

LOCAL GOVERNMENT PUBLIC SERVICE QUALITY INNOVATION COMPETITION IN 2022

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Abstract. *Public service is a measure of the performance of the government's most visible. Communities can directly assess the government's performance based on the service they received. For the quality of public services in all ministries / institutions is a fundamental thing that must be improved. Improved public services, the Ministry of Administrative Reform and Bureaucratic Reform policy that since 2014 was a year of public service innovation. All government agencies, both at central and local levels is expected to make a creative idea or an answer to how to work / public service method. Ministry of Administrative Reform and Bureaucratic Reform collect and assess the innovations that have been made in a number of agencies across Indonesia. Hopefully the quality and innovation of public services BPS can always be increased.*

Keywords: *Innovation, Public Services, Local Government.*

Abstrak. Pelayanan publik merupakan ukuran kinerja pemerintah yang paling terlihat. Masyarakat dapat langsung menilai kinerja pemerintah berdasarkan pelayanan yang mereka terima. Sebab kualitas pelayanan publik di seluruh kementerian/lembaga merupakan hal mendasar yang harus ditingkatkan. Peningkatan pelayanan publik, kebijakan Kemenpan RB yang sejak tahun 2014 merupakan tahun inovasi pelayanan publik. Semua instansi pemerintah, baik di pusat maupun daerah diharapkan membuat ide kreatif atau jawaban cara kerja/metode pelayanan publik. Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi mengumpulkan dan menilai inovasi yang telah dilakukan di sejumlah instansi di seluruh Indonesia. Semoga kualitas dan inovasi pelayanan publik BPS dapat selalu ditingkatkan.

Kata kunci: Inovasi, Pelayanan Publik, Pemerintah Daerah.

INTRODUCTION

The development of today's world has been going so fast, technology has made the boundaries between information and human needs closer. This speed and accuracy is also needed in the process of interaction between the government and citizens, but unfortunately the high mobility of citizens is not matched by the accuracy and speed of the government in terms of services, especially services to the public.

Citizens have the right to get quality public services from the state (bureaucracy). Citizens also have the right to have their rights protected, their voices heard, and their values and preferences respected. Thus, citizens have the right to judge, reject and prosecute anyone who is politically responsible for the provision of public services. This concept is referred to as The New Public Service (NPS) which was developed by Janet V. Denhardt and Robert B. Denhardt in 2003.

Public service performance can be improved if there is an "exit" and "voice" mechanism. The "exit" mechanism means that if public services are of poor quality, consumers must have the opportunity to choose another public service provider that they like. Meanwhile, the "voice" mechanism means that there is an opportunity to express dissatisfaction to the public service provider. This New Public Service Approach is in line with the "Exit" and "Voice" Theories that were previously developed by Albert Hirschman.¹

Since 2009 Indonesia has had its own laws and regulations as a standard for public services, so on July 18, 2009 Indonesia ratified Law No. 25 of 2009 concerning Public Services. According to the law, public services are activities or series of activities in the context of fulfilling service needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers.

DISCUSSION

1. Public service

Public service can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been set. Government is essentially a service to the community, it cannot

serve itself, but to serve the community and create conditions that allow every member of the community to develop their abilities and creativity in order to achieve common goals.

People always demand quality public services from bureaucrats, even though these demands are often not in line with expectations because empirically the public services that have occurred so far are characterized by: convoluted, slow, expensive, and tiring. Such a tendency occurs because the community is still positioned as the party who serves, not the one who is served. Public service reform by returning and placing "servants" and "served" to their true meaning. Services that should be shown to the general public are sometimes turned into public services to the state, even though the state actually exists is for the benefit of the people who founded it, bureaucrats must actually provide the best service to the community.

Public services by the State Administration³ are defined as all forms of public service activities carried out by Government Agencies at the Center, in the Regions and within the State/Regional Owned Enterprises in the form of goods and or services both in the context of efforts to meet the needs of the community and in the context of implementing the provisions of regulations. legislation. Public services can thus be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been set.

The public bureaucracy must be able to provide public services that are more professional, effective, simple, transparent, open, timely, responsive

and adaptive and at the same time can build human qualities in the sense of increasing the capacity of individuals and communities to actively determine their own future.

