

PUBLIC SERVICE QUALITY TO IMPROVE PUBLIC SATISFACTION IN RELIGIOUS AFFAIRS OFFICE, CILAWU DISTRICT, GARUT DISTRICT

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Abstract: The purpose of this research is to find out the types of public services in the Cilawu District Religious Affairs Office, to understand the pattern of service used in the Cilawu District Religious Affairs Office, to identify factors that are influencing the quality of public services, and to analyze the quality of public services in the Cilawu District Office of Religious Affairs using the SERVQUAL method. This research shows that the Cilawu District Religious Affairs Office offers governmental, public, and general services to the public. Also, the pattern of service used in the Cilawu District Religious Affairs Office is the old public administration. Next, factors that influence the quality of public services in the Cilawu District Office of Religious Affairs are work motivation, communication skills, work experience, responsibility, leadership, and work environment. Lastly, the service quality at the Cilawu District Religious Affairs Office is good since the five aspects of SERVQUAL have positive feedback from the public.

Keywords: Public Service Quality, Public Satisfaction, Religious Affairs Office

Abstrak: Tujuan penelitian ini adalah untuk mencari tahu jenis pelayanan yang disediakan oleh Kantor Urusan Agama Kecamatan Cilawu pada masyarakat, memahami pola pelayanan yang digunakan di Kantor Urusan Agama Kecamatan Cilawu, mengidentifikasi faktor-faktor yang mempengaruhi kualitas pelayanan, serta menganalisa kualitas pelayanan publik di Kantor Urusan Agama Kecamatan Cilawu menggunakan pendekatan SERVQUAL. Hasil dari penelitian menunjukkan bahwa Kantor Urusan Agama Kecamatan Cilawu menyediakan pelayanan pemerintahan, kemasyarakatan, serta pelayanan umum pada masyarakat. Kemudian, pola pelayanan yang digunakan di Kantor Urusan Agama Kecamatan Cilawu adalah old public administration. Selanjutnya, faktor-faktor yang mempengaruhi kualitas pelayanan publik di Kantor Urusan Agama Kecamatan Cilawu adalah: motivasi kerja, kemampuan komunikasi, pengalaman kerja, rasa tanggung jawab pegawai, kepemimpinan, serta lingkungan kerja. Kemudian, kualitas pelayanan publik di Kantor Urusan Agama Kecamatan Cilawu adalah baik dengan kelima aspek mempunyai feedback yang positif dari masyarakat.

Kata Kunci: Kualitas Pelayanan Publik, Kepuasan Masyarakat, Kantor Urusan Agama

A. Introduction

Today many organizations or institutions are widely known by the public due to the success of these organizations. In general, an organization's success can be viewed from several perspectives, one of which is the perspective of management functions used by an organization. The management function consists of planning, organizing, actuating, and controlling. One that causes success for the organization is good planning. Aditama in his book argues that planning is the process of elaborating the goals to be achieved by the organization, developing strategies to achieve these goals, and developing plans for work activities within the organization.¹ In general, planning provides many benefits for humans. Humans who do planning well will not be easily stressed when working. In addition, good planning will make one's performance more regular. So, planning is an activity in which someone designs a strategy to achieve a goal.

The general concept of planning is designing strategies to achieve specific goals. If the organization has a goal to succeed, then the organization's stakeholders must have proper preparation. Organizational success can be measured from several dimensions: high sales, large

¹ RA. Aditama. *Introduction to Management*. (Malang: AE Publishing, 2020)

profits, high productivity, and customer satisfaction. Customer satisfaction can be achieved by several methods: output products from quality companies and quality services. Services can have an impact on customer satisfaction. It follows the research results Putra conducted at the Blitar City Civil Registry Office.² According to them, the quality of public services has a dominant influence on people's satisfaction. According to Ruhayati, services satisfy the needs of someone with no form.³ Service means involving the community or the public as the object of activities to fulfill these needs. Al-Fikry says that public services are all types of moving needs provided by government agencies, either in the form of government goods or services, to implement the regulations contained in the law.⁴ Public services have the goal of meeting the needs of society for society, both the need for goods and services. Therefore, it can be concluded that public service is an activity to meet the community's needs for government carried out by government agencies or other institutions related to the government.

Public service is essentially a way to meet the community's need for government which is carried out by government organizations or other organizations directly related to the government. Service activities carried out by the government contain interactions carried out by the organization with customers. When public services are carried out, the community is expected to feel satisfied with the government's contribution to improving the quality of people's lives. In addition, public services aim to make the community and the government have good relations.

