

THE EFFECT OF PUBLIC COMMUNICATION IN INCREASING THE EFFECTIVENESS OF PUBLIC SERVICES: CASE STUDY ON PUBLIC SERVICES IN WEST BANDUNG DISTRICT



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Abstract

This research aims to investigate the important role of public communication in increasing the effectiveness of public services with a locus in West Bandung Regency. As respondents, there were 153 people in the community who received various services from the district office during August 2023. The analysis focused on how effective public communication can influence positive results in providing services to the community. A quantitative approach was used in this research by collecting data through surveys and statistical analysis. The results of this research show that public communication has a positive and significant influence on public services. It is recommended that communication competency be one of the materials in training for new West Bandung Regency employees.

Keywords: Public Communication, Effectiveness, Public Services

INTRODUCTION

Public services are the main basis for interaction between the government or public agencies and the community and are a reflection of the government's commitment to meeting the needs and expectations of its citizens. Public services cover various forms of services, ranging from health, education, and transportation, to public administration. The quality of public services has a significant impact on people's quality of life and perceptions of government. Good management of public services does not only focus on operational efficiency but also a deep understanding of the needs and aspirations of the community. Through innovation, transparency, active community participation, and improved public communication, public services can be transformed into a powerful tool for building a more inclusive and sustainable society (Lubis, 2019).

Five dimensions need to be considered in public services consisting of material aspects, reliability, assurance, responsiveness, and empathy (Toha & Supriyanto, 2023). These five aspects affect the quality of the public services provided. Material aspects include physical facilities, equipment, and communications provided or used by service providers and users. Reliability, namely the ability to provide the promised service to customers and provide responsive service. Assurance can be defined as the service provider's knowledge, ability, courtesy, and trustworthiness. Responsiveness is the service provider's desire to help service users and provide services responsively, while empathy can be interpreted as ease of relationship, good communication, and understanding of customer needs. one of the factors that influences customer satisfaction is the assurance aspect which can be defined as the service provider's knowledge, courtesy, and ability to build customer trust in the company (Novansyah et al., 2022).

Communication skills have an important role in public services because in providing services, service providers must certainly be able to convey their views and suggestions to service users correctly and politely (Shienlia, 2022). The formation of good communication will not only provide satisfaction to the public, but will also lead to the efficiency of services carried out by the government. This also has an impact on service quality by providing direct feedback from the public. Feedback, complaints and suggestions received can help service providers to continue to improve and adjust services according to community expectations. In addition, responsive and empathetic communication builds public trust in public

institutions, thereby encouraging active participation in the services provided. By responding to inquiries, resolving complaints, and providing support to the community, public communication creates a more positive service experience and builds loyalty from service users. This means that public services must be carried out in a responsible manner (Kurniawan, 2022).

The ability to provide the right information, respond quickly, and interact with service users in an understanding way makes the service not only focused on administrative tasks, but also on building meaningful relationships. Thus, the impact of public communication goes beyond simply conveying information, but also creates a solid foundation for continuous improvement in the effectiveness of public services (Aulia Rahmi et al., 2020).

The influence of public communication in increasing the effectiveness of public services is crucial in forming a mutually beneficial relationship between the government or public agencies and the community. In a context where information is becoming increasingly accessible, public communication is an important bridge for delivering accurate, transparent and timely information to the public regarding available public services. By providing clear information about the types of services, procedures, requirements and benefits offered, public communications build better awareness among the public, enabling them to take the necessary steps in accessing services. Moreover, interactive public communication opens the door for public participation in decision-making related to public services, ensuring that the resulting solutions and policies meet their real needs. Because services are considered to be of good quality if they are in accordance with the needs and expectations served, then the communication process between the two parties, the government and the community, should be suspected as an influential factor (Ramadani, 2019) .

REVIEW OF LITERATURE

Public Communication

Communication is a communication strategy or activity that aims to provide information and to increase awareness and influence attitudes towards the general public (Mucharam, 2022). Public communication is the delivery of information or messages in the form of invitations, ideas and concepts to the public (the general public) who cannot be recognized one by one by the communicant. Public communication is communication aimed

at everyone who watches and reads it or information aimed at the general public using audio and visual transmitters (Hidayat & Suhara, 2021). The public communication indicators in this research are adapted from the theory put forward by Cutlip-Center-Broom (in Morissan 2010:206-208) with 7 indicators divided into 14 statements. The 7 indicators include: 1) credibility; 2) Context; 3) message content; 4) clarity; 5) continuity and consistency; 6) channel; 7) receiver capability.