According to Thoha in Widodo theoretically there are at least three main functions that must be carried out by the government regardless of the level, namely the function of public service (public service function), development function (development function) and protection function (protection function).

The government does not have to act as a monopolist in the implementation of all these functions. This part of the function can be a task area whose implementation can be delegated to the private

sector or by using a partnership pattern between the government and the private sector to carry it out. The pattern of cooperation between the government and the private sector in providing various services to the community is in line with the idea of reinventing government developed by Osborne and Gaebler⁴.

The government is the only party that is obliged to provide pure public goods in relation to the nature of private goods and pure public goods, especially public goods called rules (public policy). The provision of pure public goods in the form of the regulation has never been and should not be handed over to the private sector in the regulation. Give rise to private interests that make the rules, so that the rules become full of vested interests and become unfair (unfair rule). The role of the government that will remain attached throughout its existence is as a provider of pure public goods called rules.

In the book *Delivering Quality Services* by Zeithaml, Valarie

A. et.al, 1990,⁵ which discusses how the responses and expectations of the customer community towards the services they receive, both in the form of goods and services. According to Valarie, the things that need to be considered are:

- a. Determine the public services provided, of any kind;
- b. Treat service users, as customers;
- c. Attempted satisfying user service, in accordance with which he wanted;
- d. Looking for the best and quality service delivery method;
- e. Provide ways, if service users have no other choice.

Assessment of service quality cannot be separated from the ability of employees in providing services and providing facilities

physique. This is in accordance with the theory of "The triangle of balance in service quality: from Morgan and Murgatroyd,⁶ that it is necessary to maintain a balance of the three components (interpersonal component, procedure environment/process component, and technical/professional component) in order to produce quality services.

Indeed, basically there are 3 (three) main provisions in viewing the high and low quality of public services according to Morgan and Murgatroyd⁷, namely the high and low quality of public services, it is necessary to pay attention to the balance between:

- a. The implementing interpersonal part (Inter Personal Component);
- b. Part of the process and the environment that affects (Process and Environment);
- c. Professional and technical sections used (Professional and Technical)

2. Quality of Public Service

Quality is a dynamic condition associated with products, services, people, processes and the environment that meet or exceed expectations. Public service organizations have the characteristics of public accountability, where every citizen has the right to evaluate the quality of the services they receive. It is very difficult to assess the quality of a service without considering the role of the community as the recipient of the service and the apparatus implementing the service. Evaluation that comes from service users is the first element in the analysis of the quality of public services. The second element in the analysis is the ease with which a service is recognized either before it is in process or after the service is rendered

The purpose of public service is basically to satisfy the community. To achieve this satisfaction, excellent service quality is required, which is reflected in 10:

- a. Transparency, namely services that are open, easy and accessible to all parties who need and are provided adequately and easily understood.
- b. Accountability, which is a servant who can be accounted for in accordance with the provisions of the legislation.
- c. Conditional, namely services that are in accordance with the conditions and abilities of service providers and recipients while adhering to the principles of efficiency and effectiveness.

d.Participatory, namely services that can encourage community participation in the implementation of public services by taking into account the aspirations, needs, and expectations of the community.

e.Equality of rights, namely services that do not discriminate in terms of any aspect, especially ethnicity, race, religion, class, social status, and others.

f.The balance of rights and obligations, namely services that consider aspects of justice between the giver and recipient of public services.

If it is associated with public administration, service is the quality of service by bureaucrats to the community. The word quality has many different definitions and varies from conventional to more strategic. Conventional definitions of quality usually describe the immediate characteristics of a product, such as 11:

a.Performance (performance),

b.Reliability (reliability),

c.Easy to use (easy to use),

d.Aesthetics (esthetics),

As for the strategic definition stated that quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers). Gaspersz¹² stated that basically quality refers to the basic understanding:

a.Quality consists of a number of product features, both direct features and attractive features that meet customer desires and provide satisfaction with product use

b.Quality consists of everything that is free from flaws or damage.

c.The concept of quality is relative, meaning that quality assessment depends on the perspective used to determine the characteristics of specific services.

