

Measuring the Level of Public Service Quality Using SERVQUAL Method in Gayungan Village, Surabaya City

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ABSTRACT

Kelurahan (village office) is the working area of lurah (village head), serving as a regional apparatus for developing economic facilities and public services. In this context, Gayungan Village has many problems arising from public opinion related to population registration, the need for correspondence, and the management of social assistance. Therefore, this research aimed to measure the level of public service quality as an evaluation material focused on tangibility, reliability, responsibility, assurance, and empathy dimensions. A quantitative analysis was adopted using service quality (servqual) method. The results showed that there was a discrepancy between expectations and reality in all dimensions. Tangibility, reliability, responsibility, assurance, and empathy dimensions obtained a gap value of -0.91, -1.06, -1.16, -1.04, and -0.88, respectively. Meanwhile, the improvement of public service quality should be carried out to appropriately meet the wishes and needs of the public.

Keywords: *dimension; quality; questionnaire; public; servqual*

ABSTRAK

Kelurahan merupakan wilayah kerja lurah sebagai perangkat daerah kota berfungsi sebagai pusat penyelenggaraan, pengembangan, pembangunan fasilitas ekonomi, dan pelayanan masyarakat. Kelurahan Gayungan memiliki banyak permasalahan yang timbul dari opini publik terkait pelayanan yang diberikan, seperti pencatatan kependudukan, keperluan surat menyurat, dan pengelolaan bantuan sosial dari pemerintah. Tujuan penelitian untuk mengukur tingkat kualitas pelayanan publik sebagai bahan evaluasi

yang berfokus pada lima dimensi kualitas jasa, yaitu *tangibility*, *reliability*, *responsibility*, *assurance*, dan *empathy*. Penelitian dilakukan menggunakan analisis kuantitatif dengan metode *service quality (servqual)*. Hasil penelitian didapatkan bahwa adanya nilai kesenjangan antara harapan dan realita pada seluruh dimensi. Dimensi *tangible* didapatkan nilai gap sebesar -0.91, dimensi *reliability* -1.06, dimensi *responsiveness* -1.16, dimensi *assurance* -1.04, dan dimensi *empathy* -0.88. Perbaikan tingkat kualitas pelayanan publik perlu dilakukan agar memenuhi keinginan dan kebutuhan masyarakat dengan tepat.

Kata kunci: dimensi; kualitas; pelayanan; publik; servqual.

INTRODUCTION

Public service is the activity of state administration to meet the needs and interests of the community (Zamroni & Widodo, 2019). This is because government officials carry out the process in relation to population administration (Yandra, 2019). Decree of the Minister for Administrative Reform Number: 63/KEP/M.PAN/7/2003 concerning general guidelines for the implementation of public service is related to procedures, requirements, officer capabilities, speed, fairness in obtaining service, the certainty of costs and schedules, and consequences for improving public service quality. The level of need is very high (Farah, 2018) since Gayungan Village is the center of the public in carrying out all forms of government administration before referring to the sub-district.

According to the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017 concerning guidelines for preparing satisfaction surveys for public service-providing units, Gayungan Village has several problems regarding public service

quality in population administration and civil registration. The following is survey data regarding the level of public service quality using government services. In addition, there were complaints related to government service at Gayungan Village office in Surabaya City. Based on the 102 respondents who filled out the survey, only 89.2% complained about service.



Figure 1. 1 Service Quality Survey Data in Gayungan Village (source: processed data)

The part of service complained about was the manufacture of government products namely ID cards, family cards, as well as birth and death certificates. Service is handled by the Department of Population and Civil Registration. Therefore, this research aims to measure public service quality by assessing users based on five dimensions (Dahlia & Lubis, 2020).

METHOD

This research was conducted to analyze service satisfaction using service quality (servqual) method in Gayungan Village office, Surabaya City. Quantitative analysis was used to process the data obtained by distributing questionnaires to the predetermined respondents. The population consisted of the community around the sub-district who have received public service in Gayungan sub-district office, Surabaya City. A total of 100 respondents were used according to the calculations of the slovin theory.

