

PUBLIC SERVICES AT THE SALANG DISTRICT OFFICE, SIMEULUE REGENCY

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Abstract

This study aims to determine how public services are implemented at the Salang District Office, Simeulue Regency, and to identify factors that influence the quality of these services. The background of this study is based on the phenomenon of public services that are not fully optimal, where various obstacles are still found, such as limited human resources, inadequate facilities and infrastructure, and the ability of the apparatus to operate information technology that is still limited. This study uses the theory of public service quality with reference to three main dimensions, namely reliability *which* includes consistency, accuracy, and trustworthiness. Then, responsiveness *which* includes speed, accuracy, and precision. And empathy *which* includes caring, responsiveness, and sensitivity. The method used in this study is a qualitative descriptive method with data collection techniques through interviews, observation, and documentation. The data obtained are then analyzed through the stages of data reduction, data presentation, and data verification. The results of the study indicate that public services at the Salang District Office, Simeulue Regency, generally run well. From the aspect of reliability, employees are able to provide services quickly, accurately, and in accordance with applicable procedures. In terms of responsiveness, employees demonstrated agility in responding to public needs and complaints with good communication and polite behavior. Meanwhile, in terms of empathy, employees were assessed as friendly, patient, and concerned about the community's situation, creating a comfortable service atmosphere. Overall, public services at the Salang Sub-district Office have been running quite effectively and have earned the trust of the public. Although increasing employee capacity and equalizing service quality are still needed to optimize public services in the future.

Keywords: *Public Service, Reliability, Responsiveness, Empathy.*

INTRODUCTION

Public service is a main task carried out by government agencies to improve quality services, this is because public service is a form of service that is needed by the entire community, where service is the most important element in providing services to anyone, because public service is never separated from the needs and lives of the community. According to Law Number 25 of 2009, Article 1, paragraph 1, public service is an activity or series of activities in fulfilling service needs in accordance with statutory regulations and every citizen has the right to receive services, both goods and administrative services provided by public service providers. Public service itself is not only a single action, but can be a series of interrelated processes, where the main purpose of public service is to meet the needs of the community.

The success of an organization in achieving its goals as previously determined, in continuity that will never be separated from the role of human resources as members of the organization both in terms of quality and quantity that have the potential to support organizational goals, so it can be said that human resources in an organization are one of the elements of the organization's success or failure in achieving its goals. Tholib *et al.* (2024) explains that the role of human resource management is not merely administrative, but is a strategic factor that determines the effectiveness and performance of the organization as a whole. The existence of competent human resources with integrity and a high commitment to achieving the organization's vision is the main foundation in ensuring the achievement of these goals. The implementation of good public services emphasizes transparency, accountability,

and public participation in the decision-making process. The application of these principles is expected to increase public trust in the government and encourage their active involvement in regional development (Pratiwi *et al.*, 2022). According to the implementation of public services not only has an impact on improving service quality, but also on strengthening the government's legitimacy among the public (Alfana, 2017). As the government's representative at the sub-district level, the sub-district head's office holds a significant responsibility in providing services to the public. As the spearhead of local government, the sub-district head plays a crucial role in implementing government policies and bridging communication between the government and the public. Therefore, it is crucial for the sub-district head's office to apply the principles of good public service in every aspect of its services. The implementation of public services at the sub-district head's office must be accompanied by strong employee commitment, adequate facilities, and regular coordination and evaluation, which are important supporting factors in ensuring the smooth and effective delivery of public services (Alsuyifah, 2025).

According to Law Number 32 of 2004 concerning Regional Government, sub-district heads act as liaisons between the government and the public, making the implementation of public services at this level crucial. In this context, the success of services at the sub-district head's office will significantly impact public perception of overall government performance. Salang District is one of the districts in Simeulue Regency. According to data published by the Central Statistics Agency (BPS) for Salang District in 2024, the total population of Salang District was 9,072, with 4,543 males and 4,529 females. As of 2024, the area of Salang District was 198.96 km², with a total of 16 villages (BPS Salang District, 2024). The large population of Salang District, reaching 9,072, indicates a high demand for quality and equitable public services. With a population of nearly 10,000, the Salang District Government is required to provide services covering various aspects such as health, education, administration, and infrastructure efficiently and effectively. According to him, Putra *et al.* (2023) good public service is not only a responsibility but also a strategic effort to improve public welfare and ensure equitable access for all citizens.