According to Trilestari¹³, there are basically three quality orientations that should be consistent with one another, namely:

customer perceptions, products, and processes. For service products, the three orientations can contribute to organizational success in terms of customer satisfaction.

Norman¹⁴ wrote, if we want to be successful in providing quality service, we must first understand the characteristics of service as follows:

- a. Service is intangible, service is very opposite in nature to finished goods.
- b. The service actually consists of real actions and is an influence that is social in nature.
- c. Production and consumption of services cannot be separated significantly, because generally events occur simultaneously and occur in the same place.

These characteristics can form the basis of how to provide good service quality. A broader definition of quality is said by Daviddow and Uttal¹⁵ "It is any effort used to enhance customer satisfaction (whatever enhances customers satisfaction)". Kotler¹⁶ argues "Quality is the totality of characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs". According to Sinambela, et al¹⁷ "quality is everything that is able to meet the desires or needs of customers (meeting the needs of customers)".

According to Fitzimmons¹⁸ customer satisfaction is "customer satisfaction is customers perception that a supplier has met or exceeded their expectations". From this definition, it can be seen that customer satisfaction in this case is the public's perception of the reality of the existing reality compared to existing expectations. Or there is a difference between consumer expectations of a service provided by a service provider. Fitzimmons¹⁹, so that public perception of the quality of services provided by the government is maintained, it is necessary to measure customer satisfaction by:

- a. Knowing the extent to which customers run away or move to other service providers, for a company, this is actually a loss for the company. In the context of public services where services are carried out in a monopolistic manner where consumers cannot choose, the loss is not the transfer of customers but the public's indifference to the services/development carried out.

b. Knowing the service gap, namely the gap between expectations and experience, by looking at the gap between the service provided or expected by the customer (expected service) and the service perceived by the service recipient (perceived service).

3. Compliance with Legislation

Soerjono Soekanto²⁰ argues that legal awareness is the values contained in humans about existing laws or about laws that are expected to exist. So basically every human being has a sense of justice, and the principle of legal awareness is in every human being.

There is an opinion that states that high legal awareness causes citizens to comply with applicable provisions. On the other hand, if legal awareness is very low, the degree of compliance with the law is also low.²¹ The indicators of legal awareness according to B. Kutschinsky are:

- a. Knowledge of legal regulations (law awareness);
- b. Knowledge of the contents of legal regulations (law acquaintance);
- c. Attitude towards legal regulations (legal attitude);
- d. Patterns of legal behavior (law behavior).

The indicators mentioned above show a certain level of legal awareness starting from the lowest to the highest. If the indicators of legal awareness, namely knowledge of the law, knowledge of legal content, attitudes towards the law and legal behavior patterns are associated with legal compliance, the following understanding will be obtained:

- a. Knowledge of legal regulations does not affect compliance with regulations;
- b. Knowledge of the content of legal regulations greatly influences attitudes towards a regulation, but it is difficult to determine with certainty what degree of compliance is achieved with this knowledge;
- c. Attitudes towards regulations tend to affect the level of legal compliance;

d.The pattern of legal behavior greatly affects legal compliance, where behavior that is in accordance with the law is one of the characteristics or criteria for a high level of legal compliance or obedience.

Research on compliance in the implementation of Law Number 25 of 2009 concerning Public Services has been carried out by the Ombudsman of the Republic of Indonesia since 2013 with the object of research being the State Ministry, Government Agencies, and Regional Governments, both Provincial, Regency and City, especially the licensing service units directly to community groups. /individuals/agencies.

The research or survey categorizes the assessment based on the value obtained from each Regional Government. First, the red zone (score 0-50): describes the low compliance of public service providers to the implementation of Law Number 25 of 2009 concerning Public Services; second, yellow zone (score 51-80): describes moderate compliance; and third, green zone (score 81-100): describes high compliance.

