



Determining the Right Method to Measure the Quality of Public Service Performance BPSDM, Bali Province

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Abstract. One of the government's efforts to improve the quality of public services, as mandated by the Law of the Republic of Indonesia, Law on Public Services. This law regulates the principles of good governance which are the effectiveness of government functions itself. For that, it is necessary to compile a community satisfaction index as a benchmark for assessing the level of service quality. This study aims to describe and analyze several models and theories of public service performance measurement related to the quality of education and training delivery services at the Bali Province Human Resources Development Agency (BPSDM) which seeks to increase the capacity of the apparatus through leadership training, technical training, and functional training competency-based. In order to support the achievement of the Bali Provincial Government's Vision for 2018–2023, namely “Nangun Sat Kerthi Loka Bali”, through the Universal Development Plan Towards a New Era of Bali, BPSDM Bali also emphasizes the basic values of ASN, namely “ANEKA” which is an acronym for Accountability, Nationalism, public ethics, commitment to quality and anti-corruption in carrying out and carrying out their duties as a state civil apparatus. Service quality is measured from the participant satisfaction survey aspect, then linked to efforts to improve the quality of participants after undergoing education or training. The implication of this study will be to formulate a method and indicator that is valid, reliable, and comprehensive to measure the quality of service in BPSDM Bali Province. The high level of participant satisfaction is expected to make him an agent of change towards a superior person.

Keywords: development · flexible · hospital management information system · training

1 Introduction

One of the government's efforts to improve the quality of public services, as mandated by the Law of the Republic of Indonesia, Law on Public Services. This law regulates the principles of good governance which are the effectiveness of government functions itself. For that, it is necessary to compile a community satisfaction index as a benchmark

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The characteristic feature of public policy (political decisions in general) as a product of government action is that it is binding in nature, in the sense that its implementation is enforced by physically imposing authority monopolized by the government, *Surbakti (2010: 246)*. There are four types of general/public policies, namely: 1) Regulatory Policy occurs when the.

policy contains coercion and will be applied directly to individuals. Usually made to prevent individuals from committing an act that is not permitted, such as criminal law laws, antitrust laws, unfair competition, and various provisions concerning public safety; 2) Redistributive Policy, characterized by direct coercion on citizens, but its application through the environment. The progressive imposition of taxes on many people who are included in the category of taxpayers to provide benefits to others through various government programs is at the core of redistributive policies; 3) Distributive policy, characterized by the imposition of indirect coercion (the possibility of physical imposition is very far away), but the policy is applied directly to individuals. In a more concrete sense, distributive policy means the use of state or regional budgets to provide direct benefits to individuals, such as free basic education, subsidized fuel, and oil energy, road facilities, and health services; and 4) Constituent Policy, which is characterized by the possibility of imposition of very remote physical coercion, and implementation of the policy indirectly through the environment. This type is a residual category that includes other types that cannot be included in the previous three types. This policy covers two scopes of arable fields, namely national and foreign security affairs, and various administrative service offices.

Public policy has three different levels based on the policy hierarchy, *Bromley (1989)*, namely: policy level, organizational level, and operational level. In a democratic country, the policy level is played by the judiciary and the legislature, while the organizational level is played by the executive. Furthermore, the operational level is carried out by the implementing unit such as the official, institutional or ministry. At each level, public policy is manifested in the form of institutional arrangements or laws and regulations adjusted to the hierarchical level. Meanwhile, pattern interaction is a pattern of interaction between the lowest policy implementer (street level bureaucrat) and the policy target group, which shows a pattern of policy implementation that determines the impact

(outcome) of the policy. The results of a policy within a specified period will be an assessment to become feedback for all levels of policies that are expected to occur an increase or increase in the policy.

Tachjan (2006: 19) concludes that in general, the public policy cycle consists of three main activities, namely: 1) formulating policies, 2) implementing policies and, 3) monitoring and evaluating (results) of policy implementation. So, the effectiveness of a public policy is largely determined by the policy process which consists of formulation, implementation, and evaluation. The three main activities of the policy process have a causal relationship and have a cyclical or cyclical pattern continuously until a public problem or certain goal is achieved.

