

## **THE IMPORTANCE OF QUALITY PUBLIC SERVICES THAT ARE FRIENDLY FOR THE SENIOR CITIZENS AND PEOPLE WITH DISABILITIES: A CASE STUDY AT THE TANAH SAREAL BOGOR DISTRICT OFFICE**

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### **ABSTRACT**

Service to the community has become the main goal in the implementation of public administration. Every citizen is entitled to all rights because of his or her position as an Indonesian citizen. However, it is still often found that the public facilities provided by the government do not support the accessibility of public services for the senior citizens and people with disabilities. This research is aimed at answering the questions of whether public services at the Tanah Sareal Bogor District Office are senior citizens and disabilities friendly, and what aspects should be improved so that public services can run as expected by the entire society. Data collection was carried out in addition to observation and documentation, as well as semi-structured interviews with 10 people belonging to the vulnerable society category, namely the senior citizens and people with disabilities. The results of this research indicate that public services at the Tanah Sareal Bogor District Office still need improvements to be senior citizens and people with disabilities friendly. Therefore, efforts must be done so that the missions of the Tanah Sareal Bogor District Office can be realized, namely improving the quality and integrity of human resources in services, providing professional human resources according to their field and complying with statutory provisions and increasing the professionalism of the apparatus in providing services to the society.

Key Words: Quality of Public Service, senior citizens, people with disabilities

### **INTRODUCTION**

Service activities cannot be separated from human life, because service is needed in all aspects of life. Likewise with public services provided by the government. The provision of public services is the state's effort to fulfill the basic needs and civil rights of every citizen regarding goods, services and administrative services provided by public service providers. Improving the quality of public services provided by government agencies is now becoming increasingly prominent, and has even become a public demand. One thing that is often paid attention to is in the field of public service, especially in terms of the quality or service quality of government officials to the community. The government as a service provider for the community is required to provide quality services. Especially in the current era of regional autonomy, the quality of government apparatus services will be increasingly challenged to be optimal and able to answer the increasingly high demands of society.

Based on Law number 25 of 2009 concerning public services, it is stated that: The state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which is the mandate of the 1945 Constitution of the Republic of Indonesia, which is to build public trust in services. Public services carried out by public service providers are activities that must be carried out in line with the hopes and demands of all citizens and residents regarding improving public services.

Public services need to pay attention to customer needs. Customer needs can be met if public services can provide services that meet six of the ten indicators. Good service is based on the theory put forward by Gasperz in Aziz Sanapiah (2000: 15) that certainty of service time, accuracy of service, politeness and friendliness, responsibility, completeness and ease of obtaining service. If the services provided meet these criteria, then it can be said that needs have been met so that they can provide satisfaction to the community.

However, unfortunately, public services in Indonesia in general still receive many complaints from the public, especially people with disabilities. In Article 4 of Law Number 25 of 2009 concerning Public Services, the Implementation of Public Services states that public services are based on (c). equal rights, (g). equality of treatment and (j). special facilities and treatment for vulnerable groups. Apart from that, Article 29 paragraph (1) of Law Number 25 of 2009 also states that organizers are obliged to provide services with special treatment to certain members of the community in accordance with the provisions of statutory regulations. In this case, certain communities, one of which is the group of senior citizens and people with disabilities.

In terms of accessibility, the availability of disabled-friendly facilities and infrastructure is currently still very limited. In practice, the accessibility for disabled people promised by the government in Law No. 4 of 1997 still does not make their movement easier. Some public facilities were built with disabled people in mind, but even their implementation still makes things difficult for them. Even places of worship are still not welcoming to people with disabilities. From several studies and surveys above, it can be concluded that public services in Indonesia are not yet classified as disability friendly because there are still not enough public services that provide facilities for people with disabilities in every region, including in the city of Bogor.

One of the government offices that provides public services in the city of Bogor is the Tanah Sareal District Office. Tanah Sareal District itself consists of 68 villages and 11 sub-districts. From the District Office website, information was obtained that one of the missions that must be achieved is the availability of professional human resources according to their field and complying with statutory provisions and improving the quality and integrity of Tanah Sareal District human resources in services. Apart from that, the third mission is to increase the professionalism of the apparatus in providing services to the community.

There are still many complaints from the public regarding services at the Tanah Sareal Bogor District Office, so this research is aimed at answering the question of whether public services in the Tanah Sareal Bogor District are friendly to the elderly and people with

disabilities and what aspects need to be immediately improved so that the Tanah Sareal District Office Sareal Bogor can provide professional public services in accordance with its mission. The results of this research will contribute to government institutions and policy makers so that they can improve the quality of public services.

## **METHOD**

This is qualitative research with a case study approach. According to Sugiyono (2016: 15), the qualitative research method is "an artistic method because the research process is more artistic (less patterned), and is called an interpretive method because the research data is related to the interpretation of data found in the field". This method is also called a constructive method because with the qualitative method scattered data can be found, then constructed into a theme that is more meaningful and easier to understand. Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions.