Based on Article 15 and Chapter V of Law Number 25 of 2009 concerning Public Services, Public Service Providers are required to fulfill 10 elements regarding the implementation of public services themselves, which consist of:

a.Service standard

The service standard components referred to at least include: legal basis, requirements, system mechanisms and procedures, settlement period, costs/tariffs, service products, facilities, infrastructure, or facilities, implementing competence, internal control, handling complaints, suggestions and inputs. , number of executors, guarantee of services carried out in accordance with service standards, guarantee of service security and safety in the form of a commitment to provide a sense of security free from danger and risk of doubt, and evaluation of the performance of the implementers.

b.Service Notice

c.Public Service Information System

A series of activities that include information storage and management as well as mechanisms for delivering information from public service providers to the public and vice versa in spoken form, Latin writing, writing in Braille, picture language, and/or local language, as well as being presented manually or electronically.

d. Management of Facilities, Infrastructure, and/or Public Service Facilities.

e. Special Services. Services with special treatment for certain community members, including persons with disabilities, the elderly, pregnant women, children, victims of natural disasters, at no additional cost.

f. Public Service Fees/Tariffs

g. Implementing Behavior in Service

h. Supervision of Service Implementation

i. Complaint Management

j. Performance assessment

Government Regulation Number 96 of 2012 concerning the Implementation of Law Number 25 of 2009 concerning Public Services is also the basis for the assessment. In the Minister of State Apparatus Empowerment Regulation Number 38 of 2012 concerning Guidelines for Public Service Performance Assessment, in addition to the obligations of the organizers mentioned above, it is also necessary to put a Vision, Mission and Motto that can motivate in providing the best service to the community, as well as implementing the ISO Quality Management System. 9001:2008 in order to provide quality assurance of quality services to the community.

The initial assessment was carried out on a sample of two local governments, namely Lampung Province and Bandar Lampung City. The survey data shows that 77% or 20 SKPD in Bandar Lampung City are in the red zone, which means that the level of compliance is low in the implementation of Law 25 of 2009 concerning Public Services. 15% or 4 SKPD in Bandar Lampung City are included in the yellow zone or middle zone, which means the level of compliance is moderate, and 8% or 2 SKPD in Bandar Lampung City are included in the green zone which means high level of compliance (Ombudsman RI, 2013).

Data from the survey results in Lampung Province as much as 80% or 16 SKPD in Lampung Province are included in the red zone which means low levels of compliance in the implementation of Law 25 of 2009 concerning Public Services, 15% or 3 SKPD in Lampung Province are included in the yellow zone or middle zone, which means that the level of compliance is moderate in the implementation of Law 25 of 2009 concerning Public Services, and 5% or 1 SKPD in Lampung Province is included in the green zone, which means that the level of compliance is high in the implementation of Law 25 of 2009 concerning Public Services (Ombudsman RI, 2013).

In the following years the RI Ombudsman representatives from Lampung also conducted surveys in other regencies and cities in the province of Lampung. The RI Ombudsman Representative for Lampung Province has conducted compliance surveys in five local governments during April-August 2016, the survey was conducted with the object of evaluating administrative service products in each provider. The results were better, four local governments in Lampung won the green zone, namely the Provincial Government of Lampung, Bandar Lampung City, Metro City and Tanggamus Regency, while South Lampung Regency was still in the yellow zone.

4.Public Service Innovation

Development in Indonesia, has at least three problems; The first is regarding the bureaucracy which is still fat, sluggish, and has not been able to provide excellent service to the public and investors. The second is about corruption, where there are still many state administrators who abuse the management of state finances. Third; related to the problem of inadequate infrastructure, as well as the lack of state budget for its development and maintenance. Departing from these three conditions, the program to accelerate bureaucratic reform is necessary in order to create a bureaucracy that is free from corruption, collusion and nepotism, to serve, and to be competent in the duties and responsibilities it carries.

Public service is the most visible measure of government performance. The public can directly assess the government's performance based on the services it receives. For this reason, the quality of public services in all ministries/agencies is a fundamental matter that must be improved

immediately. In Law Number 25 of 2009 it is stated that excellent service is a service that is fast, easy, sure, cheap, and accountable.

To improve services, the community is sought to be involved in policy making, setting service standards, conducting public service satisfaction surveys, as well as submitting complaints, complaints and appreciations. This community involvement and participation will support the improvement of the service standards that have been set. For example, the results of a public service satisfaction survey will be able to know more about what side the services provided are considered unsatisfactory.

