smart Village Digital web of Kadu Jaya Village, people who need services or information about Kadu Jaya Village no longer need to visit the village office. They only need to access the web via a smartphone or laptop connected to the internet anytime and anywhere.



**Gambar 1**  
**Dashboard View of Kadu Jaya Digital Smart Village Web**

Based on the results of field observations, it is known that the Tangibles indicator or physical evidence is quite good. This can be seen from the completeness of the facilities and infrastructure owned by Kadu Jaya Village.

### 2. Reliability

In this study, what is used as an indicator to assess the reliability of Kadu Jaya Village in providing services to its citizens is related to the performance of government officials such as the timeliness of services and the level of errors in completing services.

In the indicator of timeliness of services, from the results of observations and interviews at the Kadu Jaya village office, there is indeed no standard standard for completing a service, meaning that the completion time can be determined by the level of difficulty of the services needed, be it general services or individual services. The types of services in the Kadu Jaya Village government are generally administrative services, namely direct services, not services that require a long period of time. Therefore, it can be said that the service time only depends on the readiness of the officer or the readiness of the Village Head whether the village head is in place or on duty outside the office. In addition, the accuracy of the service depends on the residents as well, namely whether they already know the procedures or things that need to be prepared when they need services such as cover letters from RT / RW and so on.

### 3. Responsiveness

In this study, responsiveness or responsiveness can be known from indicators related to the responsiveness of government officials in providing

services and complaints and the clarity of delivery of service information to the public.

In the indicator of the responsiveness of government officials in providing services and complaints, it is known that the responsiveness in services and complaints of Kadu Jaya Village service officers is very good. Because residents who need services are immediately responded to swiftly without stalling. If there is other work, residents are asked to wait in the service room, which according to the author is very comfortable. Citizens are also provided with drinking water when waiting for service. Responsiveness in services and complaints in Kadu Jaya Village can also be seen from the number of service activities presented in the 2022 annual report of Kadu Jaya Village as in the following table:

**Tabel 2**  
**Number of Services to the Kadu Jaya Village Community in the Year 2022**

No	Jenis Pelayanan	Jumlah
1	Kartu Tanda Penduduk	2478
2	Kartu Keluarga	1632
3	KTP Sementara	128
4	Surat Keterangan Usaha	46
5	IMB	18
6	Akta Tanah	16
7	Surat Ahli Waris	24
8	Surat Keterangan Domisili	45
9	Surat Keterangan Tidak Mampu	74
10	Surat Keterangan Pindah	15
11	Surat Pengantar Catatan Kepolisian	134
12	Surat Pengantar Kehilangan	28
13	Surat Keterangan Lahir	81
14	Surat Kematian	22
15	Surat Keterangan Domisili Usaha	37
16	Surat izin Keramaian	42
17	Surat Keterangan lainnya	118

*Source: Annual Report of Kadu Jaya Village Year 2022*

In the indicator of the clarity of service information delivery to the community, it can be seen from how Kadu Jaya Village provides information about service policies to the community, both service flows and procedures and whether this information can be received properly by the community. Based on the results of interviews with several communities, some people do not know the service policies issued by the village. Actually, Kadu Jaya Village always conveys information about the policies implemented, including policies in services. However, due to the busyness of each person, the information was not conveyed evenly. Therefore, the village uploaded the information to the Smart Desa Digital

website. For residents who diligently open the web, of course, the information is easily known.

#### 4. Assurance

*Assurance or guarantee and certainty can be measured through indicators related to protection of service results and indicators of certainty and clarity of service costs.*

In the indicator with protection of service results, it is known that the Kadu Jaya village is always ready to accept complaints due to mistakes made by officers when providing services. The Kadu Jaya village government also always guarantees and provides protection to repair or replace all forms of service to the community if something goes wrong. The service fees set out in the Kadu Jaya Village regulation can be seen in the table below:

**Tabel 3**  
**Kadu Jaya Village Administration Service Tariff**

No	Jenis Pelayanan	Biaya (Rp)
1	Biaya Transfort KTP dan KK	20.000
2	Pembuatan KTP Sementara	10.000
3	Pembuatan SKU	20.000
4	Pembuatan Surat Keterangan Lahir	10.000
5	Pembuatan Surat Keterangan Domisili	10.000
6	Pembuatan Surat Pengantar Kehilangan	10.000
7	Pembuatan Surat Keterangan Tidak Mampu	-
8	Pembuatan Surat Keterangan Pindah	10.000
9	Surat Pengantar Catatan Kepolisian	10.000
10	Surat Kematian	10.000
11	Surat Keterangan Domisili Usaha	50.000
12	Surat izin Keramaian	25.000

*Source: Kadu Jaya Village Archives*

Based on the table above, the actual amount of service administration fees is very clear in accordance with the provisions made by the Village.