In providing public services to the community or public services by employees in Salang District, however, the services provided do not comply with standard operating procedures. This is evident in the Family Card (KK) processing service, where timeliness varies throughout the service process, resulting in ineffectiveness (Initial observation, December 2024). Public services that do not operate according to SOPs tend to lead to inefficiency, uncertainty about completion times, and decreased public satisfaction. Juwita (2017) also explains that timeliness is one of the main indicators in assessing the performance of public administration services because it is directly related to public trust in government agencies (Rasdiana and Ramadani, 2021). The quality of public services at the Salang Sub-district Office still faces several challenges, particularly related to staff mastery of information technology and effective coordination between staff. The significant administrative workload required to carry out several service processes sometimes results in delays. Furthermore, there are challenges with staff attendance during working hours, which impacts the smooth running of administrative services. This has resulted in delays in document processing, such as the issuance of Family Card (KK) cover letters, leading to dissatisfaction among service users (Initial observation, December 2024).

Public services at the Salang Sub-district Office in Simeulue Regency continue to face a number of challenges that contribute to the low quality of public services. Initial observations indicate that administrative services are often slow and inefficient due to an unorganized work system and limited staff numbers and competencies. Furthermore, the lack of transparency regarding procedures, costs, and service times leaves the public feeling confused and dissatisfied. Facilities and infrastructure, such as waiting rooms, information facilities, and technological devices, are also inadequate, hindering smooth service delivery. The use of digital technology remains minimal, despite its potential to accelerate and simplify service processes. The lack of regular performance evaluations and weak internal oversight make it difficult to identify and correct various service deficiencies in a timely manner. This situation indicates that public services at the Salang Sub-district Office require comprehensive improvements, encompassing human resources, infrastructure, work systems, and service culture, to optimally meet public expectations and needs (Initial observations, December 2024).

One of the phenomena that shows the suboptimal public service at the Salang Sub-district Office is seen in the administrative services for making Resident Identity Cards (KTP) and processing cover letters for making Family Cards (KK), where based on observations, it shows that the KTP service process in the public service section still faces problems in the form of inconsistent service completion times and a lack of clear information regarding the procedures and stages of service that must be passed by the public. The public often does not receive certainty regarding the length of time for completing the KTP, thus causing confusion and complaints in the service process. This condition shows that public services at the Salang Sub-district Office still have many obstacles. (Initial observation, December 2024).

LITERATURE REVIEW

Writer	Title	Difference	Research result
Ibrahim <i>et al.</i> , (2021)	Public Services During the Covid-19 Pandemic at the Kema Sub-district Office, North Minahasa Regency	Ibrahim et al In his research, he used the theory from Dwiyanto (2010) which consists of productivity, service quality, responsiveness, <i>responsibility</i> and accountability. <i>et al's</i> public service theory in Ulum (2018) which consists of reliability, responsiveness, and empathy.	The research results found that productivity at the Kema Sub-district Office is suboptimal, as evidenced by unproductive employees and inadequate infrastructure. The quality of public services at the Kema Sub-district Office is suboptimal, as evidenced by the inaccuracy and carelessness of employees. Responsiveness at the Kema Sub-district Office is suboptimal, as evidenced by the lack of responsive staff. <i>Responsiveness</i> at the Kema Sub-district Office is also suboptimal, as evidenced by the lack of clear information on costs and service times.
Rifani (2021)	Public Services During the Covid-19 Pandemic in Sambaliung District, Berau Regency	In his research, Rifani used Tismayuni's theory, which includes service standards, service delivery, facilities, infrastructure, and amenities. This study also used Zeithaml et al.'s public service theory in Ulum (2018), which includes reliability, responsiveness, and empathy.	The study found that public services at the Sambaliung sub-district office were still operational during the pandemic, but with different approaches. Service standards were in accordance with local government circulars, facilities and infrastructure were adjusted to Ministry of Health recommendations, and staff were assigned to their respective fields to ensure prompt and accurate service delivery. This was done to adapt services to the COVID-19 situation.

