
**QUALITY OF EMPLOYEE SERVICE IN ISSUING CERTIFICATES OF
INCOME INCOMPETENCE (SKTM) IN CEMARA VILLAGE, LUBUK PAKAM
DISTRICT**

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Abstract

Public service is one of the main functions of the government in meeting the needs of the community. One form of administrative service provided by the sub-district government is the issuance of a Certificate of Poverty (SKTM). This study aims to determine the quality of employee service in the issuance of SKTM in Cemara Sub-district, Lubuk Pakam District. This study uses a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation. The theory used in this study is Zeithaml's service quality theory, which includes five dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The results of the study indicate that the quality of service in the issuance of SKTM in Cemara Village is not yet optimal. This can be seen from the limited service facilities, the need to improve employee capabilities, and the lack of service support facilities. Therefore, efforts to improve service quality are needed so that the community can obtain better and more satisfactory services.

Keywords: Service Quality, Public Service, Certificate of Poverty

INTRODUCTION

Public service is one of the main functions of government in fulfilling the needs and interests of the community. The quality of public services is an important indicator in assessing the success of governance, as the services provided by the government are directly related to public satisfaction and trust. The government, particularly at the level closest to the community such as village administrations, is required to provide services that are fast, accurate, transparent, and oriented toward public interests.

Public service is any activity carried out by the government to fulfill community needs in accordance with applicable laws and regulations. High-quality public services are characterized by clear procedures, certainty of service time, and the professional and responsive attitude of public officials. (Sinambela, 2010), Also emphasizes that the quality of public services reflects bureaucratic performance in fulfilling citizens' rights. (Dwiyanto, 2014)

One form of administrative public service is the issuance of a Certificate of Inability (SKTM). The SKTM is an official document issued by the village government as proof that an individual or family is economically disadvantaged. This document plays an important role, as it is used as a requirement to obtain various forms of social assistance, health services, and access to education for underprivileged communities. Therefore, the process of issuing SKTM must be carried out effectively, efficiently, and without unnecessary complexity so that the public can easily obtain their rights.

However, in the practice of public service delivery, particularly in SKTM services, various problems are still found that affect service quality. States that the low quality of public services is often caused by limited facilities and infrastructure, low competence of public officials, and service systems that have not been well organized. These conditions are also found in administrative services at the village level. (Hardiyansyah, 2011)

Several previous studies indicate that the quality of administrative services at the local government level still faces various challenges. Research conducted by Rukayat (2017) shows that administrative population services at the sub-district level have not fully met public expectations, especially in terms of certainty of service time and clarity of service procedures. Another study by Pongantung, Dengo, and Mambo (2021) states that limited human resources and service facilities are the main factors affecting public satisfaction with public services.

In addition, research by Afrizal (2016) emphasizes that the quality of public services is strongly influenced by the ability of public officials to understand community needs as well as the application of transparency and accountability principles in service delivery. This view is in line with Pasolong (2013), who argues that administrative government services must be carried out in a simple, transparent, and accountable manner to avoid causing difficulties for the public.

Based on initial observations at Cemara Village, Lubuk Pakam District, the issuance of SKTM services still faces various obstacles, such as limited service facilities, high employee workload, and the suboptimal dissemination of service information to the public. These conditions have the potential to hinder the community from obtaining fast and satisfactory services.

Therefore, this study is important to examine the quality of employee services in the issuance of Certificates of Inability (SKTM) at Cemara Village, Lubuk Pakam District. This study employs the service quality theory proposed by Zeithaml, Parasuraman, and Berry (1988), which consists of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. It is expected that the results of this study will contribute as evaluation material for village governments in efforts to improve the quality of public services, particularly SKTM services.

REVIEW OF LITERATURE

Public Services

Public services are all forms of service activities carried out by government agencies in an effort to meet the needs of the community. According to Dwiyanto (2014), public services are a series of activities carried out by the public bureaucracy to meet the needs of citizens, whether in the form of goods, services, or administrative services.

Sinambela (2010) states that quality public services must be oriented towards public satisfaction, have clear service standards, and be carried out by professional and responsible officials. Thus, public services should not only focus on results but also on the service process itself.

Service Quality

Service quality is the level of service excellence that is able to meet the expectations and needs of the community. According to Hardiyansyah (2011), service quality is a dynamic condition related to products, services, people, processes, and the environment that is able to meet or exceed the expectations of service users.

