Analysis of Public Service Quality at the Department of Industry and Trade of Biak Numfor Regency

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Abstract

This study aims to determine the Quality of Public Services at the Industry and Trade Office of Biak Numfor Regency. To determine the factors that are obstacles to the Quality of Public Services at the Industry and Trade Office of Biak Numfor Regency. The type of research used is a qualitative descriptive research type in this approach. Qualitative descriptive is a type of research that aims to describe all types of existing conditions, be it natural phenomena or man-made events, the conditions in question can be like forms, activities, characteristics, relationships, changes, differences, and similarities. The results of the study indicate that the quality of service at the Industry and Trade Office of Biak Numfor Regency is seen from its measurement using 5 indicators of service quality as follows: Tangible indicator, Reliability indicator, Responsibility indicator, Assurance indicator, Empathy indicator, from the five indicators show positive results (good). However, in the Tangible indicator in the sub-indicator of employee punctuality in entering the office is still lacking in providing services, the Industry and Trade Office of Biak Numfor Regency opens at exactly 08.00. Wit but there are still employees who are late not in accordance with the service hours posted on the notice board and also the Responsibility indicator, there is a response to complaints from users of this service that is less than optimal. This can be seen from the minimal participation of service users in providing suggestions and criticisms of the services available at the Industry and Trade Office of Biak Numfor Regency. Factors that hinder the quality of service at the Industry and Trade Office of Biak Numfor Regency are lack of Competence of Human Resources of the Apparatus in carrying out service tasks in the field and lack of facilities and infrastructure. So, this is a factor that is an obstacle in the field in providing services at the Industry and Trade Service of Biak Numfor Regency.

Keywords: quality of public services, department of industry and trade, Biak Numfor Regency.

INTRODUCTION

Facing the modern era, characterized by technological advancements and competition in all aspects, requires hard work from every institution or agency. Achieving organizational success is heavily influenced by the performance of its human resources (HR). Therefore, every government and private agency consistently strives to improve employee performance to achieve established organizational goals. One form of employee performance is the provision of public services. Public service can be defined as providing services to others or the public who have an interest in the organization, in accordance with established rules and procedures.

Public service is all activities aimed at fulfilling basic needs, in accordance with the fundamental rights of every citizen and resident, for goods, services, and/or administrative services provided by service providers related to the public interest. Public service providers

are public service institutions and officers, both regional governments and regionally-owned enterprises. Recipients of public services are individuals, groups, and/or legal entities that have rights and obligations regarding public services.

Public service, often referred to as general service, community service, or public service, is a government activity that consistently attracts public attention. Public opinion about various government activities in the service sector tends to be more negative than positive. This is reflected in the numerous public complaints about various irregularities, including costs, procedures, quality, and uncertain delivery times for desired products.

According to Fitzsimmons in Sinambela (2017), there are five indicators of public service: (a) Reliability: characterized by the provision of appropriate and correct services; (b) Tangible: characterized by the adequate provision of human and other resources, (c) Responsiveness: characterized by the desire to serve the public promptly; (d) Assurance: characterized by attention to ethics and morals in providing services; (e) Empathy: characterized by the level of willingness to understand the public's desires and needs.

Meanwhile, according to the Decree of the Minister of State Apparatus Empowerment Number: Kep/25M.Pan/2/2004 concerning General Guidelines for Compiling the Public Satisfaction Index for Government Agency Service Units. Public service is all service activities carried out by public service providers to meet the needs of service recipients and to implement statutory provisions.

The public, as customers of public services, also has needs and expectations for the professional performance of public service providers. Therefore, the current task of the Central Government and Regional Governments is to provide public services that satisfy the public. The implementation of decentralization and Regional Autonomy policies in Indonesia, as stipulated in Law No. 23 of 2014 concerning Regional Government, stipulates that the Government has the responsibility and authority to determine minimum service standards. This requires each region in Indonesia to provide the best possible public services, meeting these minimum standards.

As public servants, civil servants should serve the public in accordance with their respective positions and functions as elements of the State Apparatus. The service element within a government organization is crucial and crucial in achieving the state's goals. Good service to the public will encourage them to participate in the various processes undertaken by the government to serve them. The government's fulfillment of its objectives in serving the public will be largely determined by the public's satisfaction and the performance of civil servants as the implementers of all government activities.

