



ANALYSIS OF PUBLIC SERVICE QUALITY IN BKKBN REPRESENTATIVE OFFICE SOUTHEAST SULAWESI PROVINCE

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The aims of this study were: (1) to find out and analyze the quality of public services at the BKKBN Representative Office in Southeast Sulawesi Province; (2) To find out and analyze the Obstacles in implementing the quality of public services at the BKKBN Representative Office of Southeast Sulawesi Province. The key informants in this study were 3 people. Additional informants in this study were 3 employees of the Southeast Sulawesi Province BKKBN Representative Office and 2 people who contracted with the Southeast Sulawesi Province BKKBN Representative Office. The data analysis method used is adapted to the research objectives, namely to describe and analyze a phenomenon by describing the research focus related to the problem under study.

In this study using descriptive qualitative analysis method. The results of the study state that: (1) The dimensions of service quality at the BKKBN Representative Office in Southeast Sulawesi Province itself are not effective enough because Reability itself is the ability to promise services which include two things, namely being trustworthy and accurate (precise and researched) is still less effective in these dimensions; (2) Obstacles at the Southeast Sulawesi Provincial BKKBN Representative Office are one of the obstacles to implementing services in inadequate space due to the repair process. And the service room is also not optimal, it is still in the process of being repaired in the service room because compared to other offices we are still behind if the service room is not too complete.

Keywords: *Reliability, Responsiveness, Confidence, Empathy, Tangible, Public Services*

INTRODUCTION

Improvements and demands of society will be effective, efficient, and satisfying public services from government employees as public services are increasingly popular. This is related to the development of needs, desires, and expectations of the community which continues to grow and is increasingly up-to-date. Society as a service subject no longer likes convoluted, long, and risky services due to long bureaucratic chains. The community wants service freshness, as well as being able to understand the needs and desires that are fulfilled in a relatively short time. These wishes need to be responded to and fulfilled by agencies engaged in the service sector, if their activities want to have a good image, for this reason, the management needs to re-evaluate the aspects of the services that have been provided so far under the needs and desires of the people served or on the contrary, there is still a gap between the services provided and the services expected by the community. The occurrence of gaps indicates that the quality of service is less than excellent so it has the potential to reduce the performance of the agency as a whole.

Service is the key to success in various businesses or activities that are services. Its role will be bigger and more decisive when in service activities in the community there is competition in trying to win markets or customers. Likewise in the government sector, the problem of service plays a very large role because it concerns the public interest, even the interests of the people as a whole. Because the public role services provided by the government involve all Civil Servant officials increasingly felt by the increase in awareness of the state and society, services have increased their position in the eyes of the public to become a right, namely the right to service.

One of the service providers whose service quality is still questionable is the Community, Women and Family Planning Empowerment Agency. What is especially highlighted in its implementation is the Family Planning program which functions to reduce the rate of growth. After the family planning program, which was originally held by the BKKBN, was merged for the city and district levels, the Southeast Sulawesi Province level itself was carried out by the National Population and Family Planning Agency (BKKBN), began to appear some kind of doubt whether the National Population and Family Planning Agency (BKKBN) can continue the positive trend of family planning program implementation.

Quality and access to family planning services require a paradigm shift, especially among service providers, in this case, Bapermas and KB. That is why services must be carried out voluntarily, with openness, and honesty. Employees of the National Population and Family Planning Agency (BKKBN) Sulawesi Province must have the ability to explain each contraceptive method correctly and completely with all its advantages and disadvantages, besides having to follow the service standards that have been determined. Officials as servants of the State and servants of the community must serve, serve, be loyal to the State and the Government, and comply with regulations by prioritizing the interests and needs of the community.

The phenomenon that is happening at this time is that the apparatus has not met the expectations of the community, and the community still feels weaknesses which have an impact on the loss of the community itself. The reality that we get at the Southeast Sulawesi Provincial BKKBN Representative Office is the slow processing process, due to the lack of apparatus and the expertise and ability of employees regarding information and technology, so the quality of service for correspondence and processing is slow. Therefore, the Government of the Southeast Sulawesi Provincial BKKBN Representative Office needs to make continuous efforts to improve the quality of services to local communities, so that services from the Government are on target, coordinated, efficient and effective.

