



COMMUNITY PERCEPTIONS OF SERVICE QUALITY AT THE SADIA VILLAGE OFFICE, BIMA CITY

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ABSTRACT

Public services at the urban village level play a strategic role in reflecting the presence of the state and influencing the level of community satisfaction. However, in practice, public services still face challenges in terms of responsiveness, clarity of procedures, and apparatus attitudes. This study aims to explore community perceptions of service quality at the Sadia Village Office, Bima City. The approach used was qualitative, with data collection through in-depth interviews, direct observation, and documentation. Informants were selected purposively based on direct experience of receiving village services. The results showed that service quality was influenced by several main factors, namely the friendly and communicative attitude of officers, clarity of procedures, limited service facilities, and service speed. These findings were analyzed based on the five dimensions of SERVQUAL, and showed that non-technical aspects such as empathy and interpersonal communication play an important role in shaping community satisfaction. The conclusion of this study is that although services in Kelurahan Sadia are generally considered quite good, improvements in technical aspects and provision of facilities are still needed to improve the overall quality of public services.

Keywords: Community Perception; Service Quality; Bima City, Qualitative, Purposive Sampling

INTRODUCTION

Public services are an important part of the existence of the state in the eyes of society, because the interaction between citizens and public service officials reflects the values adopted by the state (Denhardt & Denhardt, 2015). At the lower level, the kelurahan is the closest government unit to the community that directly serves the various administrative needs of citizens (Setiawan et al., 2022). Therefore, the quality of public services provided by urban village officials has a strategic role in building public trust and satisfaction (Pratiwi, 2022). However, in practice, public services at the kelurahan level still often face challenges, both in terms of responsiveness, clarity of procedures, and the attitude of officers in providing services to the community (Abdillah, 2024; Alim & Ibrahim, 2024).

Service quality is not only measured from technical aspects such as speed or completeness of procedures, but also from non-technical dimensions such as empathy, openness, and professional attitudes of officers towards the community (Parasuraman et al., 1988). In the context of urban village services, public perceptions of the experience of receiving

services are an important indicator in assessing the overall success of public services (Anggraeni et al., 2024).

Bima City, as part of the administrative region of Eastern Indonesia, faces unique social and service dynamics (Jamaludin, 2015), including in Sadia Village. The local community shows an increasing need for fast, transparent and friendly services. This condition shows the importance of an approach that does not only assess public services from the bureaucratic point of view, but also from the real experiences of citizens as service recipients. In the context of modern public services, emphasis on the quality of interactions between officers and citizens, easy access to information, and certainty of procedures are important indicators in creating public satisfaction and trust (Denhardt & Denhardt, 2015).

Services that not only rely on speed, but also prioritize empathy and professionalism, are the main expectations of the community towards village officials as an extension of the city government. Research by Bove (2019) shows that empathy in public service interactions can improve user experience, build trust, and reduce unethical behavior, although it needs to be managed so as not to reduce officer objectivity. In addition, research by Sulistyawati & Listiyanti, (2024) emphasizes the importance of improving the quality of information and services in government institutions to increase public satisfaction. However, not many studies have explored in depth how people assess service quality from their own point of view.

This study aims to determine community perceptions of service quality at the Sadia Village Office, Bima City, using a qualitative approach. The focus is on understanding how people interpret the service interactions they receive, as well as what dimensions are considered important in creating satisfying services.

METHOD

This research uses a qualitative approach (Colorafi & Evans, 2016), aiming to explore in depth the community's perception of the quality of services provided by the Sadia Village apparatus, Bima City. The research was conducted in Sadia Village, Mpunda District, Bima City, West Nusa Tenggara. Informants were selected using purposive sampling technique (Palinkas et al., 2015), with the criteria being residents of Sadia Village who have received village services in the last six months, are at least 18 years old, and are willing to be interviewed in depth.

RESULTS AND DISCUSSION

A. Result

This study was conducted to understand how the people of Sadia Village assessed the quality of services they received. Information was collected through in-depth interviews with several residents who have received services, direct observation at the kelurahan office. Based on the results of data collection, the researcher found several main themes that emerged from the informants' experiences.

1. Friendly and communicative attitude of officials. The majority of informants felt that kelurahan staff showed a good and communicative attitude. This is the main reason why residents feel comfortable when receiving services.

Informant A said that :

“When I came to apply for the domicile letter, the officer greeted me kindly and explained the process clearly. I felt well served.”

2. Clarity and ease of service procedures. Most informants stated that the service procedures were quite easy to follow, although some still experienced confusion regarding certain administrative requirements.

Informant B said that:

“I had brought my ID card, but it turned out that I needed a letter from the neighborhood association as well. Fortunately the officer was patient and helped explain.”

3. Limited facilities and infrastructure. Some residents complained about the limited facilities at the kelurahan office, such as the limited waiting room and lack of seating, especially during long queues.

Informant C said that:

“The office is clean, but when it's crowded you have to stand for a long time because there aren't enough chairs.”

4. Speed and accuracy of service. Residents appreciated the officers' efforts in providing fast services, but some felt that waiting times could be shorter if the service system was more efficient.

Informant D said that :

“If the staff is complete, the process is fast. But sometimes you have to wait because the staff is out for a while.”

B. Discussion

This finding indicates that the quality of service in Kelurahan Sadia is positively assessed by the community, especially in terms of officer attitude and communication. However, there are technical aspects such as facilities and procedural information that still need to be improved. The five dimensions of SERVQUAL namely tangible, reliability, responsiveness, assurance, and empathy proved to be relevant in assessing urban village services. (Parasuraman et al., 1988).

Good public service is not only determined by the speed of the process, but also by the quality of interaction and the ability of officers to pay attention to the needs of the community. This is in accordance with Denhardt & Denhardt's (2015) view that public service is the face of government itself. This finding is also in line with the Anggraeni et al. study (2024) which states that public perceptions of service quality are strongly influenced by the attitude of officers and the clarity of information received.

Thus, improving service quality in urban villages needs to pay attention to aspects of empathy, interpersonal communication, and the provision of adequate facilities so that community satisfaction can continue to be improved.

CONCLUSION

This study shows that people's perceptions of service quality at the Sadia Village Office in Bima City are influenced by several important factors such as the friendly attitude of officers,

clarity of procedures, limited infrastructure, and speed of service. Although in general the service is considered quite satisfactory, some technical and procedural aspects still need to be improved so that the community experience is more positive.

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Hopefully this research can provide benefits for the development of the quality of public services, especially in the Sadia Village environment, as well as being taken into consideration for policy makers at the local level.

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