The poor performance of public services is due, among other things, to the lack of transparency and accountability in the delivery of public services. Therefore, public services must be implemented transparently and accountably by every government agency, as the quality of public service performance has broad implications for public welfare.

The Department of Industry and Trade of Biak Numfor Regency provides various services related to industry and trade. These services include the development and guidance of micro, small, and medium enterprises (MSMEs), facilitation of local product marketing, and supervision and control of trade activities. Industry Sector: Industrial Guidance and Development: Providing guidance, training, and technical assistance to industry players, particularly MSMEs, to improve product quality and competitiveness. Trade Sector: Supervision and Control of Goods Distribution: Ensuring the availability and price stability of basic necessities and monitoring the circulation of illegal or substandard goods. Business Registration and Licensing: Assisting business actors in the registration and licensing processes required.

This can be seen at the Biak Numfor Regency Industry and Trade Office, among other issues. Among other things, complaints from the public and the business community persist, including complicated and inconsistent service procedures and mechanisms, limited facilities, infrastructure, and services that do not guarantee certainty (legality, time, and cost). Furthermore, staff members appear to be disinterested, with almost all of them failing to report to work within the established employee regulations. The performance of public services provided by the Biak Numfor Regency Industry and Trade Office in various service sectors remains below expectations.

One of the key factors driving the crisis of public trust in the government is poor leadership in developing human resource performance and the quality of the bureaucracy, particularly in service delivery. This is based on the level of public boredom, which is the perception that bureaucratic officials in providing services to the public are always synonymous with complicated procedures, high costs, and long-time commitments.

METHOD

The type of research used in this approach is descriptive qualitative research. Qualitative descriptive research aims to describe all existing conditions, whether natural phenomena or man-made events. The conditions in question can include forms, activities, characteristics, relationships, changes, differences, and similarities. According to Yusuf (2016: 62), "descriptive research is a type of research that aims to systematically, factually, and accurately describe existing phenomena." Therefore, based on the explanation above, the type of research used in this study is descriptive qualitative research, which aims to obtain data relevant to phenomena, events, and occurrences, and describe them in written or spoken words that align with the facts found.

Data collection is the process of procuring primary data for research purposes. Data collection is a crucial step in the scientific method because, in general, the collected data is used, except in exploratory research, to test formulated hypotheses. The collected data must be sufficiently valid for use. A data collection method is a technique or method used by researchers to collect data, while a data collection instrument is a tool selected and used by researchers in their data collection activities to make the activity systematic and easier. Data collection is a systematic and standardized procedure for obtaining the necessary data. It should be explained that data collection can be carried out based on experience. Several data collection techniques used in this study include observation, interviews, and literature studies.

The researchers in this study used qualitative analysis techniques, using the Miles and Huberman data analysis model as cited in Saldana (2014:31-33). Qualitative data analysis involves four simultaneous activity flows. These activities include: data collection, data condensation, data presentation, and conclusion drawing.

RESULT AND DISCUSSION
Public Service Quality at the Biak Numfor Regency Industry and Trade Office

The public, as customers of public services, also have needs and expectations for the professional performance of public service providers. Therefore, the current task of the Central Government and Regional Governments is to provide public services that satisfy the public. The implementation of decentralization and Regional Autonomy policies in Indonesia, as stipulated in the Law on Regional Government, stipulates that the Government has the responsibility and authority to determine minimum service standards. This requires each region in Indonesia to provide the best possible public service, meeting these minimum standards.

Measurement of service quality is based on five service quality indicators according to Fitzsimmons in Sinambela (2017). These five public service indicators are Tangible, Reliability, Responsibility, Assurance, and Empathy. The results and qualitative analysis of each service quality dimension are as follows:

a. Tangible

This research, based on Fitzsimmons in Sinambela (2017), defines tangible as encompassing several aspects: the physical appearance of staff, facilities, equipment, and infrastructure at the Biak Numfor Regency Industry and Trade Office, which are utilized in providing services to all users of the Biak Numfor Regency Industry and Trade Office. The Tangible indicator is determined by several sub-indicators: staff appearance during service, comfort of service facilities, ease of service delivery, discipline, ease of access to the Biak Numfor Regency Industry and Trade Office, and the use of assistive devices in providing services to the public.