In addition to the phenomenon above, the problem that makes empirical evidence on the Southeast Sulawesi Provincial BKKBN, namely employees are actively promoting the slogan "Two Children is Better" to the people of Kendari city, this is done to prevent the population explosion which affects poverty as evidenced by a large number of operational vehicles BKKBN who often paced the Jalan Province of Southeast Sulawesi. But the problem is that the implementation of services to customers has been running. However, this is not fully in line with the concept of public service because it does not reach rural communities, even though the population explosion starts from the village.

LITERATURE REVIEW

Service Quality

Quality is a dynamic condition that affects products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono, 2017). So that the definition of service quality can be interpreted as an effort to fulfill the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations, in addition to adding that service quality (service quality) can be identified by comparing consumers' perceptions of the services they receive/obtain with the services they expect/want for the service attributes of a company. If the service received or perceived (perceived service) is as expected, then the service quality is perceived as good and satisfying, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of good quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad (Tjiptono, 2017).

Public Services

According to Ratminto and Winarsih (2015; 5), government administration services are often used as a conception of licensing services and public services. Public services can be defined as all forms of services which in principle are the responsibility of and are carried out by Government Agencies, in the context of efforts to meet the needs of the community. Licensing services, in addition to fulfilling the needs of the community, are also in the context of implementing statutory provisions, the form of which service products are permits or scripts.

Public services according to the Decree of the Minister for Administrative Reform (MENPAN) Number 26 of 2004 concerning Guidelines for the Implementation of Public Services are goods or services, both in the context of efforts to fulfill community needs and in the framework of implementing statutory provisions.

General Service Principles

Under the Guidelines for the Management of Public Services stipulated by Decree of MENPAN Number 81 of 1993, these principles or principles can be understood with the following explanation (Kadir, 2016; 111-117).

1. Simplicity

This joint principle of simplicity implies that service procedures/procedures are carried out easily by the people who request the service. The principle of simplicity in essence places more emphasis on the procedural aspects of the operation of public services, including requirements as well as operational technical implementation.

2. Clarity and certainty

This joint or principle implies clarity and certainty regarding:

- a. Service procedures.
- b. Service requirements, both technical requirements and administrative requirements.
- c. Work units and or officials who are authorized and responsible for providing services.
- d. Details of service fees/tariffs and payment procedures.
- e. Service completion schedule.

3. Security

This principle guides that in the process of implementing service delivery, conditions, and quality must be created by taking into account the following factors:

- a. Security, in the sense that both the process of implementing services and the quality of public service products can provide a sense of security for the community.
- b. Comfortable, in the sense that the conditions and quality of the service implementation process should be created.
- c. Orderly, in the process of providing services it should be possible to create an orderly implementation, run according to procedures, the sequence of providing routine services is not chaotic according to the work adjustment stages.

4. Openness

The principle of service openness guides for openly informing everything related to the implementation of service delivery to the public (applicant).

5. Efficient

This efficient joint or principle implies:

- a. Service requirements are only limited to matters directly related to the achievement of service objectives while still paying attention to the integration between the requirements and the service products provided.
- b. It is prevented from repeating the fulfillment of requirements, in terms of the community service process concerned.

6. Economical

The value of goods or services for the community does not require exorbitantly high fees:

- a. Community conditions and ability to pay
- b. Provisions of applicable laws and regulations

7. Equal justice

This principle implies that the coverage/outreach of services must be endeavored as wide as possible with even distribution and applied fairly to all levels of society.

8. Punctuality

In applying the principle of this timing, the things that need to be considered include other:

- a. In the implementation of services, it is necessary to maintain the consistency of the implementation of the schedule for providing services.
- b. Streamlining the implementation of supervision and control by the direct leadership/superior.

