

## THE EFFECTIVENESS OF COMMUNITY PARTICIPATION IN IMPROVING THE QUALITY OF PUBLIC SERVICES IN PEMATANG SERAI VILLAGE, LANGKAT

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**Abstract:** This study aims to analyze the effectiveness of community participation in improving the quality of public services in Pematang Serai Village, Langkat Regency. Based on the results of the study, it was found that community participation in improving the quality of public services in Pematang Serai Village can be said to be effective. This can be seen from several indicators, including: 1) Increasing transparency and accountability of public services, 2) improving the quality of public services and 3) increasing public satisfaction with public services. Factors that support the effectiveness of community participation in improving the quality of public services in Pematang Serai Village include: 1) Community understanding of the importance of participation, 2) village government alignment towards community participation and 3) community togetherness and cohesiveness. Community participation is one of the important factors in improving the quality of public services. With community participation, village governments can better understand community needs and provide higher quality public services.

**Keywords:** Community participation, Quality of public services, Pematang Serai Village, Langkat Regency

### Introduction

An ineffective and efficient government system is a problem faced by the government, in addition to the inadequate quality of apparatus human resources. In addition, service performance is also still weak as indicated by the many public complaints about complicated management procedures, stealth costs, lack of certainty of time, to the unpleasant attitude of officials in providing services. Providing good public services to the community in all aspects is the responsibility of the government. Public services here are in the form of services in the form of goods and services. Discussing the provision of services in the form of goods and services in question is not only limited to how the community's needs for services in quantity, but also how the services provided can be met in quality. In its implementation, public services that currently often occur have many problems so that improvements are needed in order to improve public services.

Excellent public services and meeting public expectations are the estuary of Bureaucratic Reform, as written in the (Peraturan Presiden (PERPRES) Nomor 81, 2010) Grand Design of Bureaucratic Reform 2010-2025 which states that the vision of Bureaucratic Reform is a world-class government characterized by quality public services. The implementation of public services

follows several principles stated in the Public Service Law, such as public interest, legal certainty, equal rights, balance of rights and obligations, professionalism, participation, equality of treatment, openness, accountability, facilities and special treatment for vulnerable groups, punctuality and speed, convenience, and affordability. According to (Syahrudin, 2020) public services, it is now part of the needs of every community and every public bureaucracy needs to strive to provide the best quality of service to the user community. Most of these principles have been implemented by regional apparatus organizations that provide public services in Pematang Serai Village, Langkat Regency in accordance with the Public Service Law. However, there are still some principles that have not been implemented optimally. Improving public service performance is a priority for the government, service users, and market players in achieving better improvement (Agus, 2021). The government is interested in efforts to improve public services because improving public services can improve the legitimacy of government.

In the Regulation on (Peraturan Menteri Negara Pendayagunaan Aparatur Negara Nomor 13, 2009) Guidelines for Improving the Quality of Public Services with Community Participation, it is stated that the Community Satisfaction Index (IKM) is data and information about the level of community satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from the public service provider apparatus by comparing their expectations and needs. The IKM survey aims to determine the level of performance of service units periodically as material for determining policies in order to improve the quality of further public services. Community participation can also be in the form of community complaints / complaints for the services they receive. This complaint requires follow-up efforts by service providers to manage complaints effectively and efficiently to improve service quality.

Community participation has been shown to provide benefits in better and easy-to-implement decision making, as it reflects the interests of the community. In addition, community participation also enables the development of long-term capacities to address complex social issues and assuage differences and misunderstandings that already exist in society. The method of improving the quality of public services with public participation according to (Peraturan Menteri Negara Pendayagunaan Aparatur Negara Nomor 13, 2009) the Guidelines for Improving the Quality of Public Services with Community Participation is shown in Figure 1.