The quality of service at the Biak Numfor Regency Industry and Trade Office, based on data from these indicators, is considered good because almost all of the indicators in this Tangible indicator are good. Good aspects of this indicator include: neatness of Biak Numfor Regency Industry and Trade Office staff, ease of service processes, lack of employee discipline, ease of access and use of computer assistive devices in providing services to the public. This tangible indicator demonstrates good performance.

b. Reliability

Reliability is the ability to provide promised services accurately, according to standards, and the ability and expertise in using tools in services provided by the Biak Numfor Regency Industry and Trade Office.

Reliability indicators are determined by accuracy, service standards, ability to use tools, and expertise in using tools. A series of qualitative analyses conducted on this indicator in an effort to improve service quality at the Biak Numfor Regency Industry and Trade Office resulted in a good result. This is because the indicators used in this study were well met, including: employee accuracy in serving the public using an online technology-based service system, service standards that refer to service excellence, and employee ability to operate service tools at the Biak Numfor Regency Industry and Trade Office. Employees at the Biak Numfor Regency Industry and Trade Office must also be proficient in internet technology.

c. Responsiveness

Responsibility is the willingness and awareness to provide services in an effort to serve the public and resolve complaints. The responsibility dimension in this study is determined by indicators such as responding quickly, appropriately, carefully, and accurately to each service user at the Biak Numfor Regency Industry and Trade Office. Greeting each service user is a positive aspect of the service system. This greeting makes service users feel more valued by the staff. Every employee performing service must adhere to the provisions contained in Service Excellence. However, the response to service complaints indicator is less than optimal. This is evident in the minimal participation of service users in providing suggestions and criticisms regarding services at the Biak Numfor Regency Industry and Trade Office.

In this responsibility indicator, service meets public expectations and consistently improves over time. Good results in this indicator are demonstrated by the responsiveness of Biak Numfor Regency Industry and Trade Office employees in serving the public.

d. Assurance

Assurance is the ability of officers to guarantee timeliness, cost, legality, and cost certainty in the service process at the Biak Numfor Regency Industry and Trade Office. This assurance indicator is determined by several indicators, namely: guaranteed punctuality, guaranteed cost, guaranteed legality, and guaranteed cost certainty in services at the Biak Numfor Regency Industry and Trade Office. Assurance in the service system at the Biak Numfor Regency Industry and Trade Office is evident from the service hours displayed at the office. These service hours indicate the level of certainty provided to the public when requesting services. Furthermore, the service cost guarantee at the Biak Numfor Regency Industry and Trade Office is guaranteed because it is integrated with the online system used in the services at the Biak Numfor Regency Industry and Trade Office. In providing service certainty, the Biak Numfor Regency Industry and Trade Office. The analysis series on this indicator can be explained as follows: the quality of service of the Biak Numfor Regency Industry and Trade Office is very good. All indicators in this indicator are positive. Where the Biak Numfor Regency Industry and Trade Office provides a definite guarantee to the public who use the services of the Biak Numfor Regency Industry and Trade Office. The assurance indicator in this study shows good results. This indicator contains, among others; providing confidence and building trust in service users. Factors that contribute to this indicator's good performance include; First, competitive employees. Officers who serve in a friendly manner and can create a good first impression for service users. Creating a good first impression can build trust between service users and the Biak Numfor Regency Industry and Trade Office. Second, credibility in a service. Service users are assured that they will be able to make claims if at any time there is an error or failure in the service provided by employees of the Biak Numfor Regency Industry and Trade Office. Lastly is security in service. The Biak Numfor Regency Industry and Trade Office is capable of providing security in every service as requested and promised.