Convenience sampling method was used to select respondents after

meeting the criteria (Farah, 2018). The stages of the research started with making a questionnaire and testing the measuring tool. Subsequently, the validity and reliability of the measuring instrument were analyzed before conducting normality test. A parametric hypothesis test was performed when the data was normal, while a non-parametric hypothesis test was carried out when the data was not normal. The final stage was a gap test used as material to measure public service quality based on the five dimensions. The dimensions included reliability, responsiveness, assurance, empathy, and tangibility (Saputro et al, 2021).

Table 1 Variables and Attributes of Questionnaire Statements

Dimension	Code	Statement Attributes	Source
Tangibility	A1	The facilities of Gayungan sub-district office are very supportive and complete for service activities.	Kesuma (2019)
	A2	Village office provides a comfortable waiting area for service activities.	Kesuma (2019)
	A3	Lighting conditions in Gayungan sub-district office looks good.	Kesuma (2019)
	A4	Village office has a parking lot.	Aldilla (2018)
	A5	Service desk is clean and comfortable.	Aldilla (2018)
	A6	Service provided is consistent with standard procedures and requirements in Gayungan Village.	Permenpan RB Nomor 14 Tahun 2017
	A7	Village location is easy to reach.	Erika & Muhlisah (2019)
Reliability	B1	Service completion time in accordance with the target time.	Aldilla (2018), Permenpan RB Nomor 14 Tahun 2017
	B2	Service is carried out in line with SOP.	Aldilla (2018), Permenpan RB Nomor 14 Tahun 2017

Dimension	Code	Statement Attributes	Source
Responsiveness	B3	Service procedure is easy to understand.	Erika & Muhlisah (2019), Permenpan RB Nomor 14 Tahun 2017
	B4	Employees have the competence to accommodate in their fields.	Permenpan RB Nomor 14 Tahun 2017
	C1	Readiness of village official in dealing with village people who want to carry out service activities.	Kesuma (2019), Permenpan RB Nomor 14 Tahun 2017
	C2	Quick in helping overcome difficulties related to service mechanisms in the village.	Kesuma (2019), Permenpan RB Nomor 14 Tahun 2017
	C3	Employees follow up on public complaints.	Aldilla (2018), Permenpan RB Nomor 14 Tahun 2017
Assurance	C4	Employees are willing to accept complaints from the public.	Permenpan RB Nomor 14 Tahun 2017
	D1	Village officials are always responsible and correct mistakes that occur related to service provided.	Kesuma (2019), Permenpan RB Nomor 14 Tahun 2017
	D2	Employees are always polite and friendly to public service users in the village.	Kesuma (2019), Permenpan RB Nomor 14 Tahun 2017
	D3	Establish good communication between the community and employees.	Aldilla (2018)
	D4	Security in getting service.	Aldilla (2018)
	D5	Fairness in administrative costs for village services.	Erika & Muhlisah (2019), Permenpan RB Nomor 14 Tahun 2017

Dimension	Code	Statement Attributes	Source
Empathy	D6	Fixed service schedule.	Erika & Muhlisah (2019)
	E1	Employees provide input or understanding of the problem.	Kesuma (2019)
	E2	The desire of the employee or staff in receiving suggestions.	Erika & Muhlisah (2019)
	E3	Employees do not discriminate between people in carrying out service in the village.	Permenpan RB Nomor 14 Tahun 2017

RESULTS AND DISCUSSION

The stages of data processing are carried out after the respondents' data in the questionnaire is collected. The first stage is to test the validity and reliability of the data. Subsequently, the data considered valid and reliable is tested for normality using Cronbach's Alpha. The final stage is to test the hypothesis using the non-parametric Wilcoxon Test and measure the average value of the gap between expectations and service evaluation.

Gayungan sub-district consists of 7 RWs and 65 RTs listed in the secondary data on the website. Based on the Central Bureau of Statistics City of Surabaya in 2020, the total size of the population is 12,454 people (BPS Kota Surabaya, 2021). The number of respondents obtained during the distribution of questionnaires is 107. The data on filling out the research questionnaire dominated by male society with 55% compared to 45% for females. The number is directly proportional to the data listed in the Central Bureau of Statistics for Surabaya City. The males dominated the data on filling out research questionnaires compared to females. Respondents who

filled out the most questionnaires were aged between 33 to 40 years, with a percentage of 33%. The second highest was in respondents above 40 years, with a percentage of 22%. The ages of 17 to 22, 28 to 32, and 23 to 27 years had a percentage of 17%, 16%, and 12%, respectively. Based on the statistical data, the highest numbers were among employees, with a percentage of 25%. Respondents' data are dominated by private employees visiting Gayungan Village.

