

Interconnection of Prime Service on Organization's Public Sector: A Study on Department of Demography and Civil Record of Manado City's Government North Sulawesi Province

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Abstract--- *The aim of this research was to analyze public service on Department of Demography and Civil Record of Manado City's Government and Childbirth Service in General Hospital of Prof. Dr. Kandouw. Method: research, qualitative method of approach case studies, researcher went directly into the field in collecting the data by asking along with interview the people concerning the service of government institute to the public in Department of Demography and Civil Record in the document service of birth certificate in Manado City and doing interview to medic in childbirth section and mother or family who did childbirth. The Data Collection Technique: in-depth interview technique was done by logical question based on guidance statement and exact target by not evoking suspicion for informant. The interview was done by getting strong intimacy. The researcher kept following as what Benny and Hughes said that to appreciate value of interview as the tool of data collection. Data Analysis Technique: qualitative data analysis, with procedure, data reduction, data presentation. The result that have been achieved on arrangement of Birth Certificate, obscurity of officer to give the document, beside that the fee in making the document was classified high (relative) must go back and forth to the hospital to get the birth reference as the requirement for Birth certificate, but the employees are not responsive to society. After analyzing the problem to increase community satisfaction index and read the theory alone with experts' study, researcher found out SPT Dukun 3 in 1 Model (Integrated Service System of Childbirth Document and Population).*

Keywords--- *Public Service, Population Document, Community Satisfaction.*

I. INTRODUCTION

One of the tasks and main function of the government execution is to provide the optimal public service to the society. To be able to provide the optimal public service in the sense able to provide service satisfaction to the society. The government needs to compile the rule and ordinance that will be performed in duties of government officials in providing public service. For that reason, the government issues several legislation laws that makes it easier for the authorities to provide the swift, appropriate, fair, and accountable services. An attempt of government to fulfill the duty and function as the public servant. It is also objectified by publishing INPRES 1 Tahun 1995 about The Improvement and Enhancement of Government's Quality Service onto society; and be reinforced with Kep. Menpan No. 63/KEP/M.PAN/7/2003 (revision) No. 81/93 about General Guidance of Public Service, which is followed by Kep. Menpan Nomor Kep/25/M.PAN/2/2004 on February 24, 2004 about General Guidance of

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Community Satisfaction Index Unit of Government Institute Service, these two legislations affirm that government is able to provide public service not only jargon but it must be applied. The legislation has shown the political will of government to be good public service. Yet, good law does not mean its execution is not relevant with the will of legislation.⁽¹⁾

The operational level of legislation which related to quality of public service is still based on the apparatus' mentality as the executor. The fact is difficult for apparatus of government to adapt system as the public servant which insisted by the legislation. Because, all this time mentality of our bureaucracy is "pangreh projo" which is applied toward society arbitrarily. Meanwhile, in prime service principle is needed mentality as the pamong projo. Yeremias (2007:240) also argued his study about negative responds toward bureaucracy which is inactive, not transparent, not smart enough in dealing with the problem in society, unconcern to the problem that faced by society. This changed mental attitude cannot be done instantly but it needs more time. Therefore, if there is still some less-satisfying form of community service. Some indications are still of poor quality of public service can be seen in the mass media. Therefore, it is necessary to do the study that able to figure out level of community satisfaction toward the quality of public service and also looking for the cause of being dissatisfaction.⁽²⁾

The aim of this research was to analyze public service on Department of Demography and Civil Record of Manado City's Government and Childbirth Service in General Hospital of Prof. Dr. Kandouw

II. LITERATURE REVIEW

2.1 Public Organization

Public Organization is an organization oriented to public importance. They are separated in 3 parts as follows:

1. Government Institution

Government Institution is as governance in a country divided into 2 parts:

- a. Central Government b. Local Government

2. Governments' profit organization divided as: a. Governments' profit organization b. Governments' Foundation

3. Private Organization: Private School, Private Hospital

2.2. Concept of Public Services Quality

Several concept of public services quality form the experts, researcher concluded quality concept of public services quality according to Kotler (1999:561) divided into 5 dimension as follows:

1. Reliability
2. Responsive
3. Assurance
4. Emphatic
5. Tangible⁽³⁾

Analysis Problem of First Rate Services

Concept of Public Services Quality

Concept of Customer First: customer satisfying without any comment.

Full Heart Concept: Customer do not buy the product but the services

Culture of First Rate Services: First rate services as honor value as respected.

Attitude of First Rate Services: Servants' heart towards his profession.

Personal Skill for First Rate Services: Respect the other as much as yourself.

First Rate Services According to Personal Performance: Kind, polite, respectful, convince, neat, lovely, enjoyable, learn from the other, happy to make someone happy. If all government staff are able to follow those concepts, they able to give first rate services to the public. Those criteria as follow: fast, satisfying, right, according to SOP, good quality services, measurement and communicative, work monitoring and self-evaluation.

2.3 Public Satisfying Index

Ministry Policy of Public Servant Service KEP/25/M.PAN/2/2014 composing of public satisfying index in government institution unit, decided elements of previous research collaborated with Ministry of PAN and BPS. It is resulted 48 important elements related to public service varieties through academic test collected 14 elements to be implemented in all kind of services, to measure public index satisfying unit.

There are elements of public satisfying index as follows:

1. Service Procedural

Easier way of services offered to the public by simple services.

2. Service Requirement

They are administrative and technical requirements which needed to have a services.

3. Officer's service Clarity

They are presence and certainty of the officer who serve services (name, position, right and responsibility)

4. Officer disciplinary services

Officer's seriousness in giving services with consistent of time and according to the policy.

5. Officer's responsibility services

They are officers' responsibility and right to do and finishing the services.

6. Officer's service ability

Officers' skill and ability to give and finishing public service.