One of the goals of public service is the creation of good relations between the government and the community. This goal contains a very high spiritual aspect. Good relations between the government and the community will be created if a public service is carried out well. Islam teaches that fellow Muslims should maintain good relations with one another. Therefore, good relations are the main goal in public service activities. Allah SWT says in QS Al-Hujurat verse 10:

إِنَّمَا الْمُؤْمِنُونَ إِخْوَةٌ فَأَصْلِحُوا بَيْنَ أَخَوَيْكُمْ وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُرْحَمُونَ

Meaning "Indeed, those who believe are brothers, therefore make peace (improve relations) between your two brothers. So fear Allah so that you all will be blessed."

Hamka says that a Muslim with faith grows in his heart and will feel that other people who share his faith are his brothers. Hamka also said that when a Muslim realizes the brotherhood among believers, personal interests will be removed from that person and replaced with religious interests.⁵ Meanwhile, Shihab argues that the word "brother" in verse means a sibling who comes from the same family or sibling.⁶ Shihab explained that the word brotherhood in verse implies that brotherhood can be established if two groups have the same vision and mission. Muslims expect the pleasure of Allah SWT. Therefore, to achieve this goal, Muslims should obey Allah's commands and avoid all of His prohibitions.

Covid-19 is the name of a disease that was first discovered in 2019. Covid-19 has a high-speed of spread. Therefore, Covid-19 spread rapidly until it finally became a pandemic. As a result of the rapid spread of the Covid-19 case, many aspects of life are hampered. One aspect of life that the rapid spread of Covid-19 has hampered is public services. Before the Covid-19 pandemic, services were carried out typically. After the Covid-19 pandemic, the service system was changed to a special one, with implementation having to follow the health protocol set by

² DG. Putra. "The Effect of Service Quality on Community Satisfaction (Study at the Blitar City Population and Civil Registration Office)" *Journal of Public Administration (JAP)*, (2015): 2118-2122.

³ Ruhayati. *The Effect of Administrative Service Quality and Quality of Hajj Ritual Guidance on Satisfaction of Pilgrims in the Hajj Guidance Group (KBIH) Takhobbar Ketintang Surabaya*. (Surabaya, 2012)

⁴ MI. Al-Fikry. *Village Service System in Community Perspective (Case Study of Public Services in Samir Village, Sat Sampayan District, Gresik Regency)*. (Surabaya, 2018).

⁵ Hamka. *Interpretation of Al-Azhar*. (Changi: National Library of PTE Ltd, 1965).

⁶ MQ. Shihab. *Interpretation of Al-Mishbah*. (Jakarta: Heart Lantern, 2002).

the government. Health protocols are implemented to suppress the spread of the Covid-19 virus. Due to changes in the service system, the quality of public services has decreased. The people affected by this change are adults and the elderly because they have to adapt to the new service system. Therefore, when services are carried out, there is often miscommunication or gaps in communication between the customer and the service provider. Therefore, the researchers concluded that the Covid-19 pandemic had changed the public service system.

Covid-19 has changed the public service system. Services must meet health protocol standards set by the Indonesian government. If the Covid-19 pandemic is over, the service system will return to normal. When the Covid-19 pandemic ends, service providers must adjust again because people will gather again as before. Therefore, service providers must prepare to provide the best service after the pandemic.

One of the government agencies whose job is to meet the community's needs is the Office of Religious Affairs or KUA. KUA is an agency operating under the auspices of the Ministry of Religion of the Republic of Indonesia. KUA is known and needed by the community because KUA can help take care of matters related to various religious needs, one of which is marriage. The KUA can also help with matters related to waqf, zakat, inheritance, and mosques. Offices of Religious Affairs are scattered in every district in Indonesia. One of the Religious Affairs Offices located in Indonesia is the Office of Religious Affairs in Cilawu District, Garut Regency. The Cilawu District Office of Religious Affairs covers 18 villages in the Cilawu District. People hold the services provided by the Office of Religious Affairs to the public with a lot of experience in the field of public administration. For this explanation, the researcher intends to choose the Cilawu District Office of Religious Affairs as the object of this research.

Researchers hope that this research can contribute to the development of society, institutions, and countries. This research focuses on public services. Public services will create trust and good relations between the government and the community. In addition, community needs that the government meets can make people feel comfortable living in an area. If the agency provides quality service, the community will be satisfied. If people are satisfied, then the quality of people's lives will increase.