The first stage is processing the data by testing the validity and reliability. The results of the validity test of all five dimensions' attributes related to the expectations and reality in the questionnaire show that the questions are valid measuring instruments. This is based on the significant value of less than 0.05 (Hair et al, 2010) and the question items have been able to carry out the measuring function. Moreover, Cronbach's Alpha results on all dimensions used as research measuring instruments were declared reliable with a value of > 0.60 (Taber, 2017). This shows the frequency of asking respondents at different times, and the results are in the average answer.

Tabel 2 Expectation Normality Test Results (source: processed data)

Tests of Normality							
Kolmogorov-Smirnova							
Indicator	Stat.	Df	Sig.	Indicator	Stat.	Df	Sig.
AH1	0.288	107	< 0.0001	AE1	0.21	107	< 0.0001
AH2	0.272	107	< 0.0001	AE2	0.275	107	< 0.0001
AH3	0.366	107	< 0.0001	AE3	0.273	107	< 0.0001
AH4	0.43	107	< 0.0001	AE4	0.296	107	< 0.0001
AH5	0.358	107	< 0.0001	AE5	0.364	107	< 0.0001
AH6	0.345	107	< 0.0001	AE6	0.382	107	< 0.0001
AH7	0.362	107	< 0.0001	AE7	0.471	107	< 0.0001
BH1	0.334	107	< 0.0001	BE1	0.431	107	< 0.0001
BH2	0.449	107	< 0.0001	BE2	0.4	107	< 0.0001
BH3	0.391	107	< 0.0001	BE3	0.391	107	< 0.0001
BH4	0.349	107	< 0.0001	BE4	0.519	107	< 0.0001
CH1	0.471	107	< 0.0001	CE1	0.411	107	< 0.0001
CH2	0.498	107	< 0.0001	CE2	0.384	107	< 0.0001
CH3	0.352	107	< 0.0001	CE3	0.387	107	< 0.0001
CH4	0.471	107	< 0.0001	CE4	0.375	107	< 0.0001
DH1	0.496	107	< 0.0001	DE1	0.484	107	< 0.0001
DH2	0.512	107	< 0.0001	DE2	0.478	107	< 0.0001
DH3	0.347	107	< 0.0001	DE3	0.353	107	< 0.0001
DH4	0.475	107	< 0.0001	DE4	0.357	107	< 0.0001
DH5	0.373	107	< 0.0001	DE5	0.434	107	< 0.0001
DH6	0.475	107	< 0.0001	DE6	0.344	107	< 0.0001
EH1	0.372	107	< 0.0001	EE1	0.488	107	< 0.0001
EH2	0.443	107	< 0.0001	EE2	0.298	107	< 0.0001
EH3	0.438	107	< 0.0001	EE3	0.405	107	< 0.0001

The results show that all the questions are valid measuring instruments based on a significant value of less than 0.05 (Hair et al, 2010).

Therefore, the question items have been able to carry out the measuring function or provide results for the purpose.

Table 3 Wilcoxon Test Results (source: processed data)

Test Wilcoxon Test						
Indicator	X	Y	G	GD	Sig.	Ket .
Tangibility						
A1	3.05	4.34	-1.29	-0.91	< 0.0001	H0 Rejected

