



Public Services Quality in *Kantor Koperasi & UMKM* at West Sumatra, Indonesia

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Abstract: In this study the method used was descriptive qualitative research method, the purpose of this research was to understand how quality of *Kantor Koperasi dan UMKM* at the West Sumatra and the inhibiting factors for service quality at these institutions, how the efforts are made by these agencies and whether the quality of service is in accordance with expectations society or not. The source of data used in this study uses primary data or data obtained from direct agencies. Based on my observation that the quality of service at the *Kantor Koperasi dan UMKM* of West Sumatra Province can be said to be good, which relates to Tangible aspects, Reliability, Responsiveness, Assurance and Emphaty. (Empathy). Based on the observations that I have made, there are still problems and inadequacies in the quality of service at these agencies, namely the lack of complete facilities or infrastructure, supporting infrastructure, services that are still old, while the quality of service at *Kantor Koperasi dan UMKM* of West Sumatra Province has been said to be good because through observation and The interviews I conducted directly revealed that the employees at the agency were responsive in serving the community, friendly, polite and courteous in serving the community and responding and responding quickly to the community's goals for the agency. As well as the caring nature that is also shown by the employees at the agency and also does not discriminate between services to everyone

Keywords: public service, good governance, descriptive qualitative research.

▪ INTRODUCTION

The government actually has a very important role in providing the best service to citizens. In Article 1 of Law Number 25 of 2009 concerning Public Services it is explained that public services are activities or series of activities aimed at meeting service needs based on statutory regulations for all citizens and residents for services, goods and services in the form of administrative services provided by public service providers. The implementation of public services is the state's efforts to fulfill the rights and obligations of the community regarding goods, services and administrative services provided by public service providers. Public service is also interpreted as a form of service in the form of services, goods which are essentially the responsibility of the state, local government or State Owned Enterprises (BUMN) which aim to meet the needs of society (Ratminto and Winarsih, 2007). In terms of public service as a person who provides services to the community based on rules so that people get satisfaction in service.

In the context of good governance, public service is Garuda or to make changes to the government bureaucracy, because in public services there is a place for government bureaucrats who interact directly with citizens. And in the era of the New Public Service, now public services must be more responsive because they will be directly monitored in a transparent manner by the public. Public services are also highly monitored in the implementation of regional autonomy, because if the public services carried out by the regional government are good and of good quality, then the possibility of the implementation of autonomy in that area will also be good and can be said to be

successful. The quality of public services is very important because it relates to products, services, goods, people whose quality can be seen when the service is provided. Based on the sources that I have read, there are characteristics that determine whether the quality of service is good or not, namely: service accuracy, service time, politeness and courtesy in providing services, ease of obtaining service, calmness obtained in service, as well as the driving attributes of the service, namely the atmosphere or convenient place .

The quality of public services must also be improved by the government, because the quality of government bureaucrats can be seen from how knowledgeable they are in providing services to citizens. However, improving the quality of service is not only increased by the government, but also by employees or service providers who are also required to provide the best service. As well as employees at the agency are not only required to provide standard services to the community but also must prioritize good service quality so that residents feel satisfied with the service and are happy. In order to produce quality service, the relevant departments must also provide direction or examples of good service quality to their employees with directions or through reading guidelines or service SOPs.

In the Decree of the Minister for Administrative Reform and general guidelines for the implementation of public services, namely regarding the method of service, service requirements, ability to allocate services, service time, accuracy of obtaining services, certainty of costs are explained in Law no. 63 of 2003. Taking into account the quality of service and the certainty of service programs, it will have an impact on improving the quality of services in the public service sector. One example is the Office of Cooperatives and the Office of UMKM in West Sumatra Province.

The Office of Cooperatives and UMKM of West Sumatra Province is an agency engaged in the field of cooperatives, small and medium enterprises whose job is to carry out regional government affairs in the field of cooperatives, UMKM (Small and Medium Enterprises) which are based on the principle of regional autonomy and auxiliary tasks. The Office of Cooperatives and UMKM of West Sumatra Province also functions as a policy formulator, implements policies that are made and implements monitoring and evaluation and reports in the institutional sector, service supervision, business development and marketing, restructuring and financing.

Based on initial observations that were wrong at the West Sumatra Cooperatives and UMKM Service that there were several problems encountered, which were related to services in the field of cooperatives, small and medium enterprises. friendly, long service, poor service response, extortion in service and many more problems that we often encounter in obtaining service. And one example is public services at the Office of Cooperatives and UMKM of West Sumatra Province. Thus, in this study I will discuss whether the quality of service there, and also how the quality or quality of service there is in accordance with the wishes of the community or not

▪ **METHOD**

The method used in this research is descriptive method with a qualitative approach. The qualitative descriptive research method is research that is aimed at telling and describing a problem and an event that takes place in the field and presents data information in a structured, factual and reliable manner or events that occur in the field. Sources of information and data used, namely primary data, are data originating from research sites that are carried out by asking directly to employees there. The informants of this study were employees of the Cooperative and MSME Office of West Sumatra

