



Public Perception of the Quality of Public Services in Katinimbang Village, Makassar City

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ABSTRACT

This study aimed to analyze community perceptions of the quality of public services in Katimbang Subdistrict, Makassar City, and to identify the factors influencing those perceptions. A descriptive qualitative approach was employed. Data were collected through in-depth interviews, field observations, and documentation involving community members as service recipients and subdistrict officials as service providers. Data were analyzed using the Miles and Huberman interactive model, consisting of data collection, data reduction, data display, and conclusion drawing and verification. The findings show that community perceptions of public service quality in Katimbang Subdistrict were generally quite good and satisfactory. These perceptions were reflected in three processes: stimulus reception, understanding or comprehension, and assessment or evaluation. The community perceived officials as polite, friendly, communicative, responsive, and fair in providing services without discrimination. Nevertheless, limitations remain, particularly in waiting facilities and the availability of written information concerning service requirements and procedures. Community perceptions were mainly influenced by impression-giving factors related to service personnel, target/object factors related to the service received, and situational factors related to the service environment. The findings indicate that improving public service quality requires stronger communication by officials, more accessible service information, and improvements in facilities and infrastructure.

A. INTRODUCTION

Public services are one of the important indicators of the success of government administration. Increasing public awareness of their rights encourages demands for fast, transparent, accountable, and responsive services that meet the needs of the community. Good service quality is not only related to meeting administrative needs, but also plays a role in building public trust in the government (Bovaird & Loeffler, 2015).

In Indonesia, the implementation of public services has a foundation through Law Number 25 of 2009 concerning Public Services which emphasizes the fulfillment of people's rights, legal certainty, justice, and service quality. In practice, public services still face various problems, including less simple procedures, limited resources, and responsiveness of apparatus that is not always optimal. These conditions make the community's experience when receiving services an important part in assessing the quality of service.

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Public perception is important because the assessment of services is formed through the direct experience of the community when interacting with the apparatus and the service environment. Previous research has shown that the quality of service and the behavior of the apparatus are closely related to public perception, satisfaction, and trust. Parasuraman et al. in Sa'idu (2023), for example, place reliability, responsiveness, assurance, empathy, and physical evidence as dimensions that can be used to see the quality of service. Nugroho et al. (2020) also show that positive perceptions of public services contribute to increased public satisfaction and trust.

At the village level, the issue of service quality is becoming increasingly important because the village is a government unit that deals directly with the community. Irawan (2024) found that services at the village level still face problems of apparatus professionalism, clarity of information, and communication. Research on public perception also shows that perception can be influenced by internal factors, object factors, and situational factors (Firosa Linda, 2022). However, research that specifically examines public perception of the quality of public services in Katimbang Village is still limited.

Katimbang Village, Biringkanaya District, Makassar City, is one of the areas where public services are in direct contact with the administrative needs of the community. Based on the field findings in this study, the community in general considers the service to be quite good, but there are still problems with the clarity of service information and the comfort of facilities. This condition shows that there is room to study more deeply how the community absorbs, understands, and evaluates the services received.

Based on this background, this study aims to: (1) describe public perception of the quality of public services in Katimbang Village, Makassar City; and (2) identify factors that affect public perception of the quality of public services in the region. Academically, this research is expected to enrich the study of public services at the village level. Practically, the results of the research can be an evaluation material for the village government in improving the quality of services.

B. METHODS

This study uses a qualitative descriptive approach to analyze public perception of the quality of public services in Katimbang Village, Biringkanaya District, Makassar City. The research will be carried out in January 2026 with informants consisting of the community as service recipients and Katimbang Village apparatus as service providers.

Research data was obtained through interviews, observations, and documentation. Interviews were conducted in depth to obtain information about the community's experience and perception of services, including the attitude of the apparatus, clarity of procedures, responsiveness, justice of services, and facility conditions. Observation was used to directly observe the process and service environment, while documentation was used as data to support research.

Data analysis was carried out interactively with reference to the Miles and Huberman model, which included data collection, data reduction, data presentation, and conclusion drawing and verification. The validity of the data was strengthened through triangulation techniques, which are comparing information obtained through interviews, observations, and documentation.

C. RESULTS AND DISCUSSION

RESULT

1. Public Perception of the Quality of Public Services.

The results of the study show that the public's perception of the quality of public services in Katimbang Village is generally relatively good. This perception is formed through the community's experience when interacting with the apparatus, understanding service procedures, and evaluating the services received.