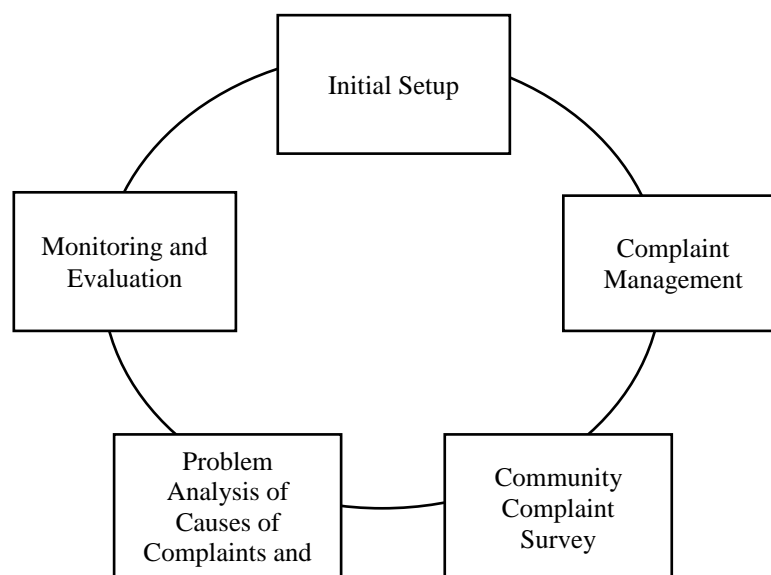


Figure 1. Methods of Improving the Quality of Public Services with Community Participation

The picture shows the sequential relationship of 5 (five) main components in the method of improving the quality of public services with public participation. The success and quality of the results of the implementation of the previous step will determine the success and quality of the results that will be obtained in the implementation of the next stage. According to (Hardiyansyah, 2011) Service quality is a dynamic condition related to products, services, people, processes, and the environment where the quality assessment is determined at the time of the delivery of public services. (Arawati & Kandampully, 2007) states that "service quality is an important dimension of organizational performance in the public sector as the main output of public organization is services". Service Quality is an important benchmark of the performance of public sector organizations because the main output of public organizations is service).

The understanding of the quality of public services is (Subroto & Yamit, 2004) also stated by explaining that service quality is a comparison between consumer expectations and service quality performance. In addition, (Ramsoek, 2010) it states that "service quality as the ability of the organization to meet or exceed customer expectations". Service quality is the ability of an organization to meet or exceed consumer expectations). Another definition of service quality is given by (Lewis & Booms, 1983), in (Tjiptono, 2016) which defines service quality as a measure of how well the level of service provided is able to match customer expectations. Referring to this definition, Tjiptono also added that service quality can be realized through meeting customer needs and desires as well as the accuracy of delivery to keep pace with customer expectations. Thus, service quality is influenced by two factors, namely customer expectation and customer perceived for a service. Based on this background, this study aims to illustrate community participation in improving the quality of land services.

## **Literature Review**

### **Understanding Society**

According to (Purwaningsih, 2020) states that society is a group of humans who live side by side with all cultures and personalities. A set of rules and norms is needed so that society lives harmoniously and is made an agreement of all members of society to be held and used as a guideline to regulate life together. According to (Handayani, 2017) Society are groups of living things with new realities that develop according to their own laws and develop according to their own patterns of development.

### **Understanding Community Participation**

Community participation is the act of participating a group of individuals in an activity carried out by the Government. Community participation is born from the concept of community empowerment. In this concept, the community is involved in every development activity carried out by the Government. Included in the improvement of public services. Community Participation (Theresia, 2015) is defined as the mental and emotional involvement of people in group situations that encourage them to contribute to group goals and take responsibility for them. The definition of community participation according to (Theresia, 2015) said the basic definition of participation is the act of taking part in activities, while the definition of community participation is community involvement in a development process in which the community is involved starting from the stages of preparation and programs, planning and development, policy formulation, and decision making.

### **Definition of Public Service**

Public service is an activity or series of activities in order to meet the needs of the community carried out by public service providers. Every government agency is formed to achieve the goal of providing satisfaction for the community, if the goals that have been set are achieved then it can be said to be a success. In order for the goals that have been set to be achieved, good and quality

service is needed. Because of good and quality services can help the government achieve these goals. Service is so important for every community because the more quality of services provided, the greater the trust given by the community to the government engaged in these services. Based on (Undang-Undang Nomor 25, 2009) article one (1) concerning Public Services, the definition of public services is as follows: "Public Service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers.

### Method

This research was conducted in Pematang Serai Village, Tanjung Pura District, Langkat-North Sumatra Regency. The research method used is qualitative descriptive research. Descriptive qualitative is a strategy that describes data systematically, factually, and accurately by seeking to explore deeper depth or meaning (Kriyantono, 2020). Descriptive is defined by collecting data that is able to describe a situation and condition. The selection of qualitative approaches with descriptive methods is based on the aim of obtaining a complete and realistic description of public participation in improving the quality of public services. The data analysis techniques used in this study are primary data and secondary data by deciphering, interpreting and describing the collected data systemically and systematically. The presentation of the data becomes more meaningful and easy to understand using *interactive model analysis* from (Miles et al., 2014). Analysis activities in this model are divided into 3 (three) stages, namely data reduction, data presentation, and conclusions.

