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+62 821-9384-9949 fisip.uim-makassar.ac.id/profil

Integrated Service Quality Analysis at the Office of the Regional Disaster Management Agency of South Sulawesi Province

Syamsul Bahri, Djainuddin M

[1,2]Prodi Ilmu Administrasi Publik, Universitas Islam Makassar, Makassar, Indonesia
syamsulbahri346@gmail.com1

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ABSTRACT
The purpose of this study was to determine the quality of integrated service administration at the Regional Disaster Management Agency Office of South Sulawesi Province and to determine the factors that support and hinder integrated service administration at the Office of the Regional Disaster Management Agency of South Sulawesi Province.
This research uses descriptive qualitative methods, data collection techniques; observation, interviews and documentation.... The research informants were 8 people consisting of BPBD employees and the community. Data analysis used is interactive analysis with stages; data collection, data reduction, data presentation and conclusion drawing.
The results of the study found that the quality of integrated service administration has been implemented within the BPBD of South Sulawesi Province in the form of physical evidence, reliability, responsiveness, assurance and empathy. Physical evidence has been running well,. Reliability is seen in a systematic and organized service process. BPBD has standardized procedures for dealing with emergency situations, but needs improvement in terms of timeliness and consistency in carrying out these procedures. Responsiveness, quite responsive to emergency situations and community needs. Quality assurance of administrative services.

A. INTRODUCTION

One of the important factors in public services is the operation of a service system that prioritizes the interests of the community. Services can be very poor quality if the system implemented is not in favor of the interests of service users. Currently, the Regional Disaster Management Agency of South Sulawesi Province is required to further improve services professionally in accordance with their respective fields. The services implemented are in accordance with incoming reports, coordinating implementation, carrying out victim and disaster evaluations, reporting on the implementation of disaster management and documenting implementation reports. Changes in public predigma, technology and the very rapid flow of information have encouraged organizations to produce products or services that can meet the needs and desires of the community, so that people feel satisfied with what they have got.

National issues related to disasters include; low public preparedness for disaster mitigation, the lack of institutional capacity to organize Kompas disaster management

* Corresponding Author
E-mail : syamsulbahri346@gmail.com1

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(2024). The Regional Disaster Management Agency of South Sulawesi Province related to improving the quality of services in the service sector is getting more attention from the public, because of the many complaints and complaints about ineffectiveness and efficiency and inadequate human resources. This can be seen in terms of convoluted service procedures, unresponsive officers, expensive costs that must be incurred, so that public views of improving service quality from year to year are increasing. But in reality, customers do not get the service they want (Results of observations in the field in 2022). Many service implementation activities have not increased so that many customers or the public feel dissatisfied in getting services.M. Yusuf Azwar

The results of Adhy Yulianto's (2024) research with the title: Analysis of the Quality of Public Services for Disaster Management of Semarang City BPDB (Thesis), summarized the results of the study showing that the quality of service of the Semarang City BPDB was in the good category with a score of 79.11%, but what is still low is responsiveness. Factors that affect the quality of service include; lack of facilities and infrastructure, reliability of information, responsiveness and empathy. The results of another research by M. Yusuf Azwar Anas, et al. (in the journal Dialectics Volume 3 Number 1 of 2018 with the title: Analysis of community satisfaction in the services of BPDB Malang Regency. The results of the study show that the service satisfaction index of BPDB Malang Regency is classified as very good. If analyzed further by comparing the author's research results, it can be concluded that there are similarities in the results of previous research and are not necessarily gap research.

B. METHODS

This research uses a descriptive qualitative method. This research aims to obtain data related to the quality of services of BPDB South Sulawesi. Data collection techniques; observation, interviews, and documentation. The research informants as many as 8 employees and data analysis techniques were used by the intractable analysis of Smile and Huberman (2012) in Sugiyono 2019.

C. RESULTS AND DISCUSSION

Research Results

1. Physical Evidence (Tangible)

Service quality is a form of physical actualization in accordance with its use and utilization that can be felt to help the services received by people who want services, so that they are satisfied with the perceived service, which at the same time shows loyalty to the provision of services provided (Parasuraman, 2018:32).

The results of the research on physical evidence at the South Sulawesi BPDB office, BPBD has a Pusdalops or operation control center that functions as a coordination and control center in emergency situations. "Regarding the quality of tangible or tangible services, it can be seen from the average employee who can work on work targets according to the given time limit. The service room is up to standard, although it is not perfect, but it is quite adequate. Judging from employee discipline, they have tried to always be on time and employees have shown the ability to use technology and digital media quite well. Likewise, the ferfomanship and neatness of employees are quite good, the service room is quite adequate and also the discipline of employees is quite adequate.

From the results of interviews with several informants at the South Sulawesi Provincial BPBD Office, it was concluded that the average employee works in accordance with work operational standards. Likewise, the neatness of dressing is quite

neat and also employees in general have expertise and skills. This means that the application of physical evidence in services at the South Sulawesi Provincial BPBD has been carried out well.