Amalina, (2022)	Public Services in Tapung Hulu District, Kampar Regency	In her research, Amalina used Hardiansyah's public service theory in Amalia, (2022) which consists of tangibles, reliability, <i>responsiveness</i> , <i>assurance</i> , and <i>empathy</i> . This study uses Zeithaml et al's public service theory in Ulum (2018) which consists of reliability, responsiveness, and empathy.	The research results found that public services in Tapung Hulu District had been implemented well, but some public services had not been completed because the service process was slow beyond the specified time.
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METHOD

A research location is a specific place or area that serves as the focus or object of research activities, where researchers collect data relevant to the objectives and problems being studied. The selection of a research location is based on topic suitability, ease of access, data availability, and characteristics that support the research implementation (Hardani et al., 2020). This research was conducted at the Salang Sub-district Office in Simeulue Regency, which is the object of the study regarding the provision of public services to the community. The researcher chose this location because, based on initial field observations, several obstacles were identified in the implementation of public services, such as slow administrative processes, limited competent human resources, a lack of information transparency, and inadequate facilities and infrastructure. These conditions prompted the researcher to further examine the implementation of public services at the Salang Sub-district Office and identify factors that hinder the public service process. The research approach is the method or perspective used by researchers to understand, examine, and solve problems in a study. This approach serves as the basis for determining the methods, data collection techniques, and analysis to ensure the research is systematic and aligns with the desired objectives (Hardani et al., 2020). As is common in social research, this study falls into the qualitative category with a descriptive analytical approach. The author aims to provide an overview, description, and analysis of everything that occurs at the research location, based on data obtained through a series of words. In this qualitative study, the author will describe the research results that answer the question of public services at the Salang District Office in Simeulue Regency. As a procedure, it produces qualitative data in the form of written and spoken words, as well as people or observed behaviors, directed at the background and individual in a holistic manner. Qualitative research with a descriptive analytical approach aims to gain in-depth meaning about a phenomenon by collecting facts and information related to the research focus and objectives (Sugiyono, 2021). In this study, the author used purposive sampling and accidental sampling as informants. Purposive sampling is a method used to determine specific criteria to be used as sources of informants, while accidental sampling is a sampling technique based on chance, allowing researchers to sample anyone they encounter without prior planning (Sugiyono, 2021). Data collection techniques are a step that is considered strategic in research because it has the main objective of obtaining data. The data collection techniques used in this research are observation, interviews and documentation.

RESULTS AND DISCUSSION

The results of the study indicate that public services at the Salang Sub-district Office in Simeulue Regency have generally been running quite well. In terms of reliability , administrative services are generally carried out according to applicable procedures and standards. Employees are able to complete routine services relatively quickly and accurately, and check documents before they are handed over to the public. However, service reliability is not yet fully consistent due to delays in certain conditions, especially when service volumes increase, limited human resources, and dependence on employees with information technology skills. In terms of responsiveness , the Salang Sub-district Office staff were deemed quite responsive in responding to public requests and complaints. Internal coordination mechanisms, complaint recording, and communication between staff and village officials helped expedite service delivery, particularly for urgent needs. However, responsiveness remained constrained when the number of people served increased, resulting in longer wait times. Meanwhile, in terms of empathy , employees demonstrate a friendly, polite, and caring attitude toward the community. They strive to provide patient explanations and assist residents experiencing difficulties with administrative processes. This empathetic attitude creates a comfortable service atmosphere and increases public trust in the Salang Sub-district Office. Overall, public services at the Salang Sub-district Office have been quite effective and received a positive response from the public. However,

human resource capacity building, strengthened coordination, and optimized use of information technology are still needed to ensure more consistent, faster, and equitable public service delivery.

CONCLUSION

Based on the results of research that has been conducted on public services at the Salang District Office, Simeulue Regency, the following conclusions were obtained in this research:

1. Public services at the Salang Sub-district Office in Simeulue Regency have generally performed well in terms of reliability, responsiveness, and empathy. Employees are deemed capable of providing prompt, accurate, and procedural services, are responsive to community needs, and demonstrate a friendly and caring attitude. These three aspects reflect that public services at the Salang Sub-district Office have been implemented professionally, are oriented towards community satisfaction, and are able to build trust between employees and the community in Salang Sub-district, Simeulue Regency.
2. The main obstacles in public services at the Salang Sub-district Office include limited employee skills in operating computers and information technology, reliance on contract workers who are more digitally savvy, lack of coordination between departments, and inadequate supporting facilities such as computers and internet connections. To address these issues, the sub-district is striving to improve employee competency through training and technical guidance, reorganizing task allocations based on ability, improving and expanding work facilities, and developing digital services and implementing electronic-based attendance. These steps are expected to achieve faster, more efficient, more transparent, and more satisfying public services.

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