7. Service Velocity

It is timing services according to unit of services.

8. Justice Service

It is a service without differentiate between status position of the people.

9. Officer Kindness and Politeness

They are officers' attitude and behavior in offering service to the public with Kind and polite but also respectful.

10. Service's Cost Properly

It is public's ability to pay the cost form unit services.

11. Certainty's Cost Service

It is appropriate cost according to the bill.

12. Certainty Schedule Service

It is services time according the policy.

13. Good Environment

They are clean and good environment which give enjoyable situation to the public.

14. Security Services

It is secure environment of office unit service or used facilities which create public safety feeling of the service.

Kotler stated customer satisfying is somebody feeling after comparing result of its' felling and hope. There are similarities between some definitions about customer satisfying (hope, feeling and result). Basically, customers' hope is measurement's product of what they have been bought and consumed (product or services). Public's satisfying in this research is public's feeling according to their perceptions compare to public's hope about services which have been received (hope and fact). (4)

III. METHODOLOGY

This research categorized as qualitative study, because qualitative study focused on deeply understanding of a meaning from certain phenomena which appear in a research be analyzed comprehensively⁽⁵⁾.

Research Instrument

Public services' customer, literary and related previous study.

Data Collection

By using questionnaire to public services user, Interviewing public services user. Observation towards process of public services in Department of Demography and Civil Record of Manado

IV. RESULTS AND FINDINGS

The responsibility of government is to provide easy, cheap, and timely public service. Some ways is being made to serve the society which are providing some regulations in simplifying the process of service and more important is likely staff, providing tools to support staff, and the processing of service route that arranged in Standard Operational Procedure (SOP). To avoid having direct contact with applicants, it was done by arranging the rooms so applicants keep stay in front office, and some training, workshop are done to increase the service. Ministry of PAN & RB collaborates with some institutions that have interest and authority related to Reformation especially in public service. The difficult one is to change paradigm, mind set to see the role of government in serving society honestly.

Mindset, or like what President Joko Widodo said “Mental Revolution” is a friction into the different way to do service. This research is based on Kep Menpan no. Kep/25/M.PAN/2/2004 about General Guidance of Community satisfaction index and unit of government satisfaction service. There are 14 elements that is necessary for basic measurement of community satisfaction service, there are 7 prominent elements that become dissatisfaction in Department of Demography and Civil Record which are 1) service speed; 2) clarity of the service officer; 3) ministerial officer discipline; 4) the responsibility of the service officer; 5) fix service schedule; 6) environmental comfort; 7) courtesy of officer.

Factor of public dissatisfaction that argued by researcher is based on the result of interview that is necessary to get attention for being increased with the strategy of prime management service. it's time for those babies who were born in integrated General Hospital to manage Person Number, Family Registry, Birth certificate and Social Service Card, so the people who did childbirth is no longer 1) to manage the childbirth information from General Hospital; 2) to manage Person Number and Family Registry in village administrated; 3) to manage childbirth certificate in sub-district; 4) to manage social service card in BPJS, it needs time, energy, money that is hard for poor people. Therefore in making occupation administration, increasing civil prosperity and baby's health need to be applied by service of SPT DUKUN 3 in 1 which is Integrated Service System of Occupation Document, Birth, and Participant of BPJS.

The data of baby that inputs on birth service counter of General Hospital through web desk will be sent to BPJS's database to process the Person Number, Family Registry, Birth certificate and Indonesian's healthy card. Then the Person number which is published by Department of Demography and Civil Record through web desk/web service will be sent to the database of BPJS for the non-independent participant card of BPJS. Now people who do childbirth in General Hospital is only to bring Family Registry, Photocopy I.D. 2 witnesses at hospital gave birth to health, Birth certificate from General Hospital, Person Number, Family Registry, Birth certificate, Child I.D, Social Service Card. This service of SPT DUKUN 3 in 1 will simplify and accelerate the childbirth record, getting Person Number, Family Registry, and BPJS Card for the prosperity of the baby/family. Because the data of baby at the hospital will be sent directly online into the population database.

The important steps to do

- a. The development of SOP service and Civil Record need to have power of law through regulation of mayor. The implementation of SOP is evaluated habitual every six months to know Obstacles, staff needs, workload and complaint handling. One of the innovations that related to SOP is the regulation to enclose the power of attorney if the arrangement is done by others and the presentation of the documents to the applicant.
- b. The commitment of government in doing prime service as existence of public accountability. Human source enhancement which is done through the Apprenticeship program in PAN & RB Ministry that effected to the change in mind set and work culture alone with High-performance work contagion and culture; Training programs and workshops, like the file management workshop for structural officials, training and workshop service excellence officer front office, training archive management for the staff, and training of IT for the staff Back Office.

- c. Improved infusion technology equipment facilities, to improve efficiency, including line engine installations, electronic SOP development, and installation SMS gateway.
- d. Ministerial room arrangement, by uniting all service on the same floor (1st floor) Thus providing comfort and fair access to all, including people with special needs.
- e. File system management, through cataloguing document and the use of file mobile cabinet so is gently accessed when needed lean and safe.
- f. The layout of the office/room, as an attempt to prevent potential corruption Through the unification of the office service officers and civil service records backed by the segregation of the front and back office.

V. CONCLUSION

1. Public services is easily, cheap and on the time as an obligation of government's service.
2. Public satisfying index towards public services will increase by implementing SPT DUKUN 3 in 1 (SPT Dukun 3 In 1 Model (Integrated Service System of Childbirth Document and Population and Health Assurance "BPJS" membership) to be first program by minimizing cost and time, birth certificate, public data will increase by new baby born in General Hospital (RSU) will be sent online to database Department of Demography and Civil Record of Manado

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