
**ANALYSIS OF PUBLIC SERVICES IN VILLAGES
MEKARMULYA PANYILEUKAN DISTRICT BANDUNG**

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E-mail: fefrinat@gmail.com¹, diancandrafatihah@gmail.com²**ABSTRACT**

The title of this "research is Analysis of Public Services in Mekarmulya Village, Panyileukan District, Bandung City. This article aims to analyze public services in Mekarmulya Village. The quality of public services is the level of public satisfaction with services provided by the government or public institutions. This study employed a qualitative method to analyze public services in Mekarmulya Village, Panyileukan District. Data collection techniques included in-depth interviews and observations. The analysis concluded that efforts to improve the quality of public services in Mekarmulya Village are needed to meet community needs and increase public trust. The obstacle I encountered was the lack of queue numbers, which left people dissatisfied and forced to wait long hours due to a lack of clear information. My suggestion was to create a simple, manual queue number system and optimize the use of existing resources to improve service efficiency."

Keywords: Service, Public Service, Service Quality**INTRODUCTION**

The Mekarmulya Village in Panyileukan District, Bandung City, is the primary focus of this research, where government obligations are increasing in both number and complexity due to globalization and the rapid dissemination of information. Serving the public effectively requires government employees to perform better. The public places increasing expectations on government employees to provide effective, efficient, and satisfying services. This is related to the fact that public desires, needs, and expectations are becoming increasingly complex over time (Dahlia, 2020).

The importance of public service extends beyond its administrative role, but is also crucial because it can strengthen relationships between people in the surrounding community and those far away (Ladon & Putra, 2019). Therefore, bureaucratic government institutions are legally required to engage in service activities, sometimes called public relations, to meet the needs and interests of the community (Marande, 2018).

Public service is defined as "all activities or a series of activities carried out by public service providers as an effort to fulfill service needs in accordance with statutory regulations for every service activity and administrative service" (Ellys Jayanti, 2021) in accordance with Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services.

The expansion of Cipadung Village in Cibiru District, Bandung City, known as Mekarmulya Village, has been ongoing since 1986. Furthermore, Bandung Regency, which has grown over the years, had jurisdiction over the Mekarmulya Village community before the expansion of Bandung City. As a result, serving the community and implementing regulations and orders from the superior (Bandung City) can be difficult, especially when it comes to managing the city's population. Changing people's mindsets and habits takes a long time, and the government must continue to monitor this. As of February 2024, the population of Mekarmulya Village was 6,790, with 3,411 men and 3,379 women. Currently, there are approximately 1,935 families in Mekarmulya Village headed by a single head of household. The population density per hectare and observed population growth, according to Mekarmulya Village population figures as of February 2024, indicate that the population will continue to grow.

The public sector's goal and vision is to provide services that are helpful, fair, honest, high-quality, efficient, and effective, and promote excellence; however, how the public perceives these services over time is not always aligned with this. It can take a day—or even several days—to resolve a single issue in some service areas due to the chain reaction of slow and inefficient bureaucracy. One measure of good governance is the extent to which constituents are satisfied with the services they receive (Arif Ferdian, Syamjaya SM, 2021).

The author's own experience leads him to believe that the lack of a queue numbering system in Mekarmulya Village's public services is a major issue that needs to be addressed to ensure the community receives the organized and efficient services they deserve. Residents are unhappy and frustrated by having to wait long periods and not knowing when they will receive service. Public services in Mekarmulya Village could be improved by implementing a queue numbering system, which would make the process more organized, efficient, and transparent.

The author conducted a study entitled "Analysis of Public Services in Mekarmulya Village, Panyileukan District, Bandung City." Panyileukan District has four villages: Mekarmulya, Cipadung Kidul, Cipadung Wetan, and Cipadung Kulon.

Previous studies that have been conducted include:

1. Milenisha Andani et al. (2022), "Analysis of Public Services in Buliang Village, Batu Aji District, Batam City," *Journal of Public Administration*, <http://journal.uir.ac.id/index.php/JIAP>. Determining that public satisfaction indicates that public services predominantly provide service satisfaction. However, this does not rule out the possibility that the services provided may be completely inadequate, as there are still ongoing efforts aimed at achieving extraordinary public service satisfaction.
2. Muchamad Samsudin (2021). Analysis of Public Service Performance Related to Human Resources and Employee Responsiveness at the Kecandran Village Office, Sidomukti District, Salatiga City. *Journal of Education, Humanities and Social Sciences (JEHSS)*. <http://mahesaistitude.web.id/ojs2/index.php/jehss>. Establishing the need for research focused on testing public service performance at the Kecandran Village Office, Sidomukti District, with an emphasis on human resources and responsiveness.
3. Darilah Slopiatul Adawiyah et al. (2023), Analysis of Public Service Quality in Cibeureum Village, Cimahi City, *Journal of Communication and Public Administration*. Determined that the quality of public services in Cibeureum Village meets the established standards and expectations; in addition, these services demonstrate a commendable level of timeliness and readiness, which generates considerable public enthusiasm to utilize them.