#### 5. Empathy

Empathy can be seen through indicators related to sincerity and sincerity of apparatus in providing services and understanding the needs of service users so that service users feel comfortable.

In the indicator of sincerity and sincerity of the apparatus, it is said that service officers in Kadu Jaya village work with sincerity and sincerity. This can be seen from how the Kadu Jaya Village government officials welcome and ask what they need when they come to the Kadu Jaya village office. They serve with a smile and tenderness every citizen who comes. In addition, they are also seen apologizing if there is a delay in service.

## 2) Inhibiting Factors in Public Services in Kadu Jaya Village

In an effort to improve the quality of public services to provide excellent service to the community, of course, it cannot be separated from the factors inhibiting these efforts. Based on the results of observations and interviews regarding the quality of public services in Kadu Jaya Village, the factors that inhibit the quality of public services in Kadu Jaya Village are as follows:

### 1. Quantity and Quality of Service Officers

Service officers are at the forefront of public services, because the purpose of public services is to provide maximum service to the community, so adequate service apparatus both in terms of quantity and quality are very important. Based on the results of observations and interviews in Kadu Jaya Village, it is known that the number of officers in the service section is only 3 people, consisting of 1 section head, 1 counter guard and 1 service section. There is still a vacancy in the general service section, namely service staff, which is only filled by 1 person.

### 2. Employee Discipline

Employee discipline is an important factor in improving service quality. If employees lack discipline, many services will be neglected, thus becoming an obstacle in improving service quality. Based on field observations, the level of discipline of Kadu Jaya Village employees has not been maximized. This can be seen from the fact that some village staff did not come in, so there were many empty chairs in their workspace.

### 3. Information Delivery Pattern

Information in this study is information related to policies that have been set by the village. The information should be evenly distributed among the community so that the community can find out what is needed or what should be prepared when requiring services. From the results of interviews and observations in the field, it is known that some people do not know the service policies issued by the village. This is due to the pattern of information delivery that has not touched all levels of society. So far, information has been posted at the village office and on the Smart Village Digital Web, but not all people access the web, only some of them often access it.

### 4. Public Curiosity on Service Policy

Community curiosity about service policies in this study is the community's concern about information about policies set by Kadu Jaya Village. If the community does not have curiosity about the policies implemented, it can hinder the quality of services provided. For example, so far the Village has implemented an online system to facilitate service delivery, but the attitude of residents who do not want to seek information or learn to seek information makes this breakthrough in terms of service less useful. Therefore, it can be said that the low curiosity of the Kadu Jaya Village community towards service policies can be an inhibiting factor for Kadu Jaya Village to improve services.

## **DISCUSSION**

Based on the research results, the quality of service in Kadu Jaya Village can be seen from the 5 main dimensions that become the benchmark for quality in public services, namely tangibles or physical evidence, reliability or reliability, responsiveness or responsiveness, assurance or assurance and certainty and empathy or attention.

In the dimension of tangibles or physical evidence, research is focused on indicators of facilities and infrastructure, electronic services and the appearance of the apparatus. In the indicator of facilities and infrastructure, Kadu Jaya Village already has complete facilities and infrastructure. In the electronic service indicator, Kadu Jaya Village utilizes information technology through an online system by presenting the Smart Desa Digital web service which makes it easy to carry out administrative services digitally. In the apparatus appearance indicator, the appearance of the Kadu Jaya Village government apparatus is good because it has uniform rules.

In the reliability dimension, research is focused on indicators of service timeliness and the level of errors in service completion. In the indicator of service timeliness, it can be said that the services carried out are not time-consuming even though there is no clarity or standardized rules regarding service completion time. This is because services in Kadu Jaya Village are more in the form of administrative services such as requests for moving certificates, requests for certificates of incapacity, or other cover letters such as introduction to making KTPs and others. So it can be said that the speed of completion is very dependent on the readiness of the officers and the Village Head and the readiness of the community members in preparing the documents needed for service.

In the dimension of responsiveness or responsiveness, research is focused on indicators of responsiveness in services and complaints and clarity of delivery of service information. In the indicator of responsiveness in services and complaints, it can be said that the Kadu Jaya Village service is very good at providing services and responding to complaints. Because residents who need services are immediately responded to swiftly without stalling. In addition, responsiveness in services and complaints in Kadu Jaya Village can also be seen with the creation of the Smart Village Digital Kadu Jaya web so that services and complaints become more economical and flexible. In addition, responsiveness in terms of services and complaints in Kadu Jaya Village is also evidenced by the collaboration with the sub-district, police and local health to facilitate residents in obtaining services.