Province, and the supporting informants were people who were receiving services. The informant analysis technique used is in the form of analysis. Miles and Huberman (Djamaan Satori and Aan Komariah, 2013) argue that there are four stages of the process carried out in using the interactive form analysis method, including: *Data Collection Process*, the stage or process of gathering this information starts from the research done. This data collection process does not have a certain time and can be done as long as the research is still being carried out, *Data Reduction Stage*, Data reduction is to summarize important information related to this research. Data collected through observation, interviews were collected and only important things were selected and then analyzed according to the format, *Data Presentation Stage*, Presentation of data is the result of data analysis that is arranged in a systematic and detailed manner provided in the form of content discussion of the problems that occur, *Conclusion Stage*, The conclusion drawing stage is a process in which the writer must understand the issues discussed in the research and make it in the form of a short statement.

▪ Literature Review

Understanding the Quality of Public Services

When we talk about public services, in reality the quality of public services is important for achieving common goals. And one of the people's satisfaction can be known from the index of people's satisfaction with the service. According to Kotler's opinion in Lijan (2006) defines service as an activity that is related in a group and/or entity that offers satisfaction even though the results are not bound. Meanwhile, Herdiyansya (2018) defines service as an activity in order to assist, prepare and manage services related to both services and public goods from one party to another.

Service quality is the spearhead in efforts to satisfy the public and is a necessity that must be improved or optimized both in terms of agencies and government bureaucracy, because service quality is reflected in how the quality of agencies or individuals in the organization serves the community. Moenir (2010) defines public service as an effort carried out by a person, organization or government bureaucrat in helping the community to obtain predetermined goals. Meanwhile Dwiyanto (2006) defines that public service as a series of activities carried out by the government bureaucracy in fulfilling the wishes of society. The theory which discusses the quality of public services put forward by Tijptono (2010: 24) says that the quality of public services is something that is an advantage and the level of community satisfaction. Pasolong (2010: 135) also argues that the quality of public services is closely related to achieving the target of community satisfaction in receiving services.

Five Indicators For Assessing the Quality of Public Services

According to Fitzsimmons in Sedarmayanti, the quality of a public service can be seen from five indicators, including:

Tangible is physical evidence or evidence that can be seen directly either through observation such as appearance, physical appearance, infrastructure, surrounding environment and evidence of services obtained. Reliability or reliability, namely the ability of employees or employees in providing services to the community. Responsiveness or responsiveness is an employee's desire to help and provide services that are not long or fast, appropriate to the public regarding the provision of clear information regarding the services desired by the community. Assurance is the knowledge, politeness and ability of employees to foster a sense of public trust in the

agency. Empathy, namely paying attention to the community so that the community feels that they are being provided with good service and also trying to understand the intent and purpose of the community

▪ **RESULT AND DISCUSSION**

Service is defined as an effort to help the needs of customers or residents. Public services according to law are a series of activities aimed at meeting customer needs based on statutory regulations that apply to all people and colors of the state for goods, services or administrative services provided by public services. Public service is an aspect that has a very broad scope. In the life of the nation and state, government has a role in providing services to the community, both services in the fields of education, health, administration and other services. Because every bureaucracy or government agency should provide the best quality of service to citizens. The quality of public services should be used in evaluating whether the services provided are in accordance with the terms and specifications. According to Rahyunir (2013: 27) the quality of public services must be able to understand and know what are the needs and interests needed by the community as service users. In order to be able to see whether a service quality is good or bad according to Morgan, we can see it from several balances, including the balance between the person carrying out the process and the environment that influences it and can be seen from the professionalism and techniques used.

According to (LAN, 2003) the benchmark for assessing service quality depends on the service standards applied in providing quality and quality services to the public. Zeithmal (1990) says that there are several indicators of service quality assessment, namely: Tangible, namely in the form of facilities and infrastructure, employees and employee communication, Reliable, namely in the form of the agency's ability to make appropriate and fast services, Responsiveness, namely the ability to create quality services, Competence, namely related demands, knowledge, good skills for employees in providing services, Courtesy, namely the nature and behavior of employees in serving consumers, Credibility, namely being honest and trustworthy to increase public trust, Security, namely the services provided must be free from danger and risk, Access, namely the convenience of the community in obtaining services, Communication, namely the ability of employees to hear the voices, wishes or complaints of the community and convey the latest information to the public, Understanding the customer, namely understanding every need that is needed by the community. To understand how service quality is at the West Sumatra Province Cooperative and UMKM Service, I use five dimensions of service quality benchmarks, namely Tangible (physical form), reliability, responsiveness, assurance and empathy.