Common Service Indicators

There are 5 (five) determinants of the quality of public services which can be detailed as follows Parasuraman (2014), suggests that the embodiment of service user satisfaction can be identified through 5 (five) dimensions of service quality, namely:

1. Reliability, namely the ability to perform the promised service accurately and reliably.
2. Responsiveness, namely the ability to help customers and provide services quickly.
3. Confidence, namely the knowledge and courtesy of employees and their ability to generate trust and confidence or "assurance".
4. Empathy is a condition for caring and giving personal attention to customers.
5. Tangible, namely the appearance of physical facilities, equipment, personnel, and communication media.

RESEARCH METHODS

This research was conducted in Kendari City with the object of research on Public Service Quality at the BKKBN Representative Office of Southeast Sulawesi Province, where the National Population and Family Planning Agency (BKKBN). The types of data used in this study are:

1. Quantitative data is data in the form of numbers. In this case, in the form of report data, the number of employees and the number of people as well as other quantitative data related to this research.
2. Qualitative data is theoretical data. In this case, in the form of information and explanations from the authorities obtained from the results of interviews.

The data used in this study are primary data and secondary data, with the following description:

1. Primary data. Primary data is research data obtained directly from data sources that are collected specifically and are directly related to the results studied. The primary data used in this study is based on background information from employees of the BKKBN Representative Office in Southeast Sulawesi Province.

2. Secondary Data. Secondary data is data obtained from various media including books, journals, articles, and/or data from websites.

There are 3 key informants in this study, namely those who know and have various basic information needed in the research. The key informants in this study are:

1. One Head of BKKBN Representative Office for Southeast Sulawesi Province.
2. Service sector 2 people with positions in family planning and reproductive health and population control.

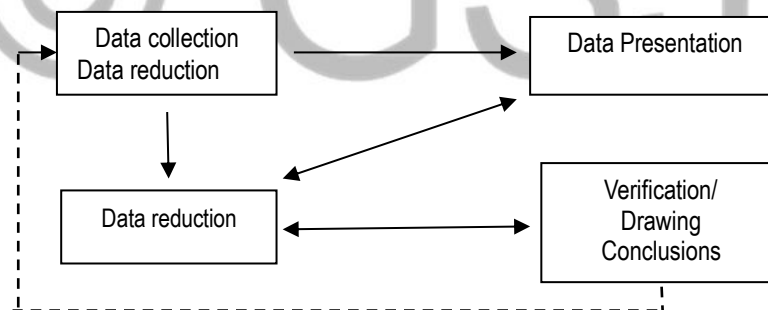
Additional informants are those who provide information even though they are not involved in the social interaction being studied. The additional informants in this study were 3 employees of the BKKBN Representative Office of Southeast Sulawesi Province and 2 people who contracted with the BKKBN Representative Office of Southeast Sulawesi Province.

Data collection methods used in this study are:

1. Observation as a data collection technique has specific characteristics when compared to other techniques, namely interviews, and questionnaires. Data collection techniques by observation are used when this research is related to human behavior, work processes, and symptoms that exist in the object of research.
2. Documentation is collecting secondary data to obtain data that supports this research.

The data analysis method used is adapted to the research objectives, namely to describe and analyze a phenomenon by describing the research focus related to the problem under study. This study uses a qualitative descriptive analysis method according to the opinion of Miles and Huberman (2014: 255) as shown in the following figure.

Figure 1. Interactive model data analysis from Miles and Huberman (2014: 255)



1. Data reduction. The data obtained in the field is quite a lot, for this reason, it needs to be recorded carefully and in detail.
2. Data Model (Data Display). After the data is reduced, the next step is to display the data.
3. Withdrawal/Verification of Conclusions. The third step is drawing conclusions and verification.
4. Conclusions in qualitative research may be able to answer the formulation of the problem that was formulated from the start, but maybe not, because the problems and problem formulation in qualitative research are still temporary and will develop after the research is in the field.