Policy implementation is a crucial stage in the public policy process. A policy or program must be implemented in order to have the desired impact or purpose. Policy implementation is viewed in a broad sense as a means of public administration in which actors, organizations, procedures, techniques, and resources are organized together to carry out policies in order to achieve the desired impact or goal. Van Meter and Van Horn (1975) define public policy implementation as:

“Actions are taken by public organizations aimed at achieving the goals set out in previous decisions. These actions include attempts to convert decisions into operational actions within a specified period of time as well as in order to continue efforts to achieve major and minor changes determined by policy decisions”.

In order to properly assess the implementation of public policy, it is necessary to know the determining variables or factors. In order to clearly describe the variables or factors that have an important influence on the implementation of public policies and to simplify understanding, models of policy implementation will be used. In the policy implementation model, the success of policy implementation is influenced by the following factors: 1) Bureaucratic structure (bureaucratic structure), 2) resources, 3) disposition, and 4) communication, Edwards III (1980).

2 Method

Measuring the Quality of Public Service Performance.

Two basic approaches can be used to measure the quality of public services, Martin and Kettner (1996). First, the measurement approach of the provider performance quality (the outputs with the quality dimensions approach). Second, the client/community satisfaction approach (the client satisfaction approach). The two approaches are distinguished by differences in focus and data sources. The first approach focuses on the program and performance of service providers whose data are obtained from reports on activities of government agencies, observations, and interviews with key service providers. Meanwhile, the second approach looks at service quality in terms of results, effects, impacts, and benefits obtained by service users. Sources of data for this approach are usually carried out by surveying the satisfaction of the public who use public services (client satisfaction survey).

If the institution wants to improve the quality of public services, the institution must take several steps. First, monitoring public perceptions of the quality of services they have received. Second, identify the causes of service failure. Third, try to take corrective

steps. Measurement of the Quality of Public Service Performance in BPSDM Bali is carried out through a Participant Satisfaction Survey.

Service quality cannot be separated into three things, namely: indicators, criteria, and standards, Jacobalis (1989). Indicators that can be used in services are a) Indicators of success, which are indications of professional performance (among others: passing rates, failures due to training programs, training side effects, and so on). b) Efficiency and effectiveness indicators: to be able to see whether resources have been used efficiently, for example, participant waiting time, length of service, length of free space, usage, and so on. c) Indicators of safety and comfort for participants: this occurs more because of the lack of meticulous service to the participants' needs, for example: incorrectly providing training materials to participants, too noisy rooms, and so on. d) Indicators of participant satisfaction: for example, a number of participant complaints, results of satisfaction surveys, news in newspapers.

Input variables in the process of realizing the quality of public services are a) Human factors, namely direct service providers, both administrators, and professionals. b) Facilities and infrastructure factors, namely buildings and equipment for training places. c) Management factors, namely the service procedures used in the training places.

To identify five groups of dimensions used to evaluate participant satisfaction related to service quality in the service sector, namely, Parasuraman et al. (1998):

- a. Direct evidence / tangible, including physical facilities, equipment, employees, and means of communication.
- b. Service reliability, which is the ability to provide the promised service appropriately, accurately, and reliably.
- c. Service responsiveness, namely the willingness to help participants and provide services responsively and quickly.
- d. Assurance, which includes the knowledge and courtesy of the officer and the ability to generate trust and confidence.
- e. Empathy includes actions or attitudes to give personal attention to participants, be communicative and understand participants' needs.

The five dimensions to measure the quality of the service are called the Servqual Method (Service Quality). The servqual method in measuring satisfaction is carried out on two aspects, namely measurement to assess the desired expectations.

The implication of this study will be to formulate a method and indicator that is valid, reliable, and comprehensive to measure the quality of service in BPSDM Bali Province by conducting a survey on participants or community satisfaction. For this reason, it is necessary to develop a community satisfaction index as a benchmark for assessing the level of service quality. The high level of participant satisfaction is expected to make him an agent of change towards a superior person.