Public Service

Based on Law Number 25 of 2009 article one (1) concerning Public Services provides the following definition of public services: Public Services are activities or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident regarding goods, services, and/or administrative services provided by public service providers. If analyzed specifically, public services are the provision of basic rights to citizens or society in accordance with their needs and interests as regulated by law (Apriansyah, 2020).

Service means serving the people being served. If you serve, then the truth is to provide service and devotion professionally and in accordance with the expectations of the public as the party being served. Mukaron and Laksana, (2016:41) say that: "Public service is the provision of services or serving the needs of people or society who have an interest in the organization in accordance with the basic rules and procedures that have been determined." In this research, the quality of public services in this research adopts the indicators proposed by Parasuraman in Lupiyoadi (2001: 148-149) which consist of 5 indicators with 12 statements.

RESEARCH METHOD

This study uses a quantitative approach. Quantitative research methods aim to test the hypotheses that have been set. This type of research is causal effect research. Causal effect research is research that aims to determine the relationship or influence between two or more variables. The quantitative method is in the form of numbers derived from measurements using a scale on the variables in the study. The number of population is not known with certainty. The population in this study is all public services in West Bandung Regency.

The data in this research was obtained by distributing questionnaires to the WhatsApp group. The sample in this study was selected using a simple random sampling technique, where the number of respondents who filled out the questionnaire was 153 people. Data analysis used the Structural Equation Model (SEM) approach assisted by the Smart PLS application (Civelek, 2018). The analysis stages in this research are: a) The first stage is to carry out a measurement model test, namely testing the construct validity and reliability of each indicator; b) stage is to carry out a structural model test which aims to determine whether there is an influence between variables/correlation between constructs which are measured using the t test from PLS itself.

RESULTS AND DISCUSSION

Outer Model Analysis

Validity Test

Validity test is used to measure whether a questionnaire is valid or not. In this research, validity testing was carried out using convergent validity and AVE. Validity uses convergent validity, where the measurement model with indicator reflection is assessed based on the correlation between item scores/component scores calculated using PLS. An individual reflection measure is said to be high if it correlates more than 0.7 with the measured construction. However, according to Civelek, (2018) for research in the initial stages of developing a measurement scale for loading values of 0.5 to 0.6 is considered sufficient.

Table 1
Validity Test Results

Variable	Outer Loading	AVE	Information
Public Communication (X)	KP_1	0.764	Valid
	KP_2	0.706	Valid
	KP_3	0.867	Valid
	KP_4	0.837	Valid
	KP_5	0.842	Valid
	KP_6	0.818	Valid
	KP_7	0.756	Valid
	KP_8	0.783	Valid
	KP_9	0.840	Valid

	KP_10	0.771		Valid
	KP_11	0.875		Valid
	KP_12	0.827		Valid
	KP_13	0.889		Valid
	KP_14	0.850		Valid
Public Service (Y)	PP_1	0.745	0.723	Valid
	PP_2	0.911		Valid
	PP_3	0.837		Valid
	PP_4	0.868		Valid
	PP_5	0.777		Valid
	PP_6	0.849		Valid
	PP_7	0.789		Valid
	PP_8	0.900		Valid
	PP_9	0.795		Valid
	PP_10	0.919		Valid
	PP_11	0.899		Valid
	PP_12	0.893		Valid

Based on the results of testing the validity of the instrument, it is known that of the 26 indicators, there are no invalid indicators, so in this study only 26 indicators were used.

Reliability Test

This study uses 2 types of reliability tests, namely the Cronbach Alpha test and the Composite Reliability Test. Cronbach Alpha measures the lowest (lowerbound) reliability. Data is declared reliable if the data has a Cronbach alpha value > 0.7 . Composite reliability measures the actual reliability value of a variable. Data is declared to have high reliability if it has a composite reliability score > 0.7 .

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
Public Communication (X)	0.962	0.966	Reliable
Public Service (Y)	0.965	0.969	Reliable

The test results show that all instruments are declared reliable with a Cronbach Alpha score and Composite reliability > 0.7 .

Test Convergent Validity after Modification

The following is a picture of the calculation results of the SEM PLS model after indicators that do not meet the loading factor value requirements have been removed. In this picture you can see that none of the loading factor values of the indicators for each variable are below 0.6, so the analysis continues with the Discriminant Validity test.