RESEARCH RESULT

Reliability Dimension (Reliability)

Reliability is the ability to perform the promised services accurately, reliably, consistently, and according to the services. This is important considering that the community proves the proof of service

promises. Some of the informants' opinions regarding the care given by the service staff at the Southeast Sulawesi Provincial BKKBN Representative Office 1. Mrs. Ifi said: "We try to be careful in examining and serving all the people who come here." (Interview with Mrs. Ifi, informant 1, 11 February 2023)

Furthermore, the following informants explained:

"So far in carrying out the service process, we have provided each room. The aim is so that officers can serve carefully and accurately and under their respective abilities and expertise regarding every complaint that comes from the community." (Interview with informant 2, 11 February 2023)

Furthermore, the following informants:

"It's been careful, the employee checked carefully. And service quickly and accurately. The problem is that every time I ask here, they respond quickly. It means that employee service is correct and according to procedure." (Interview with Ms. Yatmi, informant 3, 11 February 2023)

Explained by the following informants:

"I think it's been careful. The service is good". Clarified by the following informant: "The accuracy is good been careful." (Interview with Mr. Ahmad Sukri, informant 4)

The same statement was also expressed by the following informant:

"The service is thorough. The service is good" (interview with Shinta's mother).

Then the following informants:

"Careful. be careful in checking as well" (interview with Mrs. Astri informant 5)

Further explained by the following informant:

"Yes, if I ask the employee, check carefully. Asked what complaints they had." (Interview with informant 6)

Several informants' opinions regarding standards of clear service at the Southeast Sulawesi Provincial BKKBN Representative Office. Ifi's mother says:

"There must be an operational service standard. We have pasted it in this counter room. It's just that we don't stick it on the front wall. We just socialize it."

This was further explained by the following informants:

"Yes. Have clear service standards. We have been ISO since 2004. Now we are in the BKKBN Representative Office of Southeast Sulawesi Province with ISO standards, all offices have ISO standards. But the BKKBN Representative Office for Southeast Sulawesi Province is pre-accredited 2. We don't have a high-rise building."

The ability and expertise of officers in operating service tools at the BKKBN Representative Office of Southeast Sulawesi Province, namely officers who can master existing technology in the public service process. For the ability of the Southeast Sulawesi Provincial BKKBN Representative Office staff who stand guard in front of the counter to operate the tool, there is no difficulty.

"As for technology mastery, I don't think there is a problem, those at the front are still young so they are technologically stuttered".

This is the same as what was stated by a certain informant:

"So far there have been no visible problems from the inability of employees to operate technology."

But when this is asked of customers who use the service

"The opinion of the use of technology used in serving customers is good, the ability is already good. Already an expert too. I often come here, to do consultations about family planning."

Responsiveness Dimension (Response/ Responsiveness)

Responsiveness is the ability to help customers and provide services quickly or responsiveness as well as hear and resolve complaints submitted by consumers.

The results of interviews with customers related to this indicator revealed:

"I've been to the Southeast Sulawesi Provincial BKKBN Representative Office for a long time, yes, the service is fast. But on certain days, such as the youth date, it will be crowded and long queues."

This was confirmed by the Southeast Sulawesi Provincial BKKBN Representative Office through an informant:

"Yes, that's true, that's because our counters are still divided so that on certain days there is a buildup at one counter."

Some of the opinions of informants about the speed and accuracy of service staff at the Southeast Sulawesi Provincial BKKBN Representative Office:

"In our opinion, the service here meets service standards. So it's fast and precise. We will open the counter on time. Half past eight yeah. If we're late, we're not often late, and at 12 the counter closes. But if there are people who come for consultations, we will continue to serve them, we will accept them."

Dimensions of Confidence (Confidence)

The dimension of confidence is the knowledge and courtesy of employees and their ability to inspire trust and confidence. Some of the opinions of informants regarding the guaranteed time and costs provided in serving service users at the BKKBN Representative Office of Southeast Sulawesi Province:

"Yes, we guarantee timely delivery of services and services here free of charge."

Furthermore, the following informants:

"There is a timely guarantee according to the SOP. For the guaranteed counter, the time for new residents is 3 minutes, and for old residents, it is about one minute. And at public counters, there is also a separate time guarantee. For fees, there is none. There is no fee. If you already have a BPJS card, you don't pay. Because that's according to the government's program, then if for example, he (a service user) is outside that we direct him to the Primary facility."