### Result and Discussion

Pematang Serai Village is located in Tanjung Pura District, Langkat Regency, North Sumatra Province. This village is located on the banks of the Wampu River, about 18 kilometers from Tanjung Pura City. The area of Pematang Serai Village is about 12 square kilometers. The area of this village consists of land and water. Pematang Serai village is led by a village head who is directly elected by the community in the village head election (Pilkades). The current village head is Mr. Syahrudin. The population of Pematang Serai Village is around 6,000 people. The majority of the population of this village is Malay.

The main economic potential of Pematang Serai Village is agriculture and plantations. Food crops cultivated in this village include rice, corn, and mung beans. Cultivated plantation crops include oil palm, rubber, and coffee. In addition to agriculture and plantations, Pematang Serai Village also has tourism potential. The village has several natural attractions, such as Kuala Begumit Beach and Penang Waterfall.

### Increased Transparency and Accountability of Public Services

Various kinds of policies such as Inherent Supervision, Clean and Authoritative Government, Free from Corruption, Collusion and Nepotism, are very difficult to implement and have turned into lip service and rhetoric material for government officials just as a means of calming people's hearts over the lack of horn of the apparatus that is very detrimental to the state and society. And amazingly, the people never felt they had received proper accountability from the apparatus that had received power from them. Consequently, until now we have never felt that we have a responsible government (*responsibele government*). Transparency and accountability are not only important in the administration of government but also in the delivery of public services. The concept of transparency refers to a situation where all aspects of the service delivery process are open and can be easily known by users and stakeholders in need. If all aspects of the service delivery process such as requirements, costs and time required, service methods, and rights and obligations of service providers and users are published openly so that they are easily accessible and understood by the public, then the practice of service delivery can be considered to

have high transparency. Conversely, if some or all aspects of the service delivery process are closed and information is difficult to obtain by users and other stakeholders, then the service delivery does not meet the rules of transparency.

According to Dwiyanto, there are 3 (three) indicators that can be used to measure the transparency of public services. The first indicator is to measure the level of openness of the process of delivering public services. The assessment of the level of openness here covers the entire process of public services, including the requirements, costs and time required and service mechanisms or procedures that must be met. Terms of service should be published openly and easily known by users. Service providers should try to explain to users the requirements that must be met and the reasons for the need in the service process. The second indicator of transparency refers to how easily service rules and procedures can be understood by users and other stakeholders. The meaning of understood here is not only in the literal sense but also in the meaning behind all these procedures and regulations. The explanation of requirements, procedures, costs and time required as they are is very important for users. If the rationality of all these things can be known and accepted by users, then compliance with procedures and rules will be easily realized. So far, service providers are often unable to answer these questions. In fact, they are often not willing to answer such questions because they feel they are not the ones who make the rules for the provision of services. They may feel they are just the ones who have to apply the rules as they are. The third indicator of service transparency is the ease of obtaining information on various aspects of public service delivery. The easier it is for users to obtain information on various aspects of public service delivery, the higher the transparency. For example, when users easily obtain information about the cost and time required to complete a service, the public service can be considered to have high transparency. Similarly, when information about procedures, requirements, and how to obtain services can be obtained easily by users, the implementation of these services can be said to have a high level of transparency.

Community participation has encouraged the village government of Pematang Serai Langkat Regency to improve transparency and accountability of public services. This can be seen from the various efforts made by the village government, including:

- 1) Publish information about public services, such as service procedures, service fees, and service times.
- 2) Provide facilities and infrastructure for the community to submit suggestions and complaints.
- 3) Conduct internal audits of the delivery of public services.

### **Improving the Quality of Public Services**

Public service is an aspect of basic services for the state civil apparatus in accordance with the Constitution of the Republic of Indonesia Year 1945 alenia 4, namely protecting the entire Indonesian nation and all Indonesian bloodshed, promoting general welfare, educating the nation's life and implementing world order based on independence, lasting peace and social justice. In public sector performance, it cannot be separated from the determination of public service standards. Public sector performance management is not said to be complete if public service standards are not established that become a reference for management in acting. Public service standards are minimum performance standards that must be met by a government agency in a public sector organization. In order to meet these public service standards, each service unit must establish a minimum service standard (SPM). Public service is a basic service in the administration of government. Public services as an important indicator in assessing government performance, both at the central and regional levels. The administration of government is said to be good if the public services carried out are oriented to the interests of the community. Good and quality service has implications for satisfaction with the community, because the community directly assesses the



performance of the services provided. The indicator of community satisfaction is the benchmark for the success of government administration (Hayati, 2017).