Tangible

Tangible is a physical service which can be in the form of physical facilities, equipment or communication. This tangible aspect is an important concern because it involves the convenience of the community in obtaining services. Based on my observations, the tangible aspects at the Cooperative and MSME Office of West Sumatra Province are still not as expected, because based on my observations the waiting room for the community is small and not equipped with air conditioning and also the seats provided in the lobby are too few so if there are many people who have to wait outside. In fact, in order for people to feel comfortable and with good service quality, they should

provide a more comfortable place. And the facilities provided are also less complete. However, employee communication is very friendly and polite in serving the community

Reliability

Reliability is the most important aspect in service and also determines whether the service provided is of good quality or not. We can see this reliability from the accuracy of employees in serving the community. Based on my observations, employees at the West Sumatra Cooperatives and UMKM services are already reliable in serving the community. But also reliable with technology such as the use of computers. As well as being reliable in behaving and communicating with the community. As well as employees there can also take advantage of technological developments.

Responsiveness

In the Responsiveness aspect, this is how employees respond to people who ask questions or people who want to take care of letters. Basically the purpose of public services is to provide services to meet customer needs, thus employees must be able to respond to any complaints experienced by citizens. Employees must be responsive in serving everything that is needed by the community so that people feel satisfied with the services provided so that the quality of service in these agencies can be good. Based on my personal experience when conducting interviews at the Cooperatives and UMKM services in West Sumatra, they responded quickly to our goal of wanting to do research there. And greeted us kindly, especially the brothers and sisters we interviewed, who always answered our questions well. As well as I also saw first hand how they serve the community responsively who need their help.

Assurance

In this guarantee dimension, the thing that determines the quality of service is guarantee. Guarantees can be in the form of time guarantees, cost or money guarantees, validity guarantees, certainty guarantees in service. At the moment, what we know is that services in Indonesia, especially for time guarantees, are still lacking because many people complain that the service takes a long time and also takes several days. The results of research or observations that I have made show that the guarantee for service fees is transparent to the public, but the guaranteed time in service is still lacking. Because the management of letters at the Cooperatives and UMKM services in West Sumatra still takes a long time for various reasons given by employees. And the guarantee of certainty in service according to my observations is good.

Empathy

The dimension of empathy in service relates to the issue of how to prioritize customer interests above personal interests, employees must also serve the community in a good, friendly, polite, courteous, non-discriminatory and non-discriminatory manner. According to my observations, the dimension of empathy at the West Sumatra Cooperatives and UMKM Service is good because I myself feel that the services provided are good. The employees there are also friendly and polite and smile generously to the public. And it can be said that the dimension of empathy in improving service quality has been said to be good.

The causal factors are the low quality of public services at the *Kantor Kooperasi dan UMKM* of West Sumatra Province***Apparatus or employee resources***

Staff resources are still low, such as there are still many apparatus who do not understand using computers and there are still employees who violate Standard Operating Procedures. And in terms of quantity and quality, this apparatus factor is very important because it is this apparatus that determines the good or bad quality of a service.

Community awareness

The next factor affecting the low quality of public services is low public awareness. Namely the awareness of the community to prepare all the files that are required in the service so that the community no longer thinks of the old service. Thus, to create good service quality, the community and agencies must work together.

Facilities and infrastructure

The last inhibiting factor is inadequate facilities and infrastructure in an institution, thus making people feel uncomfortable. Therefore the government must improve every facility and infrastructure in the service because the main key to service quality is the comfort of the people who receive the service.

Efforts to improve the quality of service at the Office of Cooperatives and UMKM West Sumatra Province

With the factors causing the weak service at the *Kantor Kooperasi dan UMKM* of West Sumatra Province, several efforts have been made so that the quality of service can be created properly, including: Conduct socialization or dissemination of information and understanding related to service activities to the community, Carry out services that do not make it difficult for the community, such as service requirements that are easily understood by the community, Increase the professionalism of employees at the Office of Cooperatives and SMEs in West Sumatra Province, both in training and education activities, Proposing a multiplication of facilities and infrastructure that support service quality.

▪ CONCLUSION

The Office of Cooperatives and UMKM of West Sumatra Province is an agency engaged in the field of cooperatives, small and medium enterprises or UMKM which has the role of carrying out regional government affairs in the field of cooperatives, small and medium enterprises which are based on the principles of regional autonomy and co-administration. Based on the observations I made at the agency, the quality of service at the West Sumatra Cooperative and UMKM Service was not good because there were still a number of problems found.

One of the problems related to tangible aspects is the waiting room which is small and not equipped with air conditioning and the number of seats in the waiting room is still small. Meanwhile, from the reliability aspect, the employees there are reliable in serving the community and have also implemented technological developments in providing services. From the aspect of responsiveness, the employees there are very responsive, fast in responding to the community who will take care of matters relating to cooperatives and businesses. In the aspect of assurance (guarantee) it can be said that it

provides good guarantees, but there are still problems encountered, namely related to the lack of time guarantees because it still takes a long time.

From the aspect of empathy, based on my observations, it has been carried out well, because I have experienced firsthand how these employees serve the community, such as serving the community with a smile, friendly, polite, polite and not discriminating. And there are several factors causing the quality of service that is still not good, namely due to inadequate human resources, staff or apparatus, the community and infrastructure. As well as the quality of these services can be improved by improving the service system at the Office of Cooperatives and UMKM West Sumatra Province

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