e. Empathy

Empathy refers to the attention given to service users and the effort to understand their problems by providing personal attention. The Biak Numfor Regency Industry and Trade Office is a willingness to prioritize the interests of service users, demonstrating a friendly, polite, courteous, non-discriminatory attitude, and showing high respect for service users. The empathy indicator is determined by the sub-indicators of prioritizing service users' interests, a friendly, polite, courteous attitude, and non-discriminatory attitude. Employees of the Biak Numfor Regency Industry and Trade Office view service users as individuals who support the ongoing operations of the Biak Numfor Regency Industry and Trade Office and should receive satisfactory service. This is evident in the priority given to each service user, which aligns with the mission of the Biak Numfor Regency Industry and Trade Office and is committed to providing timely and high-value services. The attitude of the employees of the Biak Numfor Regency Industry and Trade Office is very good. Where each officer greets service users and welcomes them by standing. This has also been regulated by the Biak Numfor Regency Industry and Trade Office, in the excellent service provided to employees. All sub-indicators in this indicator show positive (good) results, which means that in this empathy indicator, the Biak Numfor Regency Industry and Trade Office does have a great concern for service users which has an impact on user loyalty at the Biak Numfor Regency Industry and Trade Office. From the overall discussion regarding service quality indicators, it shows good results. Where almost all of these indicators are carried out professionally and competently by the Biak Numfor Regency Industry and Trade Office.

Factors Barriers to the Quality of Public Services at the Biak Numfor Regency Industry and Trade Office

a. Lack of Human Resource Competence

Employees are a key element of the state apparatus, playing a crucial role in determining the success of government administration and development. As of May 21, 2025, the number of employees at the Biak Numfor Regency Industry and Trade Office was 47. Considering the workload in the field, with the existing personnel, very few (12) have the competency to meet their assigned duties. This very limited human resource competency is a barrier to providing public services.

As public servants, civil servants should serve the public in accordance with their respective positions and functions as members of the state apparatus. Despite the limited competency of these human resources, civil servants remain enthusiastic in carrying out their duties.

The implementation of a public service culture within the Biak Numfor Regency Industry and Trade Office is highly dependent on the human resources within the agency, despite their limited resources, which remain enthusiastic. This requires leadership attention to develop human resource competencies.

b. Lack of Facilities and Infrastructure

Public services, often referred to as general services, community services, or public service, are government activities that consistently attract public attention. Public opinion regarding various government activities in the service sector tends to be more negative than positive. This is reflected in the numerous public complaints about various irregularities, including costs, procedures, quality, and uncertain delivery times for desired products.

Facilities and infrastructure in service delivery refer to all facilities, tools, and infrastructure used to support and facilitate the delivery of services to the public or service users. Based on the results of interviews with several informants above, it can be concluded that the infrastructure is not good, because sometimes the computer is stuck and the printer is also stuck, at this time it requires an application and opening it requires wifi which can be slow, if for example the computer cannot be used, it usually borrows from another section or another position and hopefully in the future there will be more assistance with infrastructure such as computers or official vehicles because some of the computers are damaged and some of the vehicles are quite old and need updating. From the results of the observation, it can be concluded that the facilities and infrastructure at the Department of Industry and Trade of Biak Numfor Regency are still not good because, minimal facilities, such as inappropriate layouts can make people feel less comfortable when coming to the office and the facilities used by employees are still minimal due to the lack of computers and printers when the computer cannot be used because it is damaged, usually they have to borrow from another section or another position while the official vehicles are quite old and need updating. Lack of facilities, such as infrastructure used by employees is still minimal due to the lack of computers and printers at the Biak Numfor Regency Industry and Trade Service, thus hampering administrative services from employees to the public.

CONCLUSION

Service quality at the Biak Numfor Regency Industry and Trade Office is measured using five service quality indicators: Tangible, Reliability, Responsibility, Assurance, and

Empathy. All five indicators showed positive (good) results. However, the Tangible indicator, which includes the sub-indicator of employee punctuality in office delivery, remains lacking. The Biak Numfor Regency Industry and Trade Office opens promptly at 8:00 a.m., but some employees are still late, contrary to the service hours posted on the notice board. Furthermore, the Responsibility indicator shows that the response to complaints from service users is less than optimal. This is evident in the minimal participation of service users in providing suggestions and criticisms regarding services at the Biak Numfor Regency Industry and Trade Office.

Factors hindering service quality at the Biak Numfor Regency Industry and Trade Office include the lack of competence of human resources in carrying out service tasks in the field and the lack of facilities and infrastructure. So, this is a factor that is an obstacle in the field in providing services at the Department of Industry and Trade of Biak Numfor Regency.

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