



The Implementation of Village Government Administration in Improving Public Services in Singkep Village, Lingga Regency, Riau Islands

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Abstract: One of the driving forces behind village government is the apparatus. The village government's apparatus serves as executor administration and provides services to community members who are service objects. The purpose of this study is to ascertain how well the apparatus functions in executing administrative duties and providing community services at the village level. The purpose of this study is to ascertain how village government in SINGKEP VILLAGE, LINGGA REGENCY, contributes to community service quality improvement. This study employs a qualitative descriptive approach that focuses on the village government's role in enhancing the community's access to administrative services in SINGKEP VILLAGE, LINGGA REGENCY. The findings demonstrated that the Tangible dimension, Reliability, Responsiveness, Assurance, and Empathy, as well as their respective indicators, had been incorporated into the quality of administrative services in SINGKEP VILLAGE, LINGGA REGENCY. However, there are still some indicators that are not meeting the community's expectations. These indicators include the inconvenience of the service location, which includes facilities and infrastructure that are incomplete, employees who have not utilized SOPs (Standard Operational Procedures) effectively, and employees who are still unfriendly in the service process.

Keywords: Role, Service Quality, Community Satisfaction

Introduction

The role of the government in the progress of villages is crucial at the village level. On January 15, 2014, Law Number 6 of 2014 concerning Villages was enacted. This village law replaced previous village regulations as stated in Law No. on Regional Government and Government Regulation No. 32 of 2004, concerning Village Administration, Law Number 72 of 2005. A village is a territorial unit inhabited by several families and has its own system of government (led by a village head) (Husni et al., 2023). Therefore, it is expected that village governments can accommodate all the community's objectives as they are the lowest level of government and cover only small areas (Husni et al., 2023).

Singkep Village is one of the twelve villages in Lingga Regency, Riau Islands. The government and its officials are responsible for administering the main governance, development, and community activities, as well as creating peace and order in the area.

They play a crucial role in determining whether the government progresses or regresses. Initial findings from researchers indicate that the government's capacity to carry out its duties is still ineffective (Ibad, 2020). This is shown by the lack of ethics in administrative services, low apparatus resources, and ineffective administrative services. These issues arise due to the influence of various factors, primarily the capacity of resources, on the village apparatus as administrators (Prihantoro et al., 2021).

With the enactment of Law Number 6 of 2014 concerning villages, one of the objectives of village structuring is expected to improve public services to the community. This includes services such as land sale certificates, birth certificates, identity cards, family cards, and death certificates in population administration services. According to Bourjol and Bodrad (in Kaloh, 2002), historically, the term "village head" originates from the Greek and Latin words *Konu* like "koinotes" meaning "commune" and "demos" meaning "people" or "district," respectively (Ummah et al., 2022). Every village head must be able to lead by example or be a good role model for the community. For Indonesia to undertake reforms, dynamic leaders with innovative ideas and great energy are needed to keep the country's wheels turning. In a "universal" sense, a village, known as *Udik*, is an agglomeration of rural settlements. In Indonesia, administrative areas are divided into villages under the leadership of a village head (Angelia et al., 2020).

(Program et al., 2015) A village is defined as a legal community unit with territorial boundaries that have the authority to regulate and manage the interests of the local community based on origins, recognized and respected local customs, within the system of Government of the Unitary State of the Republic of Indonesia, according to Government Regulation No. 72 of 2005 (Refly & Esti, 2020). Villages have their own government, consisting of the Village Consultative Body (BPD) and the village administration, which includes the village head and his apparatus. The village head is responsible for the administration of the village government. Their decisions are made in accordance with policies set by the Village Consultative Body (BPD) and the masses (Zakiyah & Sunarya, 2024). The tenure of the village head lasts six years and can be extended for one additional term. Conversely, Law No. 6 of 2013 states that the village head has a tenure of six years and can be elected three times, either consecutively or not. As a result, the achievements of the village government's performance need to excel in their respective fields (Refly & Esti, 2020).

