

SERVICE IN TALUN VILLAGE SUMEDANG REGENCY

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Abstract. Talun Sub-District, Sumedang Regency, is one of the sub-districts in the Sumedang bank district in Sumedang, this research was caused by unsatisfactory service. Based on this, this study aims to determine services and efforts to overcome service problems in the Talun Village, Sumedang Regency. This study uses a qualitative research method approach with the research variable being service. The sampling technique was carried out by purposive sampling technique. The research informants were: Lurah, civil servants and the Talun Village Community, Sumedang Regency. Research data were analyzed using the Miles and Huberman model with steps including data reduction, data presentation, drawing conclusions. The results showed that services in the Talun Village, Sumedang Regency, that the dimensions of physical evidence (tangibles), facilities and infrastructure were equipped again, toilet facilities were added, the dimensions of reliability (reliability), technical services were quite fast, dimensions of responsiveness (responsiveness), in dealing with complaints from the public, has been reduced by the addition of employees, dimensions of assurance or certainty (assurance), employees greet and ask the needs of every member of the public who comes by showing good manners, and dimensions of empathy (emphaty), the attention and care of employees given to the community optimally by giving a smile and greeting directly to the community according to the applicable SOP. For the Talun Village, Sumedang Regency, to be able to carry out the determination of service principles as a whole in accordance with the capabilities and seating of existing facilities, considering that the determination of service principles is very helpful in achieving service goals.

Keywords: Talun; Sumedang

I. INTRODUCTION

Basically, public services as all forms of services, both in the form of public goods and public services, are in principle the responsibility of and are carried out by central or regional government agencies in the context of efforts to fulfill community needs and in the framework of implementing statutory provisions. Along with the implementation of the decentralization system, public services have recently become a hot discussion and have become a concern among the community. Previously, public services received less attention because of the growing assumption that public services were only government affairs, starting from the process of formulation, policy, implementation to evaluation, the public often could not access all information related to these public services. Based on Law No. 25 of 2009 concerning Public Services, it provides a definition of public services, namely activities or a series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services provided by organizers public service. The public service function is one of the fundamental functions that must be carried out by the government both at the central and regional levels. Considering that the government's main function is to serve the community, the government needs to continue to strive to improve service quality in order to create public satisfaction as users of these public services.

Realizing the creation of excellent service quality requires quality human resources. The quality of a public service is influenced by several factors, one of which is the ability and motivation of employees in carrying out public services. Service officers must be competent in carrying out their duties, this means that officers must know and master the knowledge and skills needed so that officers can carry out their duties properly. According to Law No. 23 of 2014 the Kelurahan is the work area of the lurah as a Regency/City Regional apparatus within the Subdistrict working area. The formation of kelurahan can be in the form of merging several kelurahan or parts of adjoining kelurahan, or division of one kelurahan into two or more kelurahan. In order to improve public services and carry out urban government functions, it is necessary to form kelurahan to accelerate the realization of social welfare. For this reason, the formation of kelurahan must consider various conditions such as administrative requirements, technical requirements, and regional requirements. One of them is a village in Sumedang Regency. Sumedang Regency is a district in West Java Province, Indonesia. In accordance with the Sumedang Regency Regional Regulation No. 2 of 2012 concerning the Sumedang Regency Spatial Plan for 2011 - 2031 which consists of 26 sub-districts divided into 270 villages and 7 (seven) sub-districts. North Sumedang District Consists of 3 (three) sub-districts, namely: Talun Sub-District, Situ Sub-District, and Kaler Municipal Sub-District. Furthermore, there are 4 (four) urban villages in South Sumedang District, namely

Cipameungpeuk Village, Kotakulon Village, Pasanggrahan Village, and Regol Wetan Village.

Based on the results of initial observations related to the performance of village officials in North Sumedang District and South Sumedang District, it was not optimal. This can be seen from several aspects of employee performance, as follows.