This study highlights key issues related to public services in Mekarmulya Village. First, how can service quality be improved to ensure greater satisfaction for residents using public services in this village? Second, what are the determinants contributing to the substandard quality of public services in Mekarmulya Village? Third, what solutions or initiatives can be implemented to address the challenges faced in the public service process? By identifying these issues, this study aims to provide a clear picture and appropriate recommendations for improving the quality of public services.

This research aims to improve service quality and increase user satisfaction in Mekarmulya Village. It also seeks to identify various factors contributing to the poor quality of public services in the community. This research aims to identify solutions or methods to address existing problems in public services in Mekarmulya Village. It is hoped that a better understanding of these issues will facilitate ongoing improvements in public services in this village, making them more aligned with the needs and expectations of the community.

METHODS

After conducting research in Mekarmulya Village, the author employed a qualitative methodology, employing in-depth interviews and observations as the primary data collection instruments. The in-depth interview method enabled the author to thoroughly investigate the experiences and perspectives of individuals using public services in the hamlet. Concurrently, observations were conducted to gain a firsthand view of the service process and interactions between officers and residents. This study sought to comprehensively analyze individuals' perceptions and experiences of the public service process, the various challenges encountered when using these services, and their evaluations of service quality. This technique aimed to generate a comprehensive and nuanced understanding of public services in Mekarmulya Village, thus providing the basis for recommendations for improving service quality in the future.

RESULTS AND DISCUSSION

Improving Service Quality To Improve Public Satisfaction With Public Services In Mekarmulya Village

Mekarmulya Village is a division of Cipadung Village located in Cibiru District, Bandung City, which was established in 1986 with the division into three villages: Cipadung Village, Cipadung Kidul Village, and Mekarmulya Village. Mekarmulya Village is located at Jalan Mekarmulya No. 26, Panyileukan District, Bandung City. The total number of employees in Mekarmulya Village is 10 people, with the following details. There are seven Civil Servants (PNS) and three IT Staff in the village. The current Head of Mekarmulya Village is Mr. Acting. The current Head of Mekarmulya Village is Mr. Rachmat Hidayat, SIKom.

Mekarmulya Village had a population of 6,790 as of February 2024, consisting of 3,411 males and 3,379 females. The current number of households in Mekarmulya Village is approximately 1,935. Based on population data for Mekarmulya Village as of February 2024, the population density per hectare and observed population growth indicate that the population will continue to increase over time.

According to Soerya Putri (2010:49), public satisfaction with the government service process is assessed not only by comparing the costs incurred by the public with the benefits received but also by evaluating the quality dimensions of the public service delivery process carried out by government agencies to address the diverse needs of the public.

According to Supriyanto (2009:318), society uses five aspects as a measure to assess the level of community satisfaction.

1. Tangible, refers to the existence of service quality that can be observed through visible elements such as public service facilities and infrastructure, or facilities available from the implementation of public services offered to the public.
2. Empathy, refers to the ability to maintain steadfastness in providing public services while being in tune with public sentiment, or the ability to feel public emotions.
3. Responsiveness, defined as the ability of public service providers to provide public services promptly and accurately and to respond to community needs.
4. Reliability refers to the capacity and dependability of government entities to provide public services that are consistent and aligned with the needs of the community as the constituents served.
5. Assurance refers to the capacity to offer promises, along with the friendliness and courtesy of public service providers, particularly government officials or government agencies.

No.	Indicator	Respondent 1	Respondent 2	Respondent 3
		ARIF NURJAMAN	ENTIN SUPRIATIN	NURWI NUR'AENI

1.	Tangible	“Public service facilities in Mekarmulya Subdistrict are quite good, but they need to be further improved.	Public service facilities in Mekarmulya Subdistrict are still inadequate and need to be improved.	Public service facilities in Mekarmulya Subdistrict are very good and adequate.
2.	Empathy	Public service officers in the sub-district are quite concerned with the needs of the community.	Public service officers in the sub-district have provided good, friendly and polite services to the community.	Public service officers in the sub-district are very concerned about the needs of the community and always try to help.
3.	Responsiveness	Public service officers in the sub-district are responsive and quick in handling public requests.	Public service officers in the sub-district are still not fast enough in handling public requests.	Public service officers in the sub-district are very responsive and quick in handling public requests.
4.	Reliability	Public services in the sub-district are quite helpful, but need to be improved further.	Public services in the sub-district have been helpful with good results.	Public services in the sub-district are very helpful and always provide good results.
5.	Assurance	I feel confident in the ability of public service officers in the sub-district to handle community problems.	I am confident in the ability of public service officers in the sub-district to handle community problems.	I am very confident in the ability of public service officers in the sub-district to handle community problems."

Inadequate facilities and the empathy and responsiveness of officers are two areas where the data table indicates that public services in Mekarmulya Village still need improvement. Improving the quality of public services is crucial to meeting community needs and building trust in the village government. This will ensure that the services provided are high-quality and meet community expectations.