2. Reliability

The results of the study show that South Sulawesi BPDB employees have shown reliability in disaster management through various performance achievements during the 2024 Fiscal Year. The reliability that has been shown from the preparation of drought disaster contingency plan documents. The South Sulawesi BPBD has successfully prepared a contingency plan document that focuses on handling drought disasters in the region. The employees have been quite careful in providing services, performing services based on SOPs.

Thus, it can be concluded that South Sulawesi BPDB employees are quite reliable in carrying out disaster service tasks in the field. Job Satisfaction

3. Responsiveness

The South Sulawesi Provincial BPBD has shown high responsiveness in disaster management through various initiatives and quick responses. The implementation of responsiveness by the BPBD of South Sulawesi Province. Quick response in fulfilling basic needs after the disaster, the South Sulawesi BPBD quickly distributed basic needs assistance to disaster victims. This step shows BPBD's commitment to providing immediate assistance to people affected by the disaster. Furthermore, coordinating between regions to optimize logistics distribution, the South Sulawesi BPBD actively coordinates with BPBD from other provinces, such as West Sulawesi, to discuss logistics distribution and identify obstacles in logistics management.

The responsiveness of South Sulawesi BPDB employees is quite responsive in providing services to people in need. Likewise, the optimization of logistics distribution is distributed on time according to the needs of the people affected by the disaster. This can also be carried out well because of the collaboration of the South Sulawesi BPDB with related agencies to participate in handling natural disasters.

4. Insurance (Guarantee)

The South Sulawesi Provincial BPBD is committed to improving the quality of services in disaster management through various initiatives and management improvements. The efforts that have been made are through strengthening human resources (HR). The South Sulawesi Provincial BPBD has adequate human resource capacity. Each employee plays an active role in various fields of disaster management. The availability of competent human resources supports the effective implementation of BPBD's duties and functions.

The application of guarantees is also shown by BPBD having developed a strong regulatory and planning apparatus to support the implementation of post-disaster rehabilitation and reconstruction. This step ensures that every action taken is in accordance with the standards and procedures set, thereby improving the quality of service to the community. In an effort to improve service quality, the South Sulawesi Provincial BPBD implements the First In First Out (FIFO) method in logistics management.

5. Empathy

The steps taken by the South Sulawesi Provincial BPBD in implementing empathy services are such as actively holding public consultations, such as in the development of contingency plans for reproductive health services in disaster situations. This measure ensures that the specific needs of communities, including vulnerable groups, are considered and accommodated in disaster management planning.

The South Sulawesi BPBD coordinates with other provincial BPBDs, such as West Sulawesi, to discuss logistics distribution and identify obstacles in logistics management. This collaboration aims to ensure that assistance is on target and in accordance with the needs of the affected communities, reflecting an empathetic approach in service.

Inhibiting and supporting factors in the implementation of services at the South Sulawesi BPDB Office include; Organizational characteristics, work environment, human resources and leadership policies. The four aspects mentioned above are not inhibiting factors in disaster services. However, on the contrary, it is a supporting factor for the implementation of disaster activity programs. BPDB South Sulawesi has made an organizational structure plan adapted to its functions and duties. In addition, BPDB is also quite available for disaster facilities and infrastructure. and also supported by policies of leadership and adequate employee human resources.

Discussion

The quality of public services is the right instrument to provide satisfaction to the people served. In an effort to apply the quality of public services at the South Sulawesi BPBD Office, five public service indicators are implemented, including; Tangible, (Physical Evidence.), Realibility (reliable), Responsiviness (responsive), Assurance (assurance and Empaty (empathy) . These five aspects of service are very effective to be carried out in government organizations in providing services to the community, so as to provide satisfaction for the community. Those affected by the disaster.

The implementation of service quality at the South Sulawesi BPBD office, is carried out well, this is very supported by the existence of organizational characteristics that are in accordance with their duties and functions, besides that it is also supported by the availability of disaster facilities and infrastructure available in the office. Skilled and expert human resources and leadership policies also support the implementation of disaster activity programs. The results of this study, are in line with previous research by Adhy Yulianto (2024) with the title: Analysis of the Quality of Public Services for Disaster Management BPDB Semarang City (Thesis), concluding that the results of the study show that the quality of services of BPDB Semarang City is in the good category with a score of 79.11% and also the results of research by M. Yusuf Azwar Anas, et al (in the journal Dialectics Volume 3 Number 1 of 2018 with the title: Analysis of community satisfaction in BPDB services in Malang Regency. The results of the study show that the service satisfaction index of BPDB Malang Regency is classified as very good. If analyzed further by comparing the author's research results, it can be concluded that there is relevance to the results of previous research and there is no gap research.

D. CONCLUSION

The quality of disaster services such as; physical evidence, reliability, responsiveness, assurance and empathy at the South Sulawesi BPDB Office has been carried out well and carried out with full responsibility and discipline.

Inhibiting and supporting factors include; Organizational characteristics, work environment, human resources and leadership policies are not obstacles in carrying out disaster tasks. In fact, it is the opposite of a supporting factor in the implementation of disaster activities.

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