



OPTIMIZING VILLAGE ADMINISTRATION SERVICES USING THE SERVQUAL METHOD IN KLAMONO SORONG REGENCY

Mohammad Arief Nur Wahyudien¹, Muhammad Rizky Setyawan^{2*}, Asih Ahistasari³, Siti Nur Kayatun⁴, Yan Herdianzah⁵

Universitas Muhammadiyah Sorong,

Jl. Pendidikan, No. 27, Remu Utara, Malaingkei, Kecamatan Sorong Utara, Kota Sorong, Papua Barat Daya¹²³⁴

Departement Industrial engineering, Universitas Muslim Indonesia⁵

E-mail: arief@um-rong.ac.id¹, muhammadrizkysetyawan@gmail.com², asih@um-sorong.ac.id³, sitinur9@um-sorong.ac.id⁴, yan.herdianzah@umi.ac.id

ABSTRACT

Village administration services are one of the critical public services in meeting the needs of society in Indonesia. However, these services often do not meet people's expectations and needs. Various factors, including low quality of service, complicated administrative processes, and lack of use of information technology in managerial procedures cause this. This research aims to optimize the village service system, focusing on improving the quality of services in rural communities. Service Administration often experiences obstacles in providing effective and efficient public services, mainly due to inadequate resources and infrastructure. This results in rural communities being less satisfied and often experiencing difficulties accessing the public services they need. The results of this research using the Servqual method using five dimensions of service and five instrument criteria influence the village administration services of Klamono District. Of the 14 instruments used, namely communication skills, skills and abilities, services provided and information system technology used by village officials in giving service. To optimize and streamline the benefits expected by the community, a website was created to facilitate the Klamono District village administration service system.

Keywords: Service optimization, Service quality, Village Administration

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Address :

Jl. Urip Sumoharjo Km. 5 (Kampus II UMI)
Makassar Sulawesi Selatan.

Email :

Jiem@umi.ac.id

Phone :

+6281341717729

+6281247526640

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1) INTRODUCTION

Village administration services are one of the critical public services in meeting the needs of society in Indonesia. However, often these services do not meet people's expectations and needs. Various factors, including low quality of service, complicated administrative processes, and lack of use of information technology in administrative procedures cause this. This problem is increasingly important in remote areas such as Sorong Regency and Sorong City, where many people still have difficulty accessing effective and efficient village administration services. The village government's efforts to improve the quality of public services are the main factors that need to be considered, in addition to understanding the professionalism and accountability of the village government, as well as to obtain more profound information about community satisfaction in receiving public services [Widya & Irmanovika, 2018].

Public service is one of the tasks of government agencies. Providing these public services is one of the government's duties to advance the implementation of the community's rights and obligations. In managing government services, if the services the government provides meet their expectations while still considering the relative quality and affordability of the services offered and the quality of these services, then public satisfaction will increase [Erwin, Didi & Etih, 2022].

The demands of the public who want fast access to public administration services and the development of the technology and information era, namely online services, are currently a positive trend for society [Zuriyah & Itok, 2021]. Therefore, research on optimizing village administration services using the Servqual method is significant in this area. The Servqual method is used to measure service quality, consisting of five dimensions: noise, responsiveness, certainty, empathy, and physical evidence. This method can provide

accurate information about people's needs and expectations for services [Putri et. all, 2022].

The village government's efforts to improve the quality of public services are the most critical factor to pay attention to, apart from understanding the professionalism and responsibility of the village government and obtaining more in-depth information about community satisfaction [Yasir, Mirga & Mohammad, 2022] with public services. Acceptance of public services. Therefore, it is hoped that this research can provide solutions and recommendations for improving the quality of village administration services in Sorong Regency and Sorong City using the SERVQUAL method [Arief, Yani & Syepri, 2021]. This research can also provide input for the development of village administration services. Formulation of research problem, what is the quality of village administration services in the Klamono District, Sorong Regency, based on the five dimensions of the SERVQUAL method (reliability, responsiveness, certainty, empathy, and physical evidence) in the Klamono District, Sorong Regency.

The novelty in this research is that previous research has discussed a lot about design [Syarif & Ciske, 2015][Adji, Subarkah & Sulistyowati, 2020] and system development [Luther et. all, 2019][Elly & Noora, 2021] but did not look at user needs [Ahmadi & Hengki, 2019], which would be a problem because society does not involve people's desires and expectations. For future services, this research focuses on user needs using the servqual (Service Quality) method using five service dimensions to determine the current level of community satisfaction and the level of community expectations for the service so that a solution emerges which becomes the data reference. to improve the effectiveness and quality of administrative services.