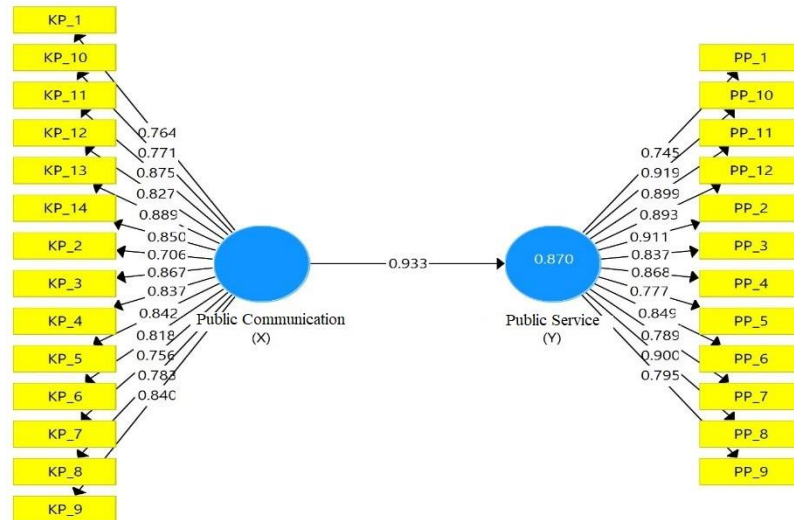


Figure 1
Convergent Validity test after modification

R-Square Test

The R-Square Coefficient determination (R-Square) test is used to measure how much the endogenous variables are influenced by other variables. Based on data analysis carried out using the smartPLS program, the R-Square values were obtained as shown in the following table:

Table 3
R-Square Test

	R Square	R Square Adjusted
Public Service (Y)	0.870	0.870

Based on the test results, an R-Square score for Public Service (Y) was obtained of 0.870, which means that Public Service is influenced by Public Communication by 87% and the other 13% is influenced by variables that have not been explained in this study.

Hypothesis Testing

Testing the hypothesis can be seen through the value of the t-statistic and the probability value. To test the hypothesis using statistical values for alpha 5% by comparing t count with t table. So that the criterion for accepting or rejecting the hypothesis is that H0 is rejected if the t-statistic > t count. To reject/accept the hypothesis using probability, Ha is accepted if the p value <0.05

Table 4
Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Public Communication (X) -> Public Service (Y)	0.933	0.934	0.012	77,286	0,000

The Effect of Public Communication on Public Services

The results of hypothesis testing show that there is an influence between Public Communication and Public Services, this shows that the p-value value is 0.000, which is smaller than 0.05. As well as the t-statistic value of 77.286 which is greater than 1.660 and a beta score of 0.933. From the explanation above, it will show that Public Communication has a significant positive influence on Public Services.

Communication skills have an important role in public services because in providing services, service providers must be able to convey their views and suggestions to service users correctly and politely. The establishment of good communication will not only provide satisfaction to the community, but will also lead to the efficiency of services provided by the government. This also has an impact on service quality by providing direct feedback from the community (Suhifatullah, 2019) . The input, complaints and suggestions received can help service providers to continue to improve and adapt services in accordance with community expectations as suggested by Osborne and Gaebler (1997: 192). In addition, responsive and empathetic communication builds public trust in public institutions, thereby encouraging active participation in the services provided. By responding to inquiries, resolving complaints, and providing support to the community, public communication

creates a more positive service experience and builds loyalty from service users. However, community satisfaction is the most important aspect in the success of a good public service sector with good public communication.

The ability to provide the right information, respond quickly, and interact with service users in an understanding way allows the service to focus not only on administrative tasks, but also on building meaningful relationships (Toha & Aini, 2021). Thus, the impact of public communications goes beyond simply conveying information, but also creates a solid foundation for continuous improvement in the effectiveness of public services (Mirnasari, 2013).

The influence of public communication in increasing the effectiveness of public services is very crucial in forming a mutually beneficial relationship between the government or public agency and the community. In a context where information is becoming increasingly easy to access, public communication becomes an important bridge to deliver accurate, transparent and timely information to the public regarding available public services. With providing clear information regarding the types of services, procedures, requirements and benefits offered, public communication builds better public awareness, enabling them to take the necessary steps to access services. Moreover, interactive public communication opens the door for public participation in decision-making related to public services, ensuring that the resulting solutions and policies meet real needs (Habi Rahman Kamel & Sofyan, 2022).

The existence of good public communication is one of the principles of quality public services, namely openness in the sense that all parties, who serve and are served, must be open in providing information (Annisarizki & Surahman, 2022). as well as having the benefits of public services put forward by Osborne and Gabler (374); Sometimes, governments can have a big impact just by making information available to the public.”

CONCLUSION

Based on the results of the research above, it is known that there is an influence between public communication on public services. The results of this study state that public communication has a significant positive effect on public services. West Bandung Regency which also implements public communication as a form of public service which is being

carried out so that it is very influential between public communication and public services. Based on the results of this research, to manage the quality of public services, it is recommended that public communication techniques be used as one of the teaching materials in training for newly recruited employees by the district government.

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