In the absorption aspect, the community gets a positive impression of the service because the apparatus is considered friendly, polite, communicative, and willing to help the community in solving administrative needs. Direct interaction with officers is the main experience that shapes the public's impression of the service.

In terms of understanding, the public generally understands the service procedures after obtaining an explanation from the officer. The community also considers that the service is provided fairly and does not distinguish the background of the service recipient. However, written information about the requirements and flow of services is still considered not optimal so that some people still depend on direct explanations from the officers

In the aspect of assessment or evaluation, the community provides an assessment that tends to be positive towards the service. Officers are considered to provide services according to procedures and help when the community experiences difficulties. However, there are still obstacles related to service time and completeness of information that can affect the efficiency of the service process.

2. Factors Influencing Public Perception.

The results of the study show three main factors that affect public perception of the quality of public services, namely the factors of service officers, service objects, and service situations.

First, the service officer factor. A friendly, polite, responsive, and communicative attitude is the most powerful factor in shaping a positive perception of the community. The community feels appreciated when the officer provides explanations and helps solve service needs.

Second, the service object factor. Public perception is influenced by the clarity of procedures, requirements, accuracy of services, and administrative results received. Services that meet the needs of the community result in a more positive assessment.

Third, the service situation factor. Environmental conditions and facilities also affect the community experience. Basic service facilities are considered available, but waiting rooms and seating are still limited when the number of people who come increases. These conditions reduce the comfort of the community while waiting for services.

DISCUSSION

The results of the study show that the quality of public services in Katimbang Village is not only determined by administrative results, but also by the community's experience during interaction with the apparatus. Positive perceptions are mainly formed from the attitude of the apparatus who are friendly, polite, and responsive. These findings show the importance of interaction aspects in the implementation of public services because the community assesses the quality of services based on the experience they feel directly.

Findings regarding absorption, understanding, and evaluation show that public perception develops through a process. The initial impression is formed from

interaction with officers, then the community understands the procedures and treatment received, before finally giving an assessment of the service. Thus, the behavior of the apparatus is an important part in shaping public perception.

In terms of service quality, the responsive and communicative attitude of officers shows concern for the needs of the community. This finding is in line with previous research that places apparatus behavior, responsiveness, empathy, and communication as important elements in shaping public perception and satisfaction with public services. However, the results of the study also show that the quality of good interaction has not been fully supported by an adequate service information system.

The limitation of written information regarding service requirements and flows is one of the problems that needs attention. The public's dependence on the officer's oral explanations can cause the service process to be less efficient, especially when the public comes with incomplete documents. Therefore, the provision of service information in writing or through simple digital media can be a strategic step to increase the transparency and efficiency of services.

In addition to information, the situation or service environment also affects public perception. The limited waiting room and seating during crowded conditions shows that the physical aspect of services still needs to be improved. These findings show that the quality of service is a combination of the quality of apparatus interaction, the quality of the service process, and the environmental conditions where services are provided.

Overall, the results of the study show that Katimbang Village already has positive capital in the form of the attitude of the apparatus which is considered good by the community. However, improving the quality of service is still needed through improving service information and supporting facilities. Thus, the service improvement strategy should not only be directed at improving the capabilities of the apparatus, but also at simplifying information, transparency of procedures, and improving the comfort of service facilities.

D. CONCLUSION

Research shows that public perception of the quality of public services in Katimbang Village, Makassar City, is generally quite good and satisfactory. This perception is reflected through absorption of services, understanding or understanding, as well as assessment or evaluation. The public considers the apparatus to be polite, friendly, communicative, responsive, and provide services fairly without discrimination.

Public perception is mainly influenced by three factors, namely impression-giving factors related to officers' attitudes and behaviors, target or object factors related to the clarity of procedures, results, and benefits of services, and situational factors related to facilities and service environments. Although the assessment of the apparatus tends to be positive, there are still obstacles to the limitations of waiting rooms and certain facilities and the lack of optimal written information regarding the requirements and flow of services.

The implication is that improving the quality of services in Katimbang Village needs to be directed at providing clear and easily accessible service information, the development of simple digital information media, the arrangement and addition of waiting room facilities, and strengthening the capacity of apparatus in service communication. These improvements are expected to increase comfort, efficiency, understanding, and community satisfaction.

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