Ms. Elen Sari, Head of the Government Section, and Mr. Dana Mulyana, Village Administration Staff, stated that public services in Mekarmulya Village previously used a manual queuing system. Over time, queue numbers became poorly managed because many were lost and taken home by residents. Therefore, it was necessary to recreate queue numbers from scratch, resulting in the discontinuity of queue numbers in Mekarmulya Village.

Therefore, public service providers can determine how well their services meet public expectations by conducting surveys to gauge public satisfaction. As technology advances, it's only natural that governments use these newfound resources to improve public services for the benefit of all citizens. Whether public services are actually implemented or not, the presence of facilities and infrastructure will make them easier and better. It's crucial to set aside funds to ensure the provision of essential facilities and infrastructure. This way, public access to public services can be fully realized.

To increase public satisfaction, urban village services can be improved by reintroducing queue numbers, providing transparent information about the service process, increasing the

friendliness and courtesy of staff, and ensuring adequate facilities are available. By using these measures, public services can reduce waiting times, increase transparency, and foster a more enjoyable service experience for the public, ultimately leading to increased public satisfaction.

Factors Causing The Low Quality Of Public Services In Mekarmulya Village

According to Rasyid in Tahir (2010; 5), the Indonesian bureaucracy fails to fulfill its role as a public servant and instead seeks public recognition, creating problems in the public service process. This is evident in the numerous public complaints that the public services provided by the bureaucratic system are of poor quality.

One factor contributing to the low quality of public services in Mekarmulya Village is the lack of a queue numbering system, which has reduced public satisfaction. This lack of queue numbers stems from the existence of previously existing queue numbers, which subsequently became unsustainable due to being lost and taken home by residents. This necessitated repeated attempts to recreate them from scratch, resulting in the current lack of queue numbers in Mekarmulya Village.

Long-standing reliance on manual systems can lead to the absence of queue numbers, as village officials are accustomed to traditional methods and lack the motivation to switch to more modern and efficient systems, thus perpetuating old practices and neglecting the implementation of queue numbers.

Therefore, it is crucial to create regulations that can help the community improve the quality of public services, as the current quality of public services in Mekarmulya Village remains substandard. It is believed that introducing a public service improvement policy will inspire the development of high-quality services that are effective, efficient, and accountable.

Reforming the reputation of public services, which has long been considered a time-consuming process, is one of the goals of the policymaking process. Thus, it is hoped that public satisfaction with government services will grow through the implementation of standardized standards.

Problems Existing In Public Services In Mekarmulya Village

Hardiyansah emphasized that communication is a crucial concern for public service organizations (government). Inadequate communication in public services can hinder the dissemination of information to the public, thus disrupting the quality of public services. The extent of this impact depends on the communicator, the message, the medium, and its impact.

Law Number 25 of 2009 concerning public services stipulates that the public has rights and obligations in the provision of public services, and service providers have equal rights and obligations to the public in this endeavor. Communication between the public and providers should facilitate mutual dialogue and encourage collaboration in developing solutions.

Addressing issues in public services can be achieved through the application of technology to improve service efficiency and usability, thereby speeding up the service process, minimizing waiting times, and increasing public satisfaction. Technologies that can be used include online queue management systems, public service applications, and public information systems. Online queue numbers facilitate virtual queues, allowing individuals to conduct transactions and applications more easily and efficiently. Public information systems can assist sub-districts in managing data and information related to public services, enabling them to make better and more effective decisions. By utilizing technology, sub-districts can improve the efficiency and speed of services, thereby increasing user satisfaction with the services provided.

Furthermore, urban villages can improve the quality of public services by employing more qualified, competent, and skilled personnel. Education, training, and capacity building are ways to improve human resource standards. Better public services, higher levels of public satisfaction, and improved officer service are all possible outcomes of investing in high-quality human resources in urban villages. Furthermore, urban villages can benefit from increased

efficiency, reduced error rates, and improved decision-making through better human resources.

This approach will ensure that every individual feels satisfied that their needs are met and that they receive high-quality services from the sub-district. Public satisfaction can increase trust in the government and foster a greater sense of engagement in the public service process.

CONCLUSION

An analysis of public services in Mekarmulya Village, Panyileukan District, Bandung City, concluded that the inoperational queuing system resulted in long wait times and inconvenience for residents. Therefore, improving the quality of public services, providing polite and friendly service to the public, and increasing trust in the village could significantly improve public satisfaction.

Factors contributing to the low quality of public services include a lack of innovation in urban village public services, resulting in the absence of queue numbers. Urban village officials have failed to find new, more effective solutions for queue management, thus relying on inefficient manual methods that do not improve service quality.

To address this issue, it can be concluded that inadequate communication in public services can foster negative public perceptions, ultimately impacting trust and the reputation of the relevant agencies. Therefore, public services must not only encompass high-quality service but also sound and effective communication.

Based on the previous results, discussions, and conclusions, the author proposes improving the quality and public satisfaction with public services in Mekarmulya Village, Panyileukan District, Bandung City. This includes the need for human resource support and the application of technology to accelerate the service process and ensure easy access for the public, as well as effective communication to understand the community's needs regarding public services in Mekarmulya Village.

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