Figure 1. Village Employee Performance Assessment 2019 – 2021. Source: Data processed by researchers, 2022

Based on Figure 1. above, it can be concluded that there has been a decrease seen from several aspects, namely work quality, work quantity, cooperation and compliance from 2019 to 2021 there has been a decline. This is caused by the presence of some employees who are not in uniform and tidy which are not in accordance with the SOP, not optimal collaboration with related institutions, not optimal employee discipline system, not in accordance with the function and expertise of the employee's work, and lack of supervision from the leadership. Therefore, it requires employees who are qualified, have innovation, motivation and creativity will have good quality work so that goals can be achieved. This stimulus is called electrifying stimulation because it evokes a relatively fixed response, for example bright light causes the eyes to close, a comfortable working atmosphere, and so on. The vision and mission of the Sumedang Regency Government are in accordance with the 2018-2023 RPJMD as follows: "The Realization of a Prosperous, Religious, Advanced, Professional, and Creative Sumedang Community (SIMPATI) in 2023" Prosperous People, Religious, Moral, Advanced Region, Professional Apparatus and Creative Economy. The mission of the Regional Government of Sumedang Regency is as follows:

1. Fulfilling basic needs easily and affordably for the welfare of society;
2. Strengthening religious norms in the social life of society and government;
3. Developing economic areas is supported by improving infrastructure and environmental carrying capacity as well as strengthening local culture and wisdom;
4. Organize responsive and professionally responsible government bureaucracy in public service;
5. Develop infrastructure and economic systems that support the creativity and innovation of the people of Sumedang Regency.

Furthermore, the mission of the Sumedang District Dikabupaten is mission number 1, namely "Fulfilling basic

needs easily and affordably for the welfare of the community". The role of the organization in overcoming various problems in Sumedang District in improving employee performance is encouraged through the vision and mission of the elected regional head. Moenir in Mu'ah [1] states that service quality is a process of using the mind, five senses and limbs with or without assistive devices that are carried out by someone to get something they want both in the form of goods and services. Matters concerning the quality of service, namely the human factor serving, the tools or facilities used to provide services, the work mechanism used and even the attitude of each person who provides services and is served.

Good service quality will create satisfaction for the community. What is meant by good service is quality service. there are two elements or groups of people where each needs each other and is related, therefore the roles and functions attached to each of these elements are different. Matters concerning the quality of service, namely the human factor serving, the tools or facilities used to provide services, the work mechanism used and even the attitude of each person who provides services and is served. In terms of service quality, we need sources of service quality to be able to perform these services. Based on the background of the problem, the researcher intends to know brand image that influences purchasing decisions. The results of the research will be written in a thesis entitled "Services to the Talun Village, Sumedang Regency".

Kotler in Mokoagouw, Massie, and Wenas [2] states that, Marketing management is the process of planning and executing the embodiment, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that meet customer and organizational goals. Kotler in Swastha and Irawan [3] states that, Marketing management is the analysis, planning, implementation, and monitoring of programs aimed at holding exchanges with the intended market with the intention of achieving organizational goals. Kotler and Armstrong in Alma [4] the term marketing management is formulated as follows: Marketing management is the analysis, planning, implementation, and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of organizational achieving objectives (marketing management is the activity of analyzing, planning, implementing, and supervising all activities (programs), in order to obtain a profitable level of exchange with target buyers in order to achieve organizational goals [5].