In the assurance dimension, research is focused on indicators of protection of service results and indicators of certainty and clarity of service costs. In the indicator of protection against service results, it is known that the Kadu Jaya village is always ready to accept complaints due to mistakes made by officers when

providing services. The Kadu Jaya village government also always guarantees and provides protection to repair or replace all forms of service to the community if something goes wrong. In addition, in order to minimize the level of error, the Kadu Jaya Village government continues to improve the quality of Human Resources by including various training or coaching and also conducting monthly routine evaluations to evaluate the policies that have been issued.

In the indicator of certainty and clarity of service fees, it is known that the Kadu Jaya village determines the amount of service fees based on the provisions outlined in the Village regulations while taking into account several aspects including the amount of operational costs of Village services and the economic conditions of the Kadu Jaya village community. In addition, service fees are also determined based on the value of the products produced, not exceeding obligations and of course not contradicting applicable regulations and laws.

In the empathy or attention dimension, the research focused on indicators of sincerity and sincerity of the apparatus and indicators of understanding the needs of the community. In the indicator of understanding the needs of the community, it is known that in general the Kadu Jaya Village apparatus is very understanding of the needs and desires for services, especially the administration needed by its citizens. When there are residents who come, it seems that the officers are so alert to serve these residents so that the service can be done quickly. Officers also provide explanations to residents about what they should prepare.

Meanwhile, related to inhibiting factors in improving quality in Kadu Jaya Village, including the lack of quantity and quality of service officers, which causes many officers to duplicate work so that work is disrupted and prone to errors. Furthermore, employee discipline that has not been maximized can cause work not to be completed on time. Another inhibiting factor is the inappropriate pattern of information delivery, which causes village policy information to not reach the community evenly so that the community cannot find out what is needed or what should be prepared when requiring services. Then the low level of public curiosity about service policies makes the breakthrough made by the Kadu Jaya village government in terms of services less useful.

## **CONCLUSIONS**

1. The quality of service in Kadu Jaya Village, Curug District, Tangerang Regency can be said to be good, this can be seen from the facilities and infrastructure provided by Kadu Jaya Village and the convenience felt by the people of Kadu Jaya Village in accessing services.
2. Factors that inhibit the quality of services in Kadu Jaya Village, Curug Subdistrict, Tangerang Regency are the lack of quantity and quality of service employees in Kadu Jaya Village, the low discipline of Kadu Jaya Village government officials, the poor pattern of delivering village policy information

to the community and the lack of public curiosity about Kadu Jaya Village government policies.

## **BIBLIOGRAPHY**

- Arianto, N. 2018. 'Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor' *Jurnal Pemasaran Kompetitif*
- Ghinan, S. 2022. 'Pelayanan Publik Konsep, Faktor, Dan Karakteristik' dikases dari <https://nasional.kompas.com/read/2022/03/10/01000041/pelayanan-publik--konsep-faktor-dan-karakteristik>.
- Hardiyansyah. 2011. 'Kualitas Pelayanan Publik Konsep, Dimensi, Indikator, dan Implementasinya'. Yogyakarta: Gava Media.
- Kasmir. 2017. 'Customer Service Excellent'. PT Raja Grafindo Persada. Depok
- Kusuma, D. 2017. 'Kualitas Pelayanan Pemerintahan Desa Dalam Implementasi Undang-Undang No. 6 Tahun 2014 Di Desa Nagarawangi Kecamatan Rancakalong Kabupaten Sumedang Provinsi Jawa Barat' Institut Pemerintahan Dalam Negeri
- Mahmudi. 2010. *Manajemen Kinerja Sektor Publik*. Penerbit UUP STIM YKPN, Yogyakarta.
- Merdesa. Permasalahan Pelayanan di Desa. [https://merdesa.id/permasalahan-pelayanan-di-desa/](https://merdesa.id/permasalahan-pelayanan-di-des/)
- Minahasa. 2019. *Pelayanan Publik dan Ketahanan nasional*. Jakarta: Gramedia Widiasarana Indonesia
- Putra, B. M. 2020. 'Ombudsman RI. Mengenal Pelayanan Publik.' dikases dari <https://ombudsman.go.id/artikel/r/artikel--mengenal-pelayanan-publik>
- Sinambela, L.P. 2010, 'Reformasi Pelayanan Publik: Teori, Kebijakan dan Implementasi' Jakarta: Bumi Aksara
- Tanjung, R. 2022. 'Manajemen Pelayanan Publik Era 4.0'. Jakarta: Yayasan Kita Menulis.