The Southeast Sulawesi Province BKKBN Representative Office is a service provider that has long been involved in the world of public services, especially services. There is no need to doubt the experience of the Southeast Sulawesi Province BKKBN Representative Office in the field of services. Therefore, a lot of experience is a guarantee for customers to choose services at the BKKBN Representative Office in Southeast Sulawesi Province.

Empathy Dimension (Empathy)

Attention (Empathy) is a condition for caring and giving personal attention to customers. Some opinions of informants regarding the attitude of officers services that prioritize the interests of service users over personal interests at the BKKBN Representative Office of Southeast Sulawesi Province.

"We try to serve the community well, so we put the community first."

Furthermore, the following informants:

"It should be like that. Because our goal here is to serve service users, so yes, we must prioritize the interests of service users."

The observational data shows the attitude of the counter keepers of the BKKBN Representative Office of the Southeast Sulawesi Province who greet, are polite, and provide services quickly and precisely, this is an important part of a customer-oriented service system. This is in line with the SPM implemented in services at the Southeast Sulawesi Province BKKBN Representative Office.

System services at the Southeast Sulawesi Provincial BKKBN Representative Office which have not used the number system for every customer who requests service provide an opportunity for employees and customers who are impatient to queue to get service immediately and request service from the guard who is close to the customer.

"Yes, it's annoying if you get messed up like that, but what else can the waiter also want to serve?"

Some of the opinions of informants regarding the non-discriminatory attitude of employees towards service users at the BKKBN Representative Office in Southeast Sulawesi Province.

"Not discriminatory. We're always together. There is no discrimination here, we are all treat the same. It's called a consulting service, we can't discriminate. Rich poor just the same".

The next informant said:

"We have never discriminated in serving. We have implemented service employees to continue to serve the same and not discriminate"

Tangible Dimensions (Tangible)

The Tangible Dimension is the appearance of physical facilities, equipment, personnel, and communication media in services. If this dimension is perceived by the community as good, then the community will assess good service and feel satisfaction.

The appearance of service officers at the BKKBN Representative Office of Southeast Sulawesi Province. Interviews with informants revealed:

"for neatness, we use uniforms with a schedule on Monday to Thursday and Friday using sports uniforms".

In addition, other informants confirmed:

"Yes, regarding the procedures for appearance, it has been regulated in the excellent service rules."

When this is asked of his customer:

"Yes, in my opinion, the appearance of the officers in front is very good, it can be seen from the uniformity of the uniforms of the employees."

Based on interviews with several informants regarding comfort in the BKKBN Representative Office of Southeast Sulawesi Province. Like the comfort of the waiting room. The informant said:

"Environmental conditions greatly affect the service process. and I think it's comfortable. We have provided television, but there are still complaints regarding the comfort in the waiting room. service users say that seats must be added again.

Further clarified by the next informant:

"Definitely (influence). The service areas here are generally comfortable, it's just that there is no air conditioning such as air conditioning in the waiting room."

Inhibiting Factors in Public Services

Regarding the inhibiting factors in public implementation, the Southeast Sulawesi Provincial BKKBN Representative Office as the Head of Office said that the inhibiting factors usually occur in the community itself, namely not having administrative completeness which can lead to untimely service processes. The following is the result of the quote:

"The biggest obstacle was one of the problems with administrative completeness, so sometimes people need services as soon as possible, but the requirements for administrative completeness that are conveyed are not enough."

As for other obstacles expressed by the informant as the service sector who said that they were almost in line with what was conveyed by the previous informant who said the inhibiting factors for the implementation of administrative services needed by the community were hampered by the community itself with incomplete administrative files brought to the BKKBN Representative Office of Southeast Sulawesi Province itself. The following is an excerpt from the interview:

"If the obstacle was what the community wanted to take care of, sometimes the files from the community itself were incomplete so the Office told us to return to complete the file, after that we continued to deal with what the community wanted to take care of. I think that's the only obstacle or obstacle. Alone in the office itself."