Get to know the classic concept of Marketing Mix to penetrate the market. Kotler in Dewi [6] states that, marketing activities are divided into 4 broad groups called 4P in marketing, product (Product), Price (Price), Place (Place), and Promotion (Promotion). Meanwhile, service marketing requires an expanded marketing mix with the addition of three elements, namely People, Physical Evidence, and Process, so that there are seven elements (7P) [7]. Stanton in Alma [4] states that services are something that can be identified separately, intangible, offered to fulfill wholeness. Services can be produced using tangible objects or not. Zeithmal and Bitner in Alma [4] state that services are an economic activity

whose non-product output is consumed at the same time as production and provides added value (such as enjoyment, entertainment, leisure, health) is intangible. Services are centered on efforts to fulfill the needs and desires of the community and the accuracy of their delivery to balance community expectations [8]. Moenir in Mu'ah [1] states that, service is a process of using the mind, five senses and limbs with or without assistive devices that are carried out by someone to get something they want both in the form of goods and services. Furthermore, Nasution in Mu'ah [1] states that service is an activity or benefit offered by one party to another which is basically intangible and does not result in any ownership. The product may or may not be tied to a physical product. Tjiptono [9] states that, Service is any action or deed that can be offered by a party to another party which is basically intangible (intangible physically) and does not result in the ownership of something. The production of services can be related to physical products or not. Tjiptono and Chandra in Mu'ah [1] state that there is overlapping between several dimensions. Therefore, the researchers simplified the ten dimensions into five dimensions called the SERVQUAL dimensions, namely:

1. Physical Evidence (Tangibles) With regard to the power of physical facilities, equipment, and materials used by the company, as well as the appearance of employees.
2. Reliability (Reability) Relating to the company's ability to provide services which is accurate from the first time without making any mistakes and deliver services in accordance with the agreed time.
3. Responsiveness (Responsiveness) With regard to the willingness and ability of para employees to assist customers and respond to their requests, as well inform the service will be provided and then provide services quickly.
4. Assurance, namely the behavior of employees is able to foster customer confidence in companies and ordinary companies create a sense of security for customers. Assurance also means that employees are always courteous and possess the necessary knowledge and skills to handle any customer questions or concerns.

Empathy (Empaty) The company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has comfortable operating hours [10].

II. RESEARCH METHODS

Sugiyono [11] states that, Qualitative research methods can be interpreted as research methods based on postpositivism/ enterpretive philosophy, used to research on natural object conditions, (as opposed to experiments) where researchers are the key instrument, data collection techniques are carried out in triangulation (combined), data analysis is inductive/qualitative in nature, and the results of qualitative research emphasize meaning rather than generalization. The sampling technique used in this research is purposive sampling, which is a sampling technique with certain considerations. This means that those who are used as data sources in this study are those who have something to do with services in the Talun Village, Sumedang Regency. Sugiyono

[11] states that data collection techniques are the most important step in research. As for this research used data collection techniques sevara observation, interviews and documents. Observations were made in order to get an overview of services in the Talun Village, Sumedang Regency. While interviews were conducted with the Lurah, Employees, and the Community in service documents at the Talun Village, Sumedang Regency. Triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. There is quite a lot of descriptive data and data collection does not proceed with fixed questions, but always develops based on the data that has been obtained and then leads to data deepening and equipment. Miles and Huberman in Sugiyono [11] state that, there are main components namely data collection, data reduction, data presentation and drawing conclusions.

III. RESULTS AND DISCUSSION

Based on the results of the research above, it can be explained that basically there is some relationship with service. There are 5 (five) dimensions of SERVQUAL (service dimension), namely, tangibles, reliability, responsiveness, assurance, and empathy. Service is a process of using the mind, the five senses and limbs with or without assistive devices that are carried out by someone to get something they want both in the form of goods and services. The following is the result of the analysis of services in the Talun village, Sumedang Regency.

A. Physical Evidence (Tangibles)

For now, the building and interior of the Talun Village, Sumedang Regency, are comfortable enough to serve the community and when the beginning of the month brings many pensioners' salaries, there is a shortage of seats. The facilities for Kelurahan Talun, Sumedang Regency, are quite complete and make it comfortable for the community, but there are a few problems with the facilities, namely the community queuing machines that don't work. The employees of the Talun Village, Sumedang Regency, were quick to respond to community complaints and were right in providing solutions.