One of the theories widely used to measure service quality is Zeithaml's theory. Parasuraman and Berry (1988). They argue that service quality can be measured through five dimensions, namely:

Tangibles (Physical Evidence), including facilities, equipment, and employee appearance.

Reliability, which is the ability to provide accurate and trustworthy service. Responsiveness, which is the willingness of employees to help and respond to the needs of the community. Assurance, which is the knowledge, courtesy, and ability of employees to build trust. Empathy, which is the attention and concern of employees towards service users.

These five dimensions are important indicators in assessing the quality of public services, including administrative services at the village level.

Certificate of Poverty (SKTM)

A Certificate of Poverty (SKTM) is an official letter issued by the village or sub-district government as proof that a person or family is economically disadvantaged. The SKTM is used as an administrative requirement to obtain various social assistance, health services, and education.

According to Pasolong (2013), government administrative services, including the issuance of certificates, must be carried out in a simple, transparent, and accountable manner so as not to cause difficulties for the community. Good SKTM services will help underprivileged communities in accessing their social rights.

RESEARCH METHOD

This study uses a qualitative descriptive approach. This approach was chosen because the issues examined are related to dynamic social phenomena and require an in-depth understanding of the actual conditions in the field. Qualitative research allows researchers to objectively describe the quality of employee services in the issuance of Letters of Financial Hardship (SKTM) in the Cemara Village, Lubuk Pakam District.

The research was conducted at the Cemara Village Office, Lubuk Pakam District, considering that this agency has direct authority in the SKTM issuance process. The research informants were selected purposively, namely village officials directly involved in SKTM services and people who had applied for SKTM.

Data collection techniques were conducted through interviews, observation, and documentation. Interviews were used to obtain in-depth information about the service process and the obstacles encountered. Observations were conducted to directly observe the implementation of services at the subdistrict office, while documentation was used to supplement the data in the form of archives and supporting documents.

Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing, thereby obtaining a clear picture of the quality of employee services in the issuance of SKTM in Cemara Subdistrict.

RESULTS AND DISCUSSION

Quality Of Employee Service In Issuing Certificates Of Income Incompetence (Sktm) In Cemara Village, Lubuk Pakam District

As a basis for analysis, this study uses the service quality theory proposed by Zeithaml, Parasuraman, and Berry, which states that service quality can be measured through five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy (Zeithaml et al., 1988). These five dimensions are used as analytical indicators to assess the performance, attitudes, and behavior of employees in providing SKTM services to the public, as follows:

Tangibles (Physical Evidence)

According to Zeithaml et al., (1988), The tangibles dimension relates to the condition of service facilities and infrastructure, such as service rooms, supporting facilities, and administrative equipment.

The facilities and infrastructure for issuing Certificates of Financial Hardship (SKTM) are basically available and can support the service process. Basic facilities such as service rooms, service desks, waiting chairs, and administrative equipment have been provided by the sub-district office. However, the condition of these facilities and infrastructure is still not optimal. Limited service space, a limited number of waiting chairs, and the unavailability of information boards detailing the requirements for SKTM make the service less comfortable, especially when the number of applicants increases. This also results in the community often having to ask questions again or return to the sub-district office due to ignorance of the complete requirements, so that the effectiveness and efficiency of the SKTM service has not been fully achieved. This situation affects the comfort of the public in receiving SKTM issuance services.

Reliability

According to Zeithaml et al., (1988), Service reliability relates to the ability of employees to provide services in a timely, accurate, and procedural manner. Sub-district employees have demonstrated reliability in processing the issuance of Certificates of Financial Need (SKTM) in accordance with applicable procedures. The service process has been carried out in a systematic and systematic manner, starting from file checking at the service desk, verification by the Head of Social Welfare, to final checking by the Village Secretary before signing. File verification is carried out carefully to ensure the eligibility and administrative suitability of the applicant.

However, from the community's perspective, there is still a perceived lack of clarity regarding the requirements from the outset, resulting in some applicants having to return because their documents are incomplete. In addition, the length of service time is also influenced by the signing process and administrative requirements. This shows that although the service has been running according to procedure and is reliable, the effectiveness of service time still needs to be improved through the provision of clearer and more structured information to the community..