Meanwhile, case studies are one of the approaches known in qualitative research. Creswell (2014), a case study is a research strategy for carefully investigating something by collecting complete information using various data collection procedures. According to Arikunto (2013) a case study is an approach that is carried out intensively, in depth and in depth towards certain symptoms. According to Sugiarto (2017:12) case studies are a type of in-depth qualitative research about individuals, groups, institutions and so on at a certain time. The purpose of a case study is to try to find meaning, examine processes, and obtain a deep and complete understanding and understanding of a particular individual, group, or situation. Case study data was obtained by interviews, observations and studying various documents related to the topic under study.

Data collection was carried out through in-depth interviews. According to (Moleong, 2005: 186) in-depth interviews are the process of exploring information in depth, openly and freely regarding the problem and research focus and are directed at the research center. In this case, the in-depth interview method is carried out using a list of questions that have been prepared beforehand. In this research, the researcher applied semi-structured interviews, namely semi-structured interviews are interviews where the subjects studied can give free and unrestricted answers, but the subjects studied must not deviate from the predetermined theme (Sugiyono, 2013: 318). Researchers also conducted participant observation and documentation as instruments in data collection.

In this research, the researcher interviewed 10 visitors who came to the Tanah Sareal District Office, Bogor. The selection of informants was based on purposive sampling. In this study, researchers interviewed informants who were included in the priority citizen category, namely the elderly and people with disabilities. This is intended to obtain data on whether the Tanah Sareal District office is friendly to citizens of these priority countries.

The analysis process for this research was carried out starting from reading, studying and analyzing the data using the steps according to Miles and Huberman (1992),

namely: (a). Data reduction is a form of analysis that sharpens, categorizes, directs, removes what is not necessary and organizes data in such a way that final conclusions are obtained and verified. (b). Data presentation is the activity of grouping data that has been reduced. Data grouping is done using labels or other things. (c). Drawing conclusions is an analytical activity that is more focused on interpreting the data that has been presented.

## **RESULTS AND DISCUSSION**

### **1. Tangibles**

From the results of interviews with informants, researchers obtained data that the service room was not comfortable enough. The size of the service room is quite small so that KTP applicants are diverted to another room next to it. However, for applicants, seats are provided in the office yard. The number of seats is very inadequate for the people who come. Even though the queue is quite long for those who want to apply for an ID card, there are no special services for people with disabilities. Persons with disabilities must queue together with other applicants.

“ I've been in line for more than half an hour. I just found out that there are no special services here for people with disabilities like me. I hoped there would be an officer who would call me and provide special services, but apparently that wasn't the case. Government offices should be more sensitive to their citizens and be able to provide good services.” (RE- 42 years old, therapist)

In the service room there are only 2 officers, namely the officer who takes photos, and the officer who records the applicant's data. The room is quite narrow so it is far from comfortable. In this office, the toilets are also very small and poorly maintained, and the supply of clean water is also lacking. There are no toilets available for disabled people. The registration reception officer is not in a special room. There is only one table and one seat located on the terrace of the room. Looks very unprofessional. Files piled up on the desk.

The comfort of the place in the service process is very important for service users. Apart from that, the place of service also greatly influences the quality of service. Subdistricts as public service providers must provide a comfortable place for service users who come, from providing enough space so that service users do not feel cramped in the room, then providing seating that is adapted to the existing space.

### **2. Reliability**

The results of interviews with community informants show that the service will be good depending on the employee serving, if the employee is correct (understands) then the service will be completed quickly, if the employee is not correct (does not understand) then the service will be delayed. Employees will prioritize services to people they know better. Still, according to public informants, some employees who provide services sometimes do not really understand the existing service standards. For

example, when an informant asks for clarity about a service, but the employee directs the public to another department, which also doubts whether they are providing the service requested by the public.

“ What I have noticed is that conditions at the District Office are still far from expectations. If I compare it with private offices, it is very different. Equipment for processing services such as computers is also still limited. On average, officers serve manually, and record it in a book rather than inputting it directly into the computer. This is also one of the obstacles that makes service slow, because there is a high possibility that notebooks will be lost.” (UT- 73, retired teacher)

Employee skills in using tools when carrying out service processes are very crucial capital to support the quality of public services. However, based on research conducted, there are still many service employees at the Tanah Sareal Bogor District Office who record data manually. Apart from the limited number of computer devices, not all employees are able to use the tools available in the administrative service room. The ability of employees to use tools in the service process is highly prioritized so that the service process can run well. Employees who work specifically in the community administration services section must have the ability to use tools so that the service process runs smoothly.

### **3. Responsiveness**

In interviews with community informants, information was obtained that employees' responsiveness in providing services was still low, expressed by employees being too long-winded when conveying information related to the services required. Employees should have the ability to ensure fast and precise service. The public only knows that the employees of course already have a lot of experience in serving a large number of people, because they have done this work repeatedly. Instead, it makes people even more confused when receiving services.