In addition, the community satisfaction index data will be used as an assessment material for the quality of services that still need improvement and become an impetus for each service provider unit to improve the quality of its services. To measure the index of participants/community satisfaction with the services from BPSDM, an instrument that can measure the quality of health services is valid, reliable, and comprehensive.

With the periodic availability of patient satisfaction index data, the following benefits can be obtained:

- a. It is known the performance of service provision that has been carried out by the health service unit periodically;
- b. As a material for determining the policies that need to be taken and the efforts that need to be made;
- c. It is known that the overall patient satisfaction index on the results of service implementation at BPSDM Bali Province;
- d. Spur positive competition among BPSDM service providers throughout Indonesia in an effort to improve service performance.

3 Result and Discussion

Factors that affect Satisfaction with Public Services.

The factors that most influence the satisfaction of education and training participants at BPSDM Bali Province are:

3.1 Technical Services

Although the frequency of meetings between widyaiswara and participants is less when compared to staff meetings with participants, training delivery services are as important as nursing services in meeting participant satisfaction. When participants come to expect them to get knowledge and skills, quality training services will make participants feel more satisfied. For this reason, the widyaiswara at the training center is expected to have skills and knowledge in accordance with established standards, including professional ethics (Wilson, 1995 in Wijono 2000).

3.2 Hospitality Services

Hospitality services have a very big role in determining participant satisfaction because most of the participants' time while in the training service places will be served by staff, especially participants, not the training program is finished one day. Therefore, all processes and a series of activities in hospitality practice provided to participants in various educational and training service settings that use the hospitality process approach must be guided by standard hospitality operational procedures, also based on ethics within the scope of authority and responsibility of the staff.

3.3 Environmental Situation

The environment in which the participants will be or the training environment greatly affects participant satisfaction. In this case, the environment can be divided into an indoor environment and an outdoor environment. A good environment will create a sense of security and comfort for participants which will result in satisfaction for these participants (Krowinski and Steiber 1996).

3.4 Food Service

Foodservice, although it looks simple, is actually a very important factor in providing services to participants. Food is one of the supporting factors in maintaining the health of the participants, and more than that the taste has given must be able to arouse appetite and nutritional value contained in the food, therefore the experts at the training center must have the skills, knowledge and professional responsibility (Krowinski and Steiber 1996).

3.5 Administrative Services

When participants enter and leave the training center, participants will be faced with administrative procedures. The person who handles the administration department must be skilled and professional starting from the registration of participants when they are about to enter, the administrative officer must provide all explanations about the rules during the training, fast and efficient in processing registration, as well as when leaving, participants will get an explanation of the obligations that may have to receive related to the services that have been done. The fast and efficient process when going out, the accuracy of the services provided, and able to answer all questions related to administration. (Krowinski and Steiber 1996).

3.6 Availability of Facilities

The availability of facilities is the adequacy and completeness of the existing facilities where a person is / lives, where these tools can be used at any time. However, the facilities available in an education and training service unit should be closely related to the participants' daily needs during the education and training process. As stated by Azwar (1996), in order to guarantee the implementation of quality services, the organizers must comply with the minimum standard requirements which in this case are as follows: input standards, environmental standards, and process standards.

4 Conclusion

As an effort to improve the quality of public services, it is necessary to evaluate the quality of service for training participants at BPSDM Bali Province by conducting participant or community satisfaction surveys. The quality of service to training participants is influenced by the good and bad aspects of technical personnel in conducting therapeutic communication. Participant satisfaction will increase if the technical staff (*widyaismara*) is able to communicate well. The key factor in evaluating services for training participants is the communication carried out by technical staff / *widyaiswara*.

The dimensions of tangible, reliability, responsiveness, assurance and empathy, and therapeutic communication are very important indicators in measuring the quality of service to training participants. The quality of health care provides an incentive for participants to form strong relationships with health care institutions. Thus the health service institution can increase participant satisfaction where the health service institution maximizes a pleasant experience and minimizes and even eliminates unpleasant

experiences of participants. In turn, the quality of health services will create participant satisfaction and can create loyalty or loyalty of participants to service institutions that provide satisfactory quality.

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