To spur the improvement of public services, KemenPAN RB has implemented a policy that since 2014 is the year of public service innovation. All government agencies, both at the central and regional levels, are expected to come up with a creative idea or answer to the workings/methods of public services. KemenPAN RB collects and assesses the innovations that have been carried out in a number of agencies throughout Indonesia. Hopefully the quality and innovation of BPS public services can always improve, so that they can continue to compete in a healthy manner with other agencies.²³

The Ministry of State Apparatus Empowerment and Bureaucratic Reform (PANRB) has announced the Top 45 Public Service Innovations. The 2022 Public Service Innovation Competition (KIPP) series held by the Ministry of State Apparatus Empowerment and Bureaucratic Reform (PANRB) has ended. This is marked by the announcement of the Top Commendable Public Service Innovation in 2022.

The Top Praise worthy Public Service Innovations consists of Top 45 Innovations from the general group and 5 winners of Outstanding Achievement of Public Service Innovation from special groups. The determination of Top Innovation is stated in the Decree of the Minister of PANRB No. 289/2022 concerning Top KIPP Public Service Innovations in Ministries/Agencies, Local Governments, Regional-Owned Enterprises, and Regional-Owned Enterprises in 2022.

The Deputy for Public Service at the Ministry of PANRB, Diah Natalisa, asked the Top Commendable Public Service Innovations to be open so that these innovations can be widely replicated. This is because the issue of public services is general and applies equally in many other areas and agencies. "The success of the Top Praised Public Service Innovation can be an

inspiration for regions and other agencies that have the same problem to solve the problem. So we ask to be open to transfer knowledge for agencies that want to replicate. Don't let there be burdensome requirements for replication," said Deputy Diah in the announcement of the 2022 Top Praiseworthy Public Service Innovations in Jakarta.

This competition is a manifestation of the one agency, one innovation program which requires ministries, institutions, provincial governments, districts/cities to create at least one innovation every year. A similar competition is also held internationally by the United Nations (UN), known as the United Nation Public Services Award (UNPSA).

Top 45 Public Service Innovations

Ministry Cluster

1.Ministry of Religion – IDe AsSALAM (Village Initiation of Savings on Waste Capital Stock)

2.Ministry of Home Affairs – Juwita-NG: The Next Generation Of Data Utilization In Public Services

3.Ministry of Health – PeduliLindung application for the acceleration of handling COVID-19 in Indonesia

4.Ministry of Finance – Government Expenditure Integration Platform through Digipay: Empowering MSMEs and Proud of Indonesian Products

5.Ministry of Education, Culture, Research, and Technology – Adventure Remote Medicine of Airlangga and Alumni (ARMAAdA)

6.Ministry of Agriculture – Integrated Cropping Calendar Information System - Standing Crop (SI Katam-SC) to Anticipate the Impact of Climate Change and Increase Food Production

Institution Cluster

1. Food and Drug Supervisory Agency – Gempur Jatim (Movement to Control East Java People's Business Growth)
2. Central Bureau of Statistics – Integrated Collection System: Integrated Multi-Mode Data Collection Solution
3. Government Goods/Services Procurement Policy Institute – Increasing MSE and PDN Resilience with Online Stores

BUMN Cluster

1. PT Taspen – Taspen Pesona

Province Cluster

1. Aceh Provincial Government – Non-Surgical Mumps Ablation Therapy Service (TAGTO)
2. DI Yogyakarta Government – Difagana, Pioneer of Inclusion-Based Disaster Management
3. DKI Jakarta Provincial Government – JAKI: Integration of Digital Transformation of Public Services Towards Achieving Sustainable Development Goals in DKI Jakarta
4. West Java Provincial Government – Mesra Credit (Prosperous Economic Community Credit)
5. East Java Provincial Government – Eko-Tren (Islamic Boarding School-Based Community Economic Development)

County Cluster

1. District Government. Bandung – Mobile Animal/Livestock Health Integrated Service Post (Posterling)
2. District Government. Bantaeng – Raja Smile (Outpatient with Excellent Service Information Management System)
3. District Government. Bantul – Bantul Seroja (Healthy Economy Karo Jamu)