2. METHODS

The place and time of this research will be carried out at the Klamono District Office, Sorong Regency, Southwest Papua Province, in 2023. The data collection method is interviews at the Klamono District Office regarding several problems faced in village administration services. The author conducted a joint interview with the Head of Klamono District. This questionnaire is used to see the level of satisfaction and

expectations of the community towards administrative services.

The questionnaire distribution has two stages: The Initial Questionnaire contains 30 initial questionnaires as samples to determine whether these indicators/variables can be used or not. A follow-up questionnaire will be given to random people in the Klamono District.

The instruments used are as follows: Table 1. Satisfaction Level Question

No	Satisfaction Level Question
1	Village officials respond quickly to your requests or questions
2	Village officials provide adequate assistance in resolving your administrative problems
3	The ability of village officials to provide relevant and accurate information
4	The power of village officials to handle administrative processes correctly
5	Village officials provide adequate explanations regarding the managerial procedures that you must follow
6	Village officials' expertise and knowledge in the field of administration
7	The physical environment of the village office gives a good impression regarding the administrative services provided

8	Technology used by village officials, such as computers or information systems, helps improve the efficiency of administrative services
9	Village officials listen well and understand your organizational needs or requests
10	Village officials' ability to communicate well and provide personal attention to you
11	Village officials display a friendly and caring attitude in the administrative services provided
12	Village officials carry out administrative processes according to the specified schedule or period
13	Village officials offer clear information regarding the progress or status of the administrative process you are applying for
14	The level of reliability of village officials in maintaining the confidentiality of the information you provide in the administrative process

From the results of distributing preliminary questionnaires to determine which instruments to use for satisfaction variables and community expectations variables, namely: 11 research instruments from the 14 above were used for the community

satisfaction variable. Meanwhile, the community expectations variable uses 12 research instruments from the 14 above. The method used in this research is Servqual (Service Quality) and the stages of this method are as follows:

FOUR STEPS OF THE SERVQUAL METHOD

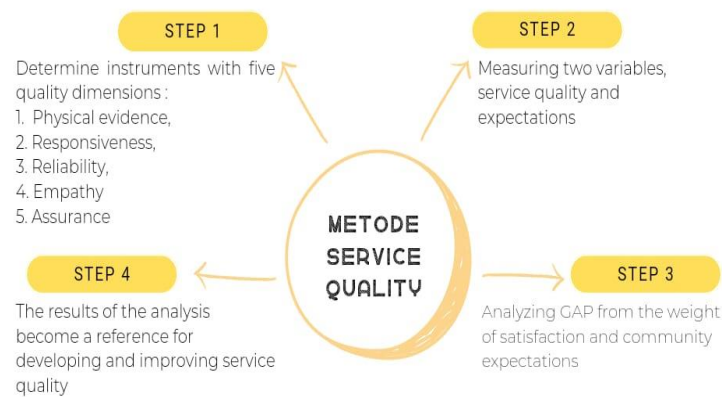


Figure 1. Servqual Method Analysis Flow

3. FINDINGS AND DISCUSSION

Analysis of instruments or variables that will be determined using the servqual method, several test stages for the servqual method are as follows:

3.1. Questionnaire Data Processing

This questionnaire data was obtained from the people of Klamono District who were taken randomly with a total of 100 respondents

consisting of 2 variables, namely the level of satisfaction and the level of expectations of the people of Klamono District regarding the services of village officials.

3.2. Validity and Reliability Test of Research Instruments

Test the validity and reliability of this research instrument data using 5 service dimensions: physical evidence, reliability, responsiveness, empathy, and guarantee. The results of this test are from two variables, namely:

Table. 2. Validity and Reliability Test of the Community Satisfaction Variable

Σ	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14
ΣX	256	279	311	311	299	298	284	287	266	291	292	281	305	292
ΣX^2	764	833	1011	1011	947	956	864	917	790	907	892	855	1003	916
ΣXY	10722	11648	12719	12774	12438	12383	11900	12128	11200	12080	12006	11750	12720	12148
r_{xy}	0,503	0,697	0,266	0,391	0,666	0,561	0,778	0,776	0,698	0,559	0,417	0,676	0,637	0,597
0,05	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid
σ^2_i	1,086	0,546	0,438	0,438	0,530	0,680	0,574	0,933	0,824	0,602	0,394	0,654	0,634	0,634
$\Sigma \sigma^2_i$	9,06													