Researchers also hope that this research can contribute to similar scientific developments. Public services are often associated with institutions operating under the auspices of the government. In reality, service is related to almost all aspects of life, such as reception at a hotel, reception of customers at a restaurant, and at one's home. Researchers hope that the results of this study will add to the list of references and open the horizons of thinking for researchers who will conduct similar research.

Based on the explanation the researcher has written above, the researcher concludes that public service is essential and cannot be separated from life. Public services are found in almost all aspects of life. Quality service will produce satisfied customers or guests. In addition, quality service will create a good relationship between service providers and customers. Indonesia is a country that has many agencies engaged in public administration services. One agency that provides public services is the Office of Religious Affairs in Cilawu District. Based on the explanation above, the researcher intends to conduct a study entitled "Quality of Public Services to Increase Community Satisfaction in the Religious Affairs Office of Cilawu District, Garut Regency."

B. Literature review

1. Public Service Quality

Quality is a word used to measure the level of good or bad something. Putra says that quality is a word used to measure the suitability of something with certain specifications.⁷ At the same time, service, according to the American Marketing Association in Hardiyansyah, is a

⁷ DG. Putra. "The Effect of Service Quality on Community Satisfaction (Study at the Blitar City Population and Civil Registration Office).

means of satisfying needs offered to other people by a party that is intangible and does not result in ownership.⁸ Meanwhile, according to Ruhayati, service is a valuable tool for satisfying human needs, which generally have no form.⁹ Hardiyansyah in Al-Fikry argues that service aims to meet human needs offered by an institution or agency to people who have needs for goods or services from other parties separately.¹⁰ Based on the explanation above, it can be concluded that service quality is a measure used to assess the level of service delivery an institution provides to people who need goods or services from other parties, such as the government.¹¹

Service quality, in general, is a measure of the assessment of a service activity carried out by government agencies or institutions in the community. If service activities occur, then there are helping activities. Please help is done by the agency to the people who need help. Islam teaches humans to help each other, especially in terms of goodness. Allah SWT says in QS Al-Maidah verse 2:

تَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ

The meaning is "Please help all of you in goodness and piety and do not help you all in ugliness and misguidance."

Shihab argues that this verse is the most essential guideline in social life.¹² Suppose humans want to have good relationships with other people around them, such as family, friends, and acquaintances. In that case, this verse can be used as a guideline for having good relationships. Shihab believes that good relations are created by people who have good intentions in socializing. One of these good intentions is proven by a person's willingness to help others in need. However, the help given must be on good terms. Help given in things that are bad or bring damage is prohibited by Islam. Meanwhile, this verse, according to Hamka, is a verse that contains a lesson from Allah SWT to humans about the equal distribution of work so that the burden borne by fellow humans can be reduced.¹³

The same topic is also discussed by Allah SWT in the Qur'an in surah Al-Hujurat verse 10. The following is a snippet of verses from QS Al-Hujurat verse 10:

إِنَّمَا الْمُؤْمِنُونَ إِخْوَةٌ فَأَصْلِحُوا بَيْنَ أَخَوَيْكُمْ وَاتَّقُوا اللَّهَ لَعَلَّكُمْ تُرْحَمُونَ

Meaning "Indeed, those who believe are brothers, so reconcile (improve relations) between your two brothers and fear Allah so that you all will be blessed."

Hamka argues that this verse contains a lesson that a Muslim who has believed or has grown faith in his heart will feel that other Muslims are brothers, regardless of the Muslim's lineage, class, and position.¹⁴ When Muslims are aware of their brotherhood among fellow Muslims, the worldly goals of the Muslim will slowly be reduced and replaced with the interests of the hereafter. It correlates with the verse about the command to help each other in terms of goodness. Meanwhile, according to Shihab, the verse contains a more specific meaning.¹⁵ The pronunciation of "Ikhwan" in this verse refers to sibling brotherhood. Shihab also said a good relationship can be established if both parties have the same goal or vision. The goal is to get the pleasure of Allah SWT. Therefore, to achieve this goal, Muslims adhere to religious provisions. Based on the explanation above, the researcher concludes that service activities carried out by people of faith will result in good relations. That is because believers will uphold religious provisions and prioritize helping each other in goodness.