Regarding the obstacles presented by the informant who said that the Southeast Sulawesi Provincial BKKBN Representative Office was overwhelmed with providing services at the office. Based on the results of interviews that have been disclosed by informants who say one of the obstacles to implementing services is inadequate space due to the repair process. The following is an excerpt from the interview "The service room is also not optimal, it is still in the process of being repaired in the service room because compared to other offices we are still lagging if the service room is not too complete".

DISCUSSION

Dimensions of Reliability (reliability)

This dimension is the ability of the service provider to provide the promised service accurately and reliably. The reliability of employees in providing services greatly assists the community in receiving services quickly and easily. Reliability can be seen from the accuracy in serving the community, clear service standards, and the ability and expertise of employees in using assistive devices. Reliability is the ability to provide promised services promptly, accurately, and satisfactorily.

Public services at the Southeast Sulawesi Provincial BKKBN Representative Office have implemented the reliability dimension. Evaluation of public quality that has been running according to community expectations in this dimension includes the accuracy of employees in providing information. However, other indicators that have not met people's expectations are clear service standards. The Southeast Sulawesi Provincial BKKBN Representative Office has clear service standards, but several informants interviewed by the researchers said that they did not know service standards, this was because information or pictures about these service operational standards were posted on the wall in the service counter room. Of course, the people who came for the consultation did not know this information. Another indicator that has not met other community expectations is the ability of employees to use tools in the service process. Not all of the BKKBN Representative Office employees in Southeast Sulawesi Province can master computer aids.

Responsiveness Dimension (Responsiveness)

Public services at the Southeast Sulawesi Provincial BKKBN Representative Office have implemented the Responsiveness dimension and its indicators. Public quality assessments that have been running according to community expectations in this dimension include responding to every community that wants to get services. And what hasn't gone according to people's expectations is that employees haven't performed services quickly and precisely. In addition, the community does not understand if complaints are responded to or left alone, therefore socialization is very necessary in the service process. In this case, it can

be concluded that the dimension of Responsiveness (responsiveness) of service employees at the BKKBN Representative Office of the Southeast Sulawesi Province is considered unsatisfactory.

Dimensions of Confidence (confidence)

Confidence in the system of public services at the Southeast Sulawesi Provincial BKKBN Representative Office can be seen from the service opening hours posted on the Southeast Sulawesi Provincial BKKBN Representative Office. This service hour shows how certainty is given to customers of the Southeast Sulawesi Provincial BKKBN Representative Office to request services. In addition, the service fee guarantee that exists for each customer is certain because it has been integrated with the online system that is used in existing services at each BKKBN Representative Office in Southeast Sulawesi Province.

Guarantees provided by service providers are related to the ability of service providers to provide a high sense of trust to service users, and the trusted nature of employees. If the service user has been provided with related guarantees services, it will increase the trust of service users. Conversely, if service employees ignore service guarantees, trust in service providers will decrease.

Empathy Dimension (Empathy)

Public services at the Southeast Sulawesi Provincial BKKBN Representative Office have implemented the Empathy dimension and its indicators. Assessment of public quality that has been running according to community expectations in this dimension includes prioritizing the interests of service users, employees serving politely, and serving employees in a non-discriminatory manner. Residents feel the services provided by service employees are very good or very satisfying.

One of the main factors of success in service is friendliness to service users, one example is by smiling and greeting, with a smile and greeting, the service user will feel that he has been cared for and from there emerges from the heart of the service user that the service user will feel comfortable with the services provided by the service provider. Friendliness is not an asset, but hospitality is the key to success for service providers to build good relationships with service users.

Tangible Dimensions (Tangible)

In this study, tangibles include the following: the physical appearance of the apparatus, facilities, equipment, and facilities at the Southeast Sulawesi Province BKKBN Representative Office which are used in the implementation of public services to all customers of the Southeast Sulawesi Province BKKBN Representative Office. The tangible dimension is determined by the indicators, namely the appearance of the apparatus when carrying out service duties, the convenience of service facilities, the ease of service requirements for the Southeast Sulawesi BKKBN Representative Office, the discipline of service counter attendants, the ease of access to the location of the Southeast Sulawesi BKKBN Representative Office, and the use of tools computer assistance in performing services to customers.