Assurance

According to Zeithaml et al., (1988), The assurance dimension encompasses politeness, friendliness, and the ability of employees to instill a sense of security and trust in the community. Cemara Village employees have provided service assurance in terms of procedures and costs. SKTM services are implemented in accordance with applicable regulations and are free of charge, so the community feels secure in processing SKTMs.

Furthermore, there is a mechanism for a substitute signatory if the authorized official is unavailable, demonstrating procedural certainty in the service.

However, from the community's perspective, the assurance regarding the SKTM's completion time is still perceived as suboptimal. Although the community feels they are being served according to regulations, the unclear completion time requires applicants to return to the village office. Therefore, the assurance dimension in SKTM services is considered good in terms of procedures and costs, but still needs improvement in providing certainty about the timeliness of service to the community.

Empathy

According to Zeithaml et al., (1988), Empathy relates to employee attention and concern for the community's needs. Cemara Village employees generally demonstrated politeness and friendliness in serving SKTM applicants, especially those classified as underprivileged. Employees also endeavored to provide explanations and understanding of service procedures according to the applicant's circumstances. This demonstrates an effort to provide community-oriented services.

However, this personal attention and consistent empathetic attitude were not fully felt by all residents. Long queues and time constraints resulted in rushed service and a lack of individual attention. Therefore, the empathy dimension in SKTM services can be categorized as quite good, but still needs improvement to ensure more equitable, consistent, and community-oriented service.

Constraints in Employee Services in the Issuance of Certificates of Inability (SKTM) at Cemara Village, Lubuk Pakam District

In the implementation of services for issuing Certificates of Inability (SKTM) at Cemara Village, Lubuk Pakam District, various constraints are still encountered that affect the optimization of service quality provided to the community. These constraints arise from both internal organizational aspects and external aspects related to the conditions of the community as service recipients. The constraints in SKTM services can be described as follows.

First, limitations in service facilities and infrastructure. The physical facilities available for SKTM services have generally met basic service needs; however, they remain limited. Narrow service rooms, an insufficient number of waiting chairs, and the absence of information boards detailing the requirements and service flow for SKTM constitute major obstacles in providing comfort and convenience to the public. As a result, the service process becomes less efficient.

Second, the limited number of employees and the high administrative workload. In addition to handling SKTM services, employees are also required to complete various other administrative tasks. This condition affects the speed and responsiveness of services, causing the public to wait longer and resulting in services that cannot be delivered optimally and consistently.

Third, the lack of clarity and transparency in service information. Information regarding requirements, procedures, and estimated completion time for SKTM has not been clearly and systematically conveyed to the public from the outset. This situation leads to a lack of public understanding of the service process and may cause confusion during the application for SKTM.

Fourth, the lack of certainty regarding service completion time. Although SKTM services are carried out in accordance with established procedures and without any service fees, there is no clearly communicated standard service time provided to the public. The signing process, which depends on the availability of authorized officials, is one of the factors that prolongs service completion time.

Fifth, the suboptimal provision of personalized and consistent services. Under conditions of long queues and limited service time, employees' attention to applicants on an individual basis tends to decrease. This indicates that the empathetic attitude of employees is still influenced by situational and service conditions.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the quality of employee services in the issuance of Certificates of Inability (SKTM) at Cemara Village, Lubuk Pakam District has not yet been optimal. This can be observed through the five dimensions of service quality proposed by Zeithaml, namely tangibles, reliability, responsiveness, assurance, and empathy.

In the tangibles dimension, there are still limitations in service facilities and infrastructure that affect community comfort in receiving services. In the reliability dimension, employees have made efforts to provide services in accordance with established procedures; however, delays in service completion are still encountered. The responsiveness dimension indicates that employees are sufficiently responsive in serving

the community, but the limited number of employees causes services to not be delivered promptly. In the assurance dimension, employees have demonstrated polite and friendly attitudes; nevertheless, employee competence still needs to be improved. Meanwhile, in the empathy dimension, employees have shown concern for the community, although further improvement is needed so that services are more oriented toward community satisfaction.

Therefore, efforts are required to improve and enhance service quality through the provision of adequate facilities, the enhancement of employee capabilities and competencies, and the improvement of service systems so that the issuance of SKTM at Cemara Village can be carried out more effectively and efficiently

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