⁸ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

⁹ Ruhayati. *The Effect of Administrative Service Quality and Quality of Hajj Ritual Guidance on Satisfaction of Pilgrims in the Hajj Guidance Group (KBIH) Takhobbar Ketintang Surabaya*. (Surabaya, 2012).

¹⁰ MI. Al-Fikry. *Village Service System in Community Perspective (Case Study of Public Services in Samir Village, Sat Sampayan District, Gresik Regency)*. (Surabaya, 2018).

¹¹ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

¹² MQ. Shihab. *Interpretation of Al-Mishbah*. (Jakarta: Heart Lantern, 2002).

¹³ Hamka. *Interpretation of Al-Azhar*. (Changi: National Library of PTE Ltd, 1965).

¹⁴ Hamka. *Interpretation of Al-Azhar*.

¹⁵ MQ. Shihab. *Interpretation of Al-Mishbah*. (Jakarta: Heart Lantern, 2002).

2. Community Satisfaction

Satisfaction is the Indonesian translation of the word satisfaction. Satisfaction, according to Koetler and Keller in the journal *Panjaitan*, is a reaction that arises from a customer to the results of a comparison between impressions and expectations of a product he consumes.¹⁶ In the same journal, Lovelock and Wright argue that satisfaction is an emotional reaction that arises from a person after making a business transaction, such as: happy, sad, disappointed, and neutral. Panjaitan and Yuliawati argue that public satisfaction with service companies has a different meaning from public satisfaction with goods companies. According to Panjaitan and Yuliawati, public satisfaction with service companies can be interpreted as the alignment of consumer expectations with the reality received regarding the services provided to the community.

Satisfaction is a reaction that arises from the results of a comparison between expectations and the reality received by individuals or groups related to a transaction, whether service or business. Public satisfaction has a vital role in improving the quality of public services. Tjiptono argues in Hardiyansyah that community satisfaction benefits service providers, including creating harmonious relationships between the community and service providers, increasing the reputation of service providers, and increasing profits received by service providers for-profit service providers.¹⁷

C. Research methods

This study uses a qualitative approach. Bachri in Ardhani explains that qualitative research is a study that examines and explains an event, occurrence, social change, or the results of a person's thoughts. Sukmadinata argues in Ardhani that qualitative research is inductive research. According to Ardhani, inductive is an idea that depends on manipulating data from various general or special cases. These numerous cases were then developed to produce a conclusion that others could understand.¹⁸

Furthermore, Afrizal argues in Ainiyah that qualitative research does not use calculations.¹⁹ That is, there is no need to quantify the data obtained in the field. Based on the description above, it can be concluded that qualitative research does not use calculations or calculations in presenting the data but uses an inductive approach.²⁰

The type of research used in this research is a case study. According to Kusmarni, a case study is a research method that examines a bound system or cases that have occurred repeatedly using in-depth data collection and involves extensive information on a research object. Creswell in Kusmarni explains that data collection methods that can be used in this type of case study research include: interviews, observations, audio-visual materials, documentation, and reports.²¹ Meanwhile, according to Yin, case studies are empirical research on a phenomenon that occurs in the real world, especially when the boundary between the phenomenon and the context is still vague.²² Based on the description of the case study above, the researcher concludes that a case study is a type of research focusing on examining a phenomenon that occurs in a place using extensive information assistance.

D. Results and Discussion

¹⁶ JE. Panjaitan. "The Influence of Service Quality on Customer Satisfaction at JNE Bandung Branch," *DeReMa Journal of Management*, (2016) 265-289.

¹⁷ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

¹⁸ AF. Ardhani, AF. *Organizational Flexibility Strategy in Efforts to Maintain Physical Capability during the COVID-19 Pandemic for Employees of the Office of the Ministry of Religion in Surabaya City*. (Surabaya, 2020)

¹⁹ AR. Ainiyah. *Productive Zakat Distribution Activities for MSME Empowerment in Lazismu Gresik Regency*. Surabaya, 2021

²⁰ AR. Ainiyah. *Productive Zakat Distribution Activities for MSME Empowerment in Lazismu Gresik Regency*

²¹ Kusmarni, Y. *Case study*. (Yogyakarta: UGM Press, 2012).

²² RK. Yin. *Application of Case Study Research*. (Thousand Oaks: SAGE Publishing, 2011).

1. Types of Public Services

Every government agency engaged in public services has the types of public services offered. This type of public service refers to the theory put forward by Mahmudi in Hardiyansyah.²³ The type of service in question is the service of essential and general needs.