Methodology

This research employs a qualitative method focusing on the role of the village government in improving community access to administrative services in Singkep Village, Lingga Regency, with a descriptive characteristic. Data collection techniques involve

interviews and literature studies. Data analysis is conducted through data reduction, data presentation, and drawing conclusions or verification.

Result and Discussion

Researchers use five dimensions of public service quality to understand the role of the village government in improving the quality of administrative services for the community in Singkep Village, Lingga Regency (Payapo & Loupatty, 2021):

Tangible Dimension

The appearance of physical facilities, equipment, personnel, and communication media used is referred to as the "tangible dimension." If these aspects are positively perceived by service users, the community will view the services at the Village Head Office positively and be satisfied. Conversely, if perceived negatively, people will view the services negatively and be dissatisfied. The community at the Singkep Village Head Office can be assessed using the following indicators to gauge service quality (Dilham et al., 2020):

1. **Employee Appearance:** The appearance of employees significantly impacts the quality of service provided. Employees at the Singkep Village Head Office are expected to dress professionally and adhere to the established dress code while performing their duties, as appearance is crucial in the service process. To achieve ultimate customer satisfaction, service staff must maximize their appearance for the service recipients (Ahmad & Kusriyah, 2020).
2. **Comfort of the Service Location:** The comfort of the location used for service delivery is vital for service users. The service location greatly affects service quality, as public service providers must offer convenience to service users. If the location is comfortable, service recipients will feel at ease using the service process (Seran, 2021).
3. **Simplicity of Procedures:** Simplified procedures expedite the service process. The Singkep Village Head has implemented measures to make it easier for service users to manage their needs, highlighting the importance of ease during the service process.
4. **Employee Discipline:** High discipline is essential for every employee in the service process. Employees must be disciplined in terms of work discipline and time management, especially in fulfilling service requirements (Sofyani et al., 2022).
5. **Use of Technology:** Useful tools are essential for smooth service processes. The effective use of computers and other devices by employees supports quick and accurate service.

Reliability Dimension

The capacity of the service unit to deliver the promised services promptly and satisfactorily is referred to as reliability. Reliability can be defined as doing something correctly, according to the established procedures, service standards, and timeframes (Nugroho, 2023). To determine the quality of public services at the Singkep

Village Head Office, the following indicators can be used to measure the reliability dimension(Satibi & Rochaeni, 2023):

1. Establishing Clear Service Standards: Setting clear service standards is an obligation to the community. Service standards are benchmarks used to guide service delivery and evaluate service quality. These standards include service products, infrastructure, service procedures, service costs, and employee competencies. However, some individuals may not be aware of these public service standards. Having clear service standards is crucial as they provide guidelines for employees to serve the community, ensuring that the service process runs smoothly and meets its objectives.
2. Employee Ability to Use Tools in the Service Process**: Employees' ability to use auxiliary tools during the service process is a crucial asset in supporting service quality and ensuring that the service process runs well. This competency is vital for the success of the service process and achieving the service objectives(Setiawan et al., 2019).

Responsiveness Dimension

The responsiveness dimension refers to the ability of employees to provide the necessary services and complete them within a specified timeframe. Employees promptly address the needs of service users by providing the required services. This responsiveness has two implications: the perception of employees and the mental model of service recipients. The following indicators can be used to measure the quality of services provided at the Singkep Village Head Office(Rosadah & Samadi, 2022):

1. Responding to Every Service User Request*: It is the duty of employees to respond to every request from service users. Employees will feel valued when service users provide positive feedback. Positive responses encourage high-quality public service. After a customer has completed their service, employees promptly call the next person in line and inquire about their needs, demonstrating responsiveness. An important evaluation that can benefit employees and potentially improve public service quality at the Singkep Village Head Office is responding to all complaints from service users.
2. Speed of Service Delivery: The speed at which employees provide services is crucial. The alignment between the services provided by employees and what the service recipients need, along with quick and efficient completion, ensures ultimate satisfaction. When service staff quickly accomplish tasks as part of the service process, customers will be happy and satisfied. Poor service quality often manifests as complaints during the service process. Employees are obligated to address every complaint raised by the community.
3. Addressing All User Complaints: If the needs of service users are not met by the service provider, complaints may arise. According to the author's research on community complaints, all complaints can be directly communicated to employees. Poor service quality often results in user complaints during the service process. Employees must

address these complaints when they are raised by the community (Wisnumurti et al., 2020).