B. Reliability

Talun Village, Sumedang Regency, I haven't encountered any complaints from the community for their services, people are satisfied and comfortable with the services provided. Employees of the Talun Village, Sumedang Regency, in serving the community by prioritizing 3S (smile, greet, greet). Employees do greeting and 3S (smile, greet, greeting), provide assistance, eye contact, say their name if you already know them, always say thank you when calling people who have been waiting, give a smile first then say hello and greet them, then ask them to sit down and ask about their needs, always offer help and provide what the community needs.

C. Responsiveness

The village of Talun, Sumedang Regency, is listening to criticism from the community then provide solutions until the community is satisfied with the solutions provided, listen carefully and do not interrupt the conversation, accept

suggestions and comments from the community well and will be input for future services. listen, respond, explain and provide solutions, provide understanding to the community, if a complaint problem occurs it is definitely not a deliberate factor. The attitude of Talun Village employees, Sumedang Regency, in saving time and energy at work by providing services using queue numbers.

D. Assurance

The employees of the Talun Subdistrict, Sumedang Regency, were quick to respond, right on the spot transactions, always friendly and polite in serving every community. greeting, smile, greetings, greetings, polite, polite and always responsive, sincere and always offering help to the people who come, smile, ask people's needs and provide solutions. Once a week there is always a roleplay transaction, can provide a solution

E. Empathy

The Talun Village, Sumedang Regency, has always been well received by the community. Initiatives to help, understand the wishes of the community have become part of the service in the Talun Village, Sumedang Regency. Employees will ask whether the services provided are helpful enough in meeting the wants and needs of the community, by listening to criticism and then providing solutions.

The problems faced by Talun Village, Sumedang Regency regarding services, namely:

1. Dimensions of Physical Evidence (Tangibles), the findings of researchers include the building of the Talun Kelurahan, Sumedang Regency, which is quite good, but the area of the building must be expanded again. For example, people's seats have been increased and toilets are too cramped.
2. The Reliability Dimension, the findings of the researchers include the Talun Village, Sumedang Regency, which has provided very good service. Like every time serving the community, always giving a smile, greeting and asking about the needs or what the community wants to ask.
3. The Responsiveness Dimension, the findings of the researchers include employees of the Talun Village, Sumedang Regency, in providing services and receiving complaints and suggestions can build employee performance and improve the performance that has been implemented. employees have been trained in using time and energy effectively and efficiently and in accordance with procedures so as to save time and minimize queues that accumulate, and in line with community expectations.
4. Dimensions of assurance or certainty (Assurance), the findings of researchers include recruited employees having expertise in their respective fields, adhering to SOPs in every job. Employees always smile and say names when they know people.

Dimensions of Empathy, the findings of researchers which include the people who come have been satisfied with the services provided by employees of the Talun Village, Sumedang Regency, attention given to retired people for those who cannot walk are assisted using wheelchairs and provide

drinks/snacks while the community is waiting transactions required by society.

IV. CONCLUSION

Based on the results of research and discussion of services in the Talun Village, Sumedang Regency, it can be concluded as Services in the Talun Village, Sumedang Regency as a whole are good, this can be seen from the dimensions which include aspects of tangibles, reliability, responsiveness, assurance or empathy, and empathy. with the hope that the people of Talun Village, Sumedang Regency. Efforts to improve existing services in the Talun Village, Sumedang Regency, are as follows Physical Evidence Dimensions (Tangibles), parking lots for cars and motorcycles would be better separated, additional seats, added toilet facilities and soft drinks for the people who come; Dimensions of Reliability, technical services in the District Talun District Sumedang is quite fast; Dimensions of Responsiveness (Responsiveness), in dealing with complaints from the public, has decreased with the addition of service employees; Dimensions of guarantee or certainty (Assurance), employees of the Talun Village, Sumedang Regency, are good, by greeting and asking about the needs of every member of the public who comes by showing good manners. Empathy Dimension, Talun Village, Sumedang Regency, that the attention and care of employees given to the community is optimal by smiling and greeting directly to the community according to the applicable SOP.

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