The source said that the services provided by the KUA of Cilawu District included marriage registration, marriage registration, reconciliation, and consultation on other religious matters, such as zakat, waqf, Qibla, Sakinah family development, and mosques. Referring to the theory put forward by Mahmudi in Hardiyansyah, it can be concluded that the Cilawu District KUA offers services and administrative services to the community.²⁴ Services and administrative services are part of public services. Therefore, it can be concluded that the Cilawu District KUA provides public service to the community.

Meanwhile, when viewed from the types of public services described by the State Administration Agency in Hardiyansyah, the KUA of Cilawu District provides government services.²⁵ It is because the KUA of Cilawu District provides services related to licensing for marriage. However, the KUA of Cilawu Subdistrict can also be said to provide community services because it includes granting permits to build mosques. In addition to community services, the Cilawu District KUA provides permits to carry out construction. Therefore, the KUA of Cilawu District also provides development services. Therefore, based on the findings in the field, if the researcher refers to the theory from the State Administrative Institute, the researcher concludes that the Cilawu District KUA provides government, community, and development services.

2. The Pattern of Public Service

Every government agency engaged in public service in its work has a pattern of service. When referring to Hardiyansyah's theory of public service patterns, this pattern is PTSP, or one-stop integrated service. One-door integrated service is a pattern of services provided to make it easier for people to meet their service needs. Based on research results from Wakhid, OSS or PTSP is a service pattern that provides convenience regarding licensing.²⁶

If viewed from the opinion expressed by the informants, the KUA of Cilawu District has not yet implemented PTSP. It is because there are no instructions and initiatives to implement PTSP. So far, people who come to be served by KUA employees have understood that people must have complete documents related to their service needs. Therefore, based on informants' opinions, it can be concluded that the KUA of Cilawu Subdistrict has not used the one-stop integrated service pattern or PTSP.

Then, based on the researcher's findings regarding the service pattern implemented at the KUA of Cilawu Subdistrict, it can be concluded that the KUA of Cilawu Subdistrict still adheres to a service pattern called the *Old Public Administration*. In papers compiled by Ashanti, Old Public Administration is a thought put forward by Woodrow Wilson and Frederick Winslow Taylor.²⁷ Broadly speaking, the pattern of service with the OPA approach is a service that is managed directly by a government agency. Jati believes that in OPA, community participation in government activities is minimal. The performance of the Cilawu District KUA is fully supervised by the Ministry of Religion of Garut Regency. Therefore, the KUA of the Cilawu Subdistrict still applies the OPA or *Old Public Administration service pattern*.

Furthermore, the KUA of Cilawu Subdistrict, in implementing its service,s has implemented an online-based service pattern. The implementation has not been in total. Based

²³ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

²⁴ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

²⁵ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

²⁶ AA. Wakhid "Public Service Reform in Indonesia," *Journal of TAPIS Journal of Islamic Political Aspirations Binoculars*, (2017): 53-59.

²⁷ IR. Ashanti *The Classical Public Administration Paradigm*. (Jakarta, 2018).

on the informant's opinion, the Cilawu District KUA uses the Zoom platform to provide pre-marital coaching to every couple who is about to get married. The problem faced by the Cilawu District KUA in implementing online-based services is the lack of understanding that the community has in using technology. The implementation of online coaching using Zoom was carried out as a response to the COVID-19 pandemic in Cilawu District. Therefore, it can be concluded that the KUA of Cilawu District has implemented online-based services in its service activities.

3. Factors Affecting the Quality of Public Services

Several factors influence the quality of public services in practice. Hardiyansyah cites these factors in his essay.²⁸ These factors include work motivation, communication skills, experience, responsibility, leadership, and work environment.

Based on informants' opinions, all of these factors influence the quality of public services carried out at the KUA of Cilawu District. It is evidenced by the observations showing that when employees experience minor illnesses, they still insist on working and serving the community. Therefore, based on the findings obtained in the field, it can be concluded that the factors described by Hardiyansyah follow the reality at the KUA of Cilawu District.

The influence of work motivation on the quality of public services at the KUA of Cilawu Subdistrict lies in the atmosphere created during the service activities. The informants argued that the atmosphere during service activities became livelier when they were motivated. Then, when the employee is motivated, the employee's condition becomes more active and cheerful. Therefore, based on informants' opinions, it can be concluded that work motivation can impact the quality of service at the KUA of Cilawu District. The results of observations at the KUA of Cilawu District also corroborate this. Every day employees are always motivated to do their job. Therefore, employees become more active and happier when serving the community.