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4. District Government. Banyumas – Bear Oath (Rubbish Turns Money Magic)
5. District Government. Banyuwangi – Upgrading Homestay
6. District Government. Coal – Packaging House Kab. Digital-Based Coal to Increase Sales and Economic Improvement of MSMEs During the Covid-19 Pandemic
7. District Government. Bintan – Shelter House
8. District Government. Bone – Strategy to Prevent Child Marriage (SIP-PEKA)
9. District Government. Deli Serdang – Cashier's Child, Pelorena's Child, Prison Child, Panji's Child, Child of the Koran Cashier: A Model for Empowering Marginalized Children in Education
10. District Government. Demak – Demak Emergency System (DES) PSC 119
11. District Government. Fak-Fak – Uncle Dabula Fakfak (Utilization of Fakfak Nutmeg Flesh)
12. District Government. Anambas Islands – Pahat Anambas Island (Quick and Precise Population Administration Service Pick Up at Anambas)
13. District Government. North Kolaka – Si LAKU O2T Innovation (Offline, Online and Integrated North Kolaka Administration Service System)
14. District Government. Kotawaringin Barat – Infrastructure Financing in the Post-Covid-19 Pandemic Masa
15. District Government. Kutai Kartanegara – Drunk Kepayang (Partnership of BUMDes and Sungai Payang Village Communities)
16. District Government. Pasuruan – Captain of Pasuruan Getas Champion (Original Coffee of Pasuruan Regency is the Economic Driver of Pasuruan Coffee Farmers Towards International Taste)
17. District Government. Pinrang – Diligent (Licensing Outlets) in Villages and Sub-Districts

18. District Government. Probolinggo – Bumi Kraksaan (Round Pond Vanamei Shrimp Cultivation using RAS in Artificial Seawater Media)

19. District Government. Sidoarjo – Sipraja (Sidoarjo People's Service System)

20. District Government. Sukoharjo – Gelis (Sukoharjo Literacy Movement)

21. District Government. Tabalong – Golden Shell Lantern (Fight Moneylenders With Golden Gate Credits)

22. District Government. Trenggalek – Smart Gerdana (Integration of Corn Husk and Cob Utilization System as an Effort to Realize Sustainable Healthy Agriculture)

City Cluster

1. Batu City Government – Really SIP (Creative Economy Development Tourism Information System)

2. Bogor City Government – Bogor City PBB E-SPPT

3. Cimahi City Government – Creative Digital Makerspace

4. Madiun City Government – Profit M-Tech (Free Wifi Program for Madiun Handheld Technology)

5. Semarang City Government – Warak Ngendog (Fighting Semarang City Corona Virus with Program Integration Support and Moving Together)

6. Surabaya City Government – 7 Lapis Roti (Response Time 7 Minutes Fire Service In Surabaya)

7. Surakarta City Government – Condolences Program Sends Death Certificates

8. Tegal City Government – Asela Dijaketi (Let's Go to School Again Movement Integrated with Packaged and Inclusive Pursuit Education Services)

5 Winners of Outstanding Achievement of Public Service Innovation

1. Ministry of Environment and Forestry – SIPUHH: The Real Form of Forestry Governance

2. Indonesian National Police – SKCK Online and SKCK Mobile

3. West Kalimantan Provincial Government – Bang Elis Comes, Our Village Becomes Light (Solar Power Plant in the Inland Region of West Kalimantan)

4. District Government. Klungkung – Implementation of TOSS (Local Garbage Place)

5. District Government. Lumajang – Susi Pasti's breakthrough (Husband Standby for Integrated Stunting Prevention and Management)

CONCLUSION

Based on the description of the results of the discussion, the conclusion as an answer to the formulation of the problem in this study is that public services are the most visible benchmark of government performance. The public can directly assess the government's performance based on the services it receives. For this reason, the quality of public services in all ministries/agencies is a fundamental matter that must be improved immediately. Improving public services, KemenPAN RB implements a policy that since 2014 is the year of public service innovation. All government agencies, both at the central and regional levels, are expected to come up with a creative idea or answer to the workings/methods of public services. KemenPAN RB collects and assesses the innovations that have been carried out in a number of agencies throughout Indonesia.

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