σ^2_t	44,29
r_{11}	0,803 Reliabel

Source: Research Data (Questionnaire)

Table 3. Validity and Reliability Test of Community Expectations Variables

Σ	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14
ΣX	243	258	244	289	277	271	253	302	267	285	253	237	272	265
ΣX^2	677	754	714	905	849	835	751	1014	797	899	701	645	804	777
ΣXY	9704	10218	9869	11262	10875	10754	9991	11767	10537	11119	9857	9342	10485	10282
r_{xy}	0,812	0,751	0,824	0,701	0,721	0,763	0,627	0,604	0,751	0,635	0,654	0,656	0,528	0,563
0.05	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid	Valid
σ^2_i	0,865	0,884	1,186	0,698	0,817	1,006	1,109	1,020	0,841	0,868	0,609	0,833	0,642	0,748
$\Sigma \sigma^2_i$	12,12													
σ^2_t	79,75													
r_{11}	0,857 Reliabel													

Source: Research Data (Questionnaire)

From the results of the validity and reliability tests above for the 14 research instruments, the satisfaction variable and the community expectations variable regarding Klamono district village administration services are all valid and reliable, which means they can be used to measure this research.

The next test calculates the gap between satisfaction variables and community expectations.

3.3. Gap Test Between Variables

GAP test between variables of satisfaction and community expectations for Klamono District village administration services to find out what instruments are priorities for improvement and development in the future so that village administration services are more optimal and efficient. The average value of each instrument in each variable is used to calculate the Gap data, as in the table below.

Table 3. Gap Test Between Variables

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Satisfaction	2,56	2,79	3,11	3,11	2,99	0	2,84	2,87	0	0	2,92	2,81	3,05	2,92
Hope	2,43	2,58	2,44	0	0	2,71	2,53	3,02	2,67	2,85	2,53	2,37	2,72	2,65
Gap	0,13	0,21	0,67	3,11	2,99	-2,71	0,31	-0,15	-2,67	-2,85	0,39	0,44	0,33	0,27
Priority	5	6	12	14	13	2	8	4	3	1	10	11	9	7

Source: Research Data

From the results of calculating the gap between variables, 4 instruments are of significant concern for improvement and development so that village services are better and more efficient.

The instruments of concern are:

- 1) Village officials' ability to communicate well
- 2) Village officials' expertise and knowledge in the field of administration

- 3) Village officials listen well and understand the needs of the community.
- 4) Technology used by village officials, such as computers or information systems, helps increase the efficiency of administrative services

3.4. Recommendations for Improvement (Mitigation)

From the results of the GAP analysis test above, 4 instruments are priorities for improvement so that services are better and more efficient. The recommended improvements are:

Table 5. Recommendations for Improvement

No	Instrument	Mitigation
1	Village officials' ability to communicate well	1. Providing Public Speaking Training to village officials.

4.CONCLUSION AND SUGGESTION

The conclusions from this research are in accordance with the existing problems, namely:

To optimize village administration services, especially in the Klamono District, Sorong Regency uses the Service Quality method, which first determines the appropriate instrument by direct observation and interviews with the Head of Klamono District and previous references.

From the data obtained, research instruments were created which consisted of 14 instruments which used 5 service dimensions, namely physical evidence, responsiveness, reliability, empathy, and guarantee. To determine the instruments used for each satisfaction and hope variable, an initial sample test consisting of 30 respondents was tested, where the satisfaction variable used 11 instruments and the hope variable used 12 instruments.

From the results of the Gap analysis, it was found that the instruments that have priority to be improved and improved are 4 instruments consisting of the ability of village officials to

2	Village officials' expertise and knowledge in the field of administration	1. Provide training to village officials in the area of administration. 2. Create SOPs for administrative service procedures. 3. Create media that is easier to understand regarding administrative services
3	Village officials listen well and understand community needs	1. Create media services for community criticism and suggestions to be more transparent
4	Technology used by village officials, such as computers or information systems, helps improve the efficiency of administrative services	1. Create a website for village administration services that covers the 3 points above

communicate well, the skills and knowledge of village officials in the field of administration, village officials to listen well and understand community needs, the technology used by Village officials, such as computers or information systems, help improve the efficiency of administrative services.

The recommendation for improvement is to create a village administration services website that covers 3 other points. With a website that makes it easier for people to be more optimal and efficient.

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