Next is communication skills. The effect of communication skills on the quality of service at the Office of Religious Affairs in Cilawu District lies in the quality of the interactions generated during the service. Based on informants' opinions, the ability to communicate is related to the atmosphere created during service activities. If employees have good communication skills, good interactions will be created. If a good interaction is created, then the impression from the community will increase. Therefore, based on informants' opinions, it can be concluded that communication skills affect the quality of service at the KUA of Cilawu District. The results of observations at the KUA of Cilawu District corroborate this. Every employee who works at KUA is sociable and has good communication skills. It is evidenced by employees who always have topics to discuss with the community during service activities.

After communication skills are employee work experience, the influence of employee work experience on the quality of public services at the KUA of Cilawu Subdistrict lies in the decisions taken while serving the community. Based on the opinions of informants, the community has various characteristics. If the employee has experience working as a service provider to the community, then the employee will know what steps to take when performing the service. It is corroborated by the observation that KUA employees have worked at KUA for a long time. Then, when carrying out service activities, the employee did not look slightly confused.

The next factor is the employee's sense of responsibility toward his work. The influence of this factor on the quality of service at the KUA of Cilawu District lies in the commitment of employees to do their job in any situation. KUA Cilawu District has SOPs and service announcements that every employee must obey. Based on the opinion of the informants, employees are always responsible for their work. In this case, the responsibility is to provide excellent service to the community. Employees are required to continue to provide excellent service even in an emergency. It is evidenced by the observations that employees, even though

²⁸ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

sick, still insist on coming to the office to carry out their responsibilities as service providers for the community.

Then the next factor is leadership. The influence of leadership on service quality at the KUA of Cilawu District lies in the solidarity employees possess. The leader is a figure who influences each of his subordinates to achieve the goals of the agency/institution. Based on informants' opinions, leadership at KUA impacts service quality because every employee is responsible to the leader. Then, every employee at the KUA of Cilawu District does not work alone. Therefore, the leader influences the quality of service at the KUA of Cilawu Subdistrict because the leader ensures that every employee works according to the applicable SOP and does not deviate. It is corroborated by the observation that leaders at the KUA of Cilawu District always instruct every employee to work appropriately and comply with the applicable SOPs. The last factor is the work environment. The influence of the work environment on service quality at the KUA of Cilawu District lies in the sense of comfort provided to employees or the community during service activities. Based on the opinion of the informants, a good work environment will provide a sense of comfort for both employees and the community. Therefore, the quality of the work environment is well maintained by all elements in the KUA of Cilawu District. It is evidenced by the observation that every employee has a good relationship with one another and the condition of the office is always clean every day.

4. Assessment of the Quality of Public Services at the Office of Religious Affairs in Cilawu District

A government agency engaged in public services has a service object. The object of the service is the community. In its implementation, the community will provide *feedback* or feedback to agencies regarding the impression and message of the service received by the community. Zeithaml, Berry, and Parasuraman in Hardiyansyah argue that a method can be used to assess the quality of service in a government agency.²⁹ The method is called SERVQUAL. The SERVQUAL method is an empirically developed method that can be used to improve service quality. This method relies on understanding and perceptions owned by customers. The assessment dimensions contained in SERVQUAL are as follows: tangible, reliability, responsiveness, assurance, and empathy.

The first aspect is *tangible*. According to Merriam-Webster, Tangible can be seen and felt by the naked eye. SERVQUAL is the availability of facilities and infrastructure that support public service activities. Based on the opinion of the resource person, KUA Cilawu District has complete facilities and infrastructure.³⁰ According to them, the KUA is a government agency responsible for providing public services. In addition, the facilities and infrastructure at the KUA of Cilawu District are suitable for use but need to be updated along with technological advances. In practice, KUA employees, in carrying out their work, use privately owned items that do not fully use the equipment available in the office. Therefore, the facilities and infrastructure in the KUA of Cilawu District are well maintained due to minimal use. Based on the results of observations, the following are the facilities and infrastructure in the KUA of Cilawu District:

- 1) Sitting room
- 2) Marriage Hall
- 3) Headroom
- 4) Kitchen space
- 5) Bathroom
- 6) Two *sets* of computers
- 7) Two *sets* of printers
- 8) One *set* of scanners

²⁹ Hardiyansyah. *Public Service Quality*. (Yogyakarta: Gava Media, 2018).