At the Tanah Sareal District Office, employees seemed unresponsive to seniors or people with disabilities who were nearby. They seem to have no sensitivity and desire to help. They may also not understand government regulations, namely Article 4 of Law Number 25 of 2009 concerning Public Services: Implementation of Public Services states that public services are based on (a). equal rights, (b). equality of treatment and (c). special facilities and treatment for vulnerable groups, in this case the elderly and people with disabilities. The employees at the Tanah Sareal District Office also seemed unfriendly to the people who came. Never even greet guests first and give a smile. From the results of the interviews, the informants felt that they did not receive proper service.

“The employees in this office are very unfriendly. They don't seem to understand how to provide services, especially since they represent

government agencies. They also have no understanding of how to provide priority services to people with disabilities like me.” (RE – 32 years old, Teacher of Special School)

#### **4. Assurance**

From the results of interviews with community informants, data was obtained that the obstacles that were still encountered were the costs required during the process of making letters. Considering that payments are made in cash to officers, it is possible for illegal levies to occur. Apart from that, there is no certainty when all the required documents will be completed considering that everything requires the sub-district head's signature, so everything depends on his availability in the office. This uncertainty will of course affect the quality of public services at the Tanah Sareal Bogor District Office. In this case, the community is the party who suffers because they have lost a lot of time due to the unprofessionalism of the officers. Providing guarantees for services provided by employees is largely determined by performance or service performance, so that employees are believed to be able to provide reliable, independent and professional services which influence the service satisfaction received by the public.

“I once asked for information about making a Family Card. But the employees here actually provide wrong information. Then when I applied for an ID card and asked when it could be collected, the employee said 3 days. However, when I came to collect it, my ID card had not been completed and I was asked to come back in two days. This shows the unprofessionalism of the employees in this office.” (US- 64 years old, retired employee)

#### **5. Empathy**

Interview results show that employees tend to prioritize people who know them. This of course makes you somewhat disappointed and feels aggrieved by the employee's treatment. Employees should not discriminate in their treatment of people they are dealing with, whether they know them or not. Employees also do not have empathy for people who have been waiting for a long time, especially the elderly and people with disabilities.

From the results of these interviews, it was found that according to the public's opinion, there are still some employees who are not friendly in providing public services to the community. This can of course cause discomfort for the people who come.

“Here, the nepotism is very strong. Employees prioritize their relationships over the general public. We've been waiting a long time, but people who have just arrived are served first. The officers here are also not friendly. If we asked, he answered as casually as he wanted, without looking at our faces. Once I came straight to his desk, then I told him what I needed. The officer had seen my condition of having to walk with crutches, I hoped that he would be serving more quickly, but instead the officer asked me to sit down and said

that I had to queue first and would be served according to the queue number. They have no empathy.” (AS- 41 years old, Seller)

From the informant's answers, we can find out that public service officers at the Tanah Sareal Bogor District office do not have empathy even though empathy is an important element in public service because empathy is a requirement for caring, providing personal attention to consumers, which will influence the quality of service provided (Kotler and Armstrong, 2019). The problems described above provide an indication that this government agency must immediately improve the quality of its public services so that it can meet the targets written in its mission, namely improving the quality and integrity of Tanah Sareal District human resources in services, providing professional human resources according to their field and complying with regulations. legislation and and increasing the professionalism of the apparatus in providing services to the community.

## **CONCLUSION**

The results of this research indicate that the quality of public services at the Tanah Sareal District Office cannot be said to be elderly and disabled friendly. From a tangible perspective, there are no special counters for the elderly and people with disabilities, even though these two people are citizens who must be prioritized. This office also does not provide special toilets for people with disabilities. In terms of certainty of completion of letters or ID cards, there is also no clarity. In general, officers are very dependent on the sub-district head who signs them. This causes applicants to have to come several times to check. In terms of human resources serving, the officers are unresponsive, unempathetic and unfriendly, and even tend not to respect the people who come. Officers also do not understand the government's regulations for providing special services for vulnerable groups as written in Article 4 of Law Number 25 of 2009. Some of the vulnerable groups are the elderly and people with disabilities. Thus, efforts to improve the quality of public services must be carried out immediately so that the mission of the Tanah Sareal Bogor District Office can be achieved, namely improving the quality and integrity of Tanah Sareal District human resources in services, providing professional human resources according to their fields and complying with statutory provisions and improving professionalism of the apparatus in providing services to the community. For further research, the researcher suggests that research be conducted related to public service training for officers in regional government institutions in order to improve the quality of public services.

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#### Policies

Keputusan Menteri PAN Nomor :63/KEP/M.PAN/7/2003

Keputusan Menteri Pendayagunaan Aparatur Negara Nomor 63 Tahun 2003 tentang Pelayanan Publik

Undang-Undang nomor 25 Tahun 2009 tentang Pelayanan Publik

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#### Website

Kantor Kecamatan Tanah Sareal Bogor

<https://kectanahsareal.kotabogor.go.id/welcome/profil>