Test Wilcoxon Test						
Indicator	X	Y	G	GD	Sig.	Ket .
A2	3.83	4.16	-0.33		< 0.001	H0 Rejected
A3	2.65	3.89	-1.24		< 0.0001	H0 Rejected
A4	2.40	4.67	-2.27		< 0.0001	H0 Rejected
A5	3.92	4.53	-0.61		< 0.0001	H0 Rejected
A6	4.07	3.79	0.28		< 0.0001	H0 Rejected
A7	2.24	4.54	-2.30		< 0.0001	H0 Rejected
Reliability						
B1	3.90	4.48	-0.58	-1.06	< 0.0001	H0 Rejected
B2	2.21	3.75	-1.54		< 0.0001	H0 Rejected
B3	4.14	4.60	-0.46		< 0.0001	H0 Rejected
B4	2.87	4.51	-1.64		< 0.0001	H0 Rejected
Responsiveness						
C1	3.92	4.76	-0.84	-1.16	< 0.0001	H0 Rejected
C2	2.19	3.93	-1.74		< 0.0001	H0 Rejected
C3	4.15	4.52	-0.37		< 0.0001	H0 Rejected
C4	3.07	4.76	-1.69		< 0.0001	H0 Rejected
Assurance						
D1	3.79	4.81	-1.02	-1.04	< 0.0001	H0 Rejected
D2	3.86	4.85	-0.99		< 0.0001	H0 Rejected
D3	3.52	4.51	-0.99		< 0.0001	H0 Rejected
D4	2.44	4.77	-2.33		< 0.0001	H0 Rejected
D5	3.68	3.28	0.40		< 0.0001	H0 Rejected
D6	3.46	4.77	-1.31		< 0.0001	H0 Rejected
Empathy						
E1	3.89	4.56	-0.67	-0.88	< 0.0001	H0 Rejected
E2	3.31	4.70	-1.39		< 0.0001	H0 Rejected
E3	3.10	3.69	-0.59		< 0.0001	H0 Rejected

The results of non-parametric Wilcoxon Test obtained the significance level of all attributes <0.0001 except for A2 and A6 at 0.001 and 0.002. This shows a value < (less than) 0.005 since H0 is rejected and H1 is accepted. Wilcoxon test produces a statistical test output when the Asymp.Sig value is (2-tailed) below 0.05 or <0.05. Therefore, there is a difference between the average expected value and the reality (Gede et al., 2017). This shows a

difference in the average value of expectations and the reality of visitors regarding service provided at Gayungan Village office.

In servqual method, the gap score is calculated and the value is the difference between public service quality received and expected (Effendi et al., 2022). Based on Table 3, the results of the gap test between the expected value and the reality of public service show that all gaps on the

dimensions are negative. In addition, a negative value gap reports a significant difference between expectations and reality received. The most significant gap is in the responsiveness dimension, with a value of -1.16. The dimension is concerned with the willingness and readiness of employees to provide service, timeliness, and delivery of fast service. The indicators of responsiveness show negative values (Michael et al, 2020).

There is community dissatisfaction with indicators of alertness and speed of service in fulfilling and completing all needs related to government services. Therefore, service needs special attention and improvement, specifically in responsiveness. The second dimension with the most significant gap value calculation results is reliability. In this dimension, B4 indicator has the most significant gap, with a value of -1.64. This also needs to be a concern in improving related service regarding completion time, service standards, service procedures, and employee competence (Baskoro et al, 2016). The dimension with the most significant value is assurance, which possesses a gap value of -1.04. In this dimension, 5 out of 6 indicators have a negative value, with D4 as the most significant. Meanwhile, D5 has a positive gap related to the fairness of service administration costs. This indicator needs to be maintained and increased for customer satisfaction. The dimension of physical evidence has a gap value of -0.91. A total of 6 out of 7 indicators show a negative value, hence,

improvements need to be made regarding the facilities and places of service provided at Gayungan Village office. Indicator A6 has a positive gap value related to service procedures. Meanwhile, empathy is the personal attention given to customers and the dimension has the smallest negative gap value of -0.88. The dimension is through the service provided and the needs are understandable (Wahyuni, 2017). The indicators have a negative gap value necessary to improve public service quality in achieving satisfaction.

CONCLUSION

In conclusion, this research was carried out to measure public service quality provided at Gayungan Village office using servqual method. The value of the gap was calculated between the expectations and reality felt towards public service. Meanwhile, public service quality could have been more optimal, as evidenced by negative gap values in most attributes of the dimensions. Responsiveness and empathy had the most and least significant gaps, with a value of -1.16 and -0.88, respectively. Tangibility obtained a gap value of -0.91, while assurance and reliability were -1.04 and -1.06, respectively. In addition, attribute statements in each dimension had negative value gaps. The A6 and D5 attributes of tangibility and assurance dimension had a gap value of 0.28 and 0.4, respectively. Negative gap values on all dimensions and some attribute statements showed that public service quality in kelurahan did not meet community expectations. In this

context, there should be improvement and evaluation to improve service quality and satisfaction from customers visiting Gayungan Sub-District office.

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