³⁰ Merriam-Webster. (2022, January 12). *Merriam-Webster Dictionary*. Retrieved from Merriam-Webster: <https://www.merriam-webster.com>

9) Internet Network

The second aspect is *reliability*. According to Merriam-Webster, reliability is a person's condition when he is reliable. In this study, the object of evaluation is the ability of each employee to do his job and the ability of the employee to operate the tools related to the service's success.³¹ The informant thinks that the KUA of Cilawu District has good reliability. It is evidenced by the expertise of each employee in operating the tools available at the KUA. The resource person also believes that it is motivated by the responsibility of every employee to provide excellent service to the community.

Meanwhile, according to informants 1-5, reliability is a must for every KUA employee. It is because KUA employees have the principle to provide excellent service to the community. In addition, every KUA employee is experienced in doing his job. Therefore, the use of service aids is an easy matter. The results of observations at the KUA of Cilawu District also corroborated it. Every KUA employee is a person who has experience working in the public service sector. Therefore, they are good at operating tools for service activities such as computers, printers, and Ms. applications. The office, especially Ms. Word and Ms. Excel. Based on this explanation, the researchers concluded that the KUA of Cilawu District had good reliability.

The next aspect is *responsiveness*. According to Merriam-Webster, Responsiveness is the speed with which a person responds and reacts.³² In this study, what is assessed from responsiveness is the alertness of each employee in responding to problems experienced by the community. Based on the interviews with the informants, it can be concluded that the informants were satisfied with the responsiveness of the employees. According to the source, it is evidenced by employees who don't make guests wait long. It was then corroborated by the opinion of the resource persons that KUA employees were required to be swift in serving the community. The reason is that the KUA of Cilawu District has a service announcement in which sanctions will be given to the violator if the notification is violated. The results of observations at the KUA of Cilawu District also corroborated it. When guests arrive, KUA staff immediately welcome them and ask for guest needs. Afterward, guests will be transferred to the section that handles guest needs. Therefore, based on the findings of data from observation and interviews, it can be concluded that the employees of the Cilawu District KUA have good response skills in serving the community.

The next aspect is *assurance*. Assurance in Merriam-Webster is an activity to calm other people.³³ Assurance can also be interpreted as a promise. In this study, what is being assessed in the assurance aspect is the knowledge and courtesy possessed by KUA employees in Cilawu District. Based on the opinion of the sources, KUA, Cilawu District, has polite and knowledgeable employees. It is evidenced by employees asking questions about the community's problems. The opinion of the resource person from the KUA then reinforced it. KUA employees are required to provide friendly services to the community. It aligns with *the Standard Operational Procedure*, or SOP, implemented at KUA. One of the points in the SOP is that employees must perform services in a friendly and courteous manner to the public. It was also corroborated by the observations made at the KUA of Cilawu District. In serving the community, KUA employees in Cilawu District use good words and are friendly to the community. Therefore, the researcher concludes that the KUA of Cilawu District has reasonable *assurance*.

The last assessment aspect is *empathy*. According to Merriam-Webster, empathy is a person's condition when understanding, realizing, and feeling the phenomena around him without involving his personal feelings.³⁴ In SERVQUAL, there are many assessment objects in the aspect of *empathy*. In this study, the object of assessment was the attention given by the Cilawu District Office of Religious Affairs employees to the problems faced by the community.

³¹ Merriam-Webster. (2022, January 12). *Merriam-Webster Dictionary*.

³² Merriam-Webster. (2022, January 12). *Merriam-Webster Dictionary*.

³³ Merriam-Webster. (2022, January 12). *Merriam-Webster Dictionary*.

³⁴ Merriam-Webster. (2022, January 12). *Merriam-Webster Dictionary*.

Based on the informant's opinion, the Cilawu District KUA employees have good empathy. It is evidenced by employees who are interested in understanding the background of the problems faced by the community. Then, it was corroborated by the results of observations at the KUA of Cilawu District. Employees are interested in understanding the background of the problems every community faces. It is intended that employees can have a clear understanding of the problems faced by the community. Based on this explanation, the researcher concluded that the KUA of Cilawu District has human resources which have high empathy. Based on the informants' opinions and findings in the field about the quality of service at the KUA of Cilawu District, the researchers concluded that the KUA of Cilawu District had good service quality. The five aspects used as assessment dimensions have good value.

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