In the Great Dictionary Indonesian, service has three meanings; (1) matters or ways of serving; (2) efforts to serve the needs of others by obtaining rewards (money); (3) facilities provided in connection with the sale and purchase of goods or services. According to the American Marketing Association quoted by Donald in (Hardiyansyah, 2011) that service is basically an activity or benefit offered by one party to another party and is intrinsically intangible and does not result in ownership of something, the production process may also not be associated with a physical product. Furthermore, Lovelock in Hardiyansyah, suggests that "service" is an intangible product, lasts for a while and is felt or experienced". This means that service is a product that has no form or form so that there is no form that can be owned, and lasts for a moment or is not durable, but is experienced and can be felt by the recipient of the service.

The provision of public services by the government apparatus to the community is actually an implication of the function of the state apparatus as a public servant. Therefore, the position of the government apparatus in public services is very strategic because it will greatly determine the extent to which the government is able to provide the best service for the community, which will thus determine the extent to which the state has carried out its role well in accordance with the purpose of its establishment. Thus, an assessment will be made about the same between expectations and reality in the management of something related to public services, if differences are found, the government is expected to be able to correct the situation to be more thorough in improving the quality of public services. Furthermore, it is questioned whether against the will of the community, such as the provision of appropriate costs, calculated time and quality demanded by the community has been fulfilled.

Community participation has also encouraged the improvement of the quality of public services in Pematang Serai Village. This can be seen from the various efforts made by the village government, including:

- 1) Improve the competence and professionalism of public service officers.
- 2) Provide adequate facilities and infrastructure for the implementation of public services.
- 3) Innovate in the delivery of public services.

### Increasing Public Satisfaction with Public Services

Based on the survey results, the level of community satisfaction with public services in Pematang Serai Village increased after community participation. This can be seen, in the table as follows:

Table 1. Level of Community Satisfaction with Public Services in Pematang Serai Village

| Indicators                  |  | Before Participation                       | After Participation   |
|-----------------------------|--|--|---|
| Satisfaction Level          |  | 60%  | 80%   |
| Reasons for Satisfaction    |  | Fast, easy, and cheap service              | Services are increasingly transparent, accountable, and quality |
| Reasons for Dissatisfaction |  | Service is slow, convoluted, and expensive | There are still officers who are less friendly and professional |

The table shows that the level of community satisfaction with public services in Pematang Serai Village increased after community participation. This can be seen from the increase in the percentage of people who are satisfied from 60% to 80%.

To increase the effectiveness of community participation in improving the quality of public services in Pematang Serai Village, several things need to be done, including:

1. Increase public understanding of public services

People need to have a good understanding of their rights and obligations as users of public services. This can be done through socialization and public education about public services.

2. Increase community capacity and competence

The community needs to have the capacity and competence to participate in village development. This can be done through community training and mentoring.

3. Improve facilities and infrastructure to support community participation

Village governments need to provide adequate facilities and infrastructure to support community participation. This can be in the form of facilities and infrastructure for meetings, communication, and information.

4. Improve coordination and cooperation between parties

Village governments, communities, and other relevant parties need to coordinate and work together effectively to improve the quality of public services. This can be done through forums for dialogue and cooperation.

### Conclusion

1. Community understanding of the importance of participation

The people of Pematang Serai Village already have a good understanding of the importance of participation in village development. This can be seen from the various activities carried out by the community, such as:

- a. Participated in the village meeting to discuss the construction of the village.
- b. Submit aspirations to the village government.
- c. Supervise the administration of the village.

2. Village government's alignment with community participation

The Pematang Serai Village Government has a strong commitment to encourage community participation in village development. This can be seen from the various efforts made by the village government, such as:

- a. Socialize about the importance of community participation.
- b. Provide facilities and infrastructure to support community participation.
- c. Accept people's aspirations openly.

3. Community togetherness and cohesiveness

The people of Pematang Serai Village have high togetherness and cohesiveness. This can be seen from the various activities carried out by the community, such as:

- a. Doing mutual assistance to build the village.
- b. Raising funds for village development.
- c. Support village development programs.

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