Quality public services at the BKKBN Representative Office of Southeast Sulawesi Province have a tangible dimension based on data from the indicators used in the study it can be said to be good because almost all of the indicators in the Tingable dimension are good. The good things in this dimension include the tidiness of the employees of the Southeast Sulawesi Provincial BKKBN Representative Office, ease of service processes, staff discipline, ease of access, and use of technology in services. The service waiting room is hot, so it feels uncomfortable for customers.

Obstacles in the implementation of public service quality at the Southeast Sulawesi Provincial BKKBN Representative Office

Based on the results of the study, the obstacles to implementing the quality of public services at the Southeast Sulawesi Provincial BKKBN Representative Office are incompetent apparatus resources, a weak budget oversight system, and weak apathy towards the public so that people are usually dissatisfied with the implementation of public services at the Southeast Sulawesi Provincial BKKBN Representative Office. we cannot deny that state apparatus who have power usually use office rights and we can conclude that there are irresponsible individuals who use office rights with persons.

Regarding the obstacle, the Southeast Sulawesi Provincial BKKBN Representative Office was overwhelmed with providing services at the office. Based on the results of interviews that have been disclosed by informants who say one of the obstacles to implementing services is inadequate space due to the repair

process. The following is an excerpt from the interview "The service room is also not optimal, it is still in the process of being repaired in the service room because compared to other offices we are still behind if the service room is not too complete.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Under the findings of the problem, it can be concluded that as a public service in the Southeast Sulawesi Provincial BKKBN Representative Office which has provided services to the community in work units or service offices in government agencies located in Kendari City which directly or indirectly provide good service and coordination which will affect the success of officials or employees in improving the effectiveness of services.

1. The quality of public services at the Southeast Sulawesi Provincial BKKBN Representative Office regarding;
 1. Reliability (Reliability) itself, namely the ability to promise services that include two things, namely being reliable and accurate (precise and researched) is still less effective in this dimension.
 2. Responsiveness (Responsiveness) is good, because of the willingness to help and provide fast and appropriate services to service users, by conveying information related to service requirements clearly
 3. Confidence (confidence) is good, which is explained through the ability of officials to provide guarantees, guarantees in terms of timeliness, cost, legality, and certainty of costs in the process of public services at the BKKBN Representative Office in Southeast Sulawesi Province
 4. Empathy (empathy) namely the attention of individuals and companies to service users so that the service department must have a sense of empathy for service users so that the community will know and understand more about the level of public services that services at the BKKBN Representative Office of Southeast Sulawesi Province.
 5. Tangible (Intangible) is good, which can be seen through the physical appearance of the apparatus, facilities, equipment, and facilities at the Southeast Sulawesi Province BKKBN Representative Office which are used in the implementation of public services to all customers of the Southeast Sulawesi Province BKKBN Representative Office.
2. The results of the study show that the obstacles to the BKKBN Representative Office in Southeast Sulawesi Province are one of the obstacles to implementing services in inadequate space due to the repair process. And the service room is also not optimal, it is still in the process of being repaired in the service room because compared to other offices we are still behind if the service room is not too complete.

Suggestion

The suggestion that the author proposes is to improve the performance of public services at the Southeast Sulawesi Provincial BKKBN Representative Office to the community, based on the conclusions that exist, the suggestions that the author submits are as follows:

1. To optimize public services, it is necessary to have procedures or procedures for services that are carried out in an easy, fast, precise, and uncomplicated manner and are easy to understand and easy to implement by people who request services so that they are clear and certain (transparent).
2. Providing more complete facilities regarding infrastructure facilities to the public in public services at the BKKBN Representative Office of Southeast Sulawesi Province such as parking service providers, there must be an SOP installed in public service sections so that the public can see and can complete the administration of the files they want to take care of.
3. Human resources must also be maximized because the BKKBN Representative Office for the Province of Southeast Sulawesi still lacks human resources.

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