Assurance Dimension

The assurance dimension encompasses the knowledge, skills, politeness, and trustworthiness of employees, ensuring they operate free from danger, risk, and doubt. Assurance involves protective measures provided to the community to safeguard against risks that could disrupt normal life. To evaluate these aspects and understand the nature of public administration at the Singkep Village Administration Center, the following indicators can be considered:

1. **Employees Guarantee Service Timeliness:** Employees at the Village Head Office ensure that services are completed on time. If a task cannot be completed on the same day, such as the issuance of ID cards or family cards, employees guarantee timely completion on subsequent days.
2. **Cost Assurance in Service Delivery:** In service provision, employees guarantee that costs are transparent and fair. Not everyone who needs services has to pay for them, depending on the type of document required. If service costs are guaranteed, customers do not need to worry about additional expenses to meet their needs (Alhari & Fajrillah, 2022).

Empathy Dimension

The empathy dimension includes approachability, effective communication, and understanding the needs of service users. Empathy involves providing personal attention and putting oneself in the users' position. To determine the quality of public services at the Singkep Village Head Office, the following indicators can be used to measure empathy:

1. **Prioritizing Customer Needs:** Services that prioritize customer needs are essential. The Singkep Village Head Office must prioritize services that meet the needs of users over other tasks. During the author's research, some users were still waiting because relevant staff were absent.
2. **Friendly and Polite Service Staff:** The service process requires staff to be friendly and polite. Service users will rate the service positively if the staff is friendly. Politeness is also crucial for service providers to deliver excellent customer service (Saputra et al., 2021).

Description of Service Etiquette

In the context of service, it is crucial for employees to display a friendly and courteous demeanor. The positive impression created by polite and friendly staff at service locations is highly appreciated by customers, reflecting the culture of hospitality upheld at the premises.

Challenges in Desa Singkep

It is inevitable that every institution or organization faces challenges and difficulties in its operations, which do not always go according to plan. Generally, these challenges can be categorized into two types: internal constraints and external constraint(Adhinata et al., 2020)s. External constraints originate from outside the institution or organization, while internal constraints occur within the organization itself(Luturmas, 2022).

1. Self-control

Work discipline involves the psychological attitude of individuals or groups to always adhere to established rules. Examples include punctuality in arriving at work and consistent use of uniforms.

2. Confrontation

The goal of transparency is to enhance public trust in government financial management. However, residents of Kampung Long Iram Seberang are often not informed about village finances by officials who sometimes maintain a closed approach(Zuhriyah et al., 2022).

Conclusion

The five dimensions of service quality at the District Head's office in Singkep Village, Kepulauan Riau Regency — tangibles, reliability, responsiveness, assurance, and empathy — can be used to evaluate it. The Tangibles dimension includes indicators such as comfort, ease, and equipment usage. Not all aspects are considered good at the Singkep Village Head's office.

There are still negative aspects of service, such as ease of location access and the fact that the use of tools like computers must be controlled by service officers during the repair process. The Reliability dimension covers equipment and clear service standard indicators. Excessive use of Standard Operational Procedures (SOPs) by employees in service is an example of indicators that do not meet community expectations. However, employees must be able to use all tools, including computers, to ensure the service process runs smoothly.

The Responsiveness dimension includes indicators of quick and appropriate responses in service and responsiveness to service user complaints, which have been implemented according to service user preferences, as evidenced by no complaints related to this dimension. Assurance dimension with cost certainty guarantees and on-time assurance

indicators. This is seen from the on-time assurance indicators in handling documents such as ID cards and family cards. Employees provide time guarantees at the beginning of the service process to determine when the document can be completed, and the Singkep Village Head guarantees that service users will not be charged.

The priority indicators for the Empathy dimension are the importance of service users and polite courtesy. However, there are still some employees at the Singkep Village Head's office who are not friendly during the service process, so nothing is going as expected by the users."

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