

Implementation of Act Number 25 in 2009 about Public Services

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ABSTRACT

Public service is a series of activities to fulfill these services necessity in the form of goods and services to the community. (Indonesia, 2009) governs public service. Along with the development, the rules are necessary for rearview. There are four things that need to get attention in the service is the regulation that synergizes, provision of infrastructure, quality of human resources, and management of public complaints conducted on line. Public service is very dynamic, need to be followed by a synergistic legislation, so that (Publik & Indonesia, 2009) may need to be reviewed again. This research aims to describe how public service implementation under (Publik & Indonesia, 2009) is held in Indonesia. Public service is one of the agenda that will be concerned about the bureaucracy reform in Indonesia. The interesting in terms of time and cost in the implementation of organizational tasks and service satisfaction to the community thing about public service reform is the increasing quality of public servants to the public. The goal is to increase efficiency.

Keywords: Public Service; (Publik & Indonesia, 2009); Community; Activities; and Implementation.

INTRODUCTION

Understanding of public service according to (Publik & Indonesia, 2009), article 1, mentioned public services is a series of activities to fulfill these services necessity in the form of goods, services and or administrative services to the community. The provision of services to this community needs to be governed by legislation to provide legal certainty between communities and public service organizers. The rights and obligations, service maintenance system, protection and legal certainty in the public service implementation are clearly defined in the regulations. Public service implementation, according to article 8 of (Publik & Indonesia, 2009) covering the implementation of services, management of public complaints, information circumsions, internal supervision, counseling to the community and consulting services. Service providers among others are based on the principle of general interest, legal certainty, equal rights, not discriminative, timeliness, speed, ease and affordability. While the scope of service to the community is based on article 5, (Publik & Indonesia, 2009), covering education, teaching, employment and business, shelter, communication and information, environment, health, social security, energy, banking, transportation, natural resources, tourism and other strategic sectors.

Public service to the public is originally known as Integrated One-Stop Service (PTSA). PTSA was tested with the decree of Ministry of Administrative and Bureaucratic Reform No. 63/KEP/M. PAN/7/2003 concerning the one-stop service implementation guideline. PTSA is organized in one place, where various types of services are gathered in one place and served by several counters. The officers of the technical work unit of the licensing serve each counter. The advantage of PTSA is that the community can be more effective and efficient in managing licensing as it is served in one room. However, this PTSA has a weakness because this permission does not become a whole process, where signatures by authorities are not conducted in the place but in the office where officials are on duty. PTSA is only a recipient counter, not for issuing permits.

According to the shortcomings of PTSA, the government repaired it through the integrated One Door service (PTSP). PTSP is more advanced than PTSA, because the permits provided have a one-off process. PTSP is a service that is designed with integrated services in one place, has the association of licensing process with each other. The licensing process is served in one door (or one counter). This means that some licensing services that are responsible for licensing are placed in one location under

the authority of the licensing agency, so that the application process until the publication of documents is carried out in an integrated process.

PTSP was formed under Government Regulation No. 96 in 2012 on the implementation of (Publik & Indonesia, 2009) about public services. In article 14, explained that the integrated service system is a unified service management process for several types of services that are carried out integrated in one place both physically and virtual using a one-door service or integrated service system (Government Regulation Number 96 year 2012). Integrated services are intended to provide protection and legal certainty to the public, shortening the process of service; Realize a fast, easy, inexpensive, transparent, definite, and affordable process of service; Dan. Provide wider access to the community to obtain service (article 12 sentence (2) Government Regulation Number 96 in 2012). While the integrated service virtually is a service system that is done by combining the services electronically (Article 12 paragraph (3) Government Regulation Number 96 in 2012).

One Door Integrated Services known as *PTSP* combines several types of services in an integrated. This integration includes the process of licensing application until the publication of documents is carried out in one place. This is in accordance with the purpose of the establishment of *PTSP* is to bring closer and improve service to the community and shorten the process of service. The process of service becomes fast, easy, inexpensive, transparent, guaranteed and affordable legal certainty. By using *PTSP*, the applicants no longer need to manage various letters and documents in licensing service different from different office locations.

The service provided by One Door Integrated Service has not been done entirely virtually, still partially using technology-based services and applicants come directly to the site. Therefore, to support the service based on electronics and in accordance with the development of Revolution 4.0, the Government is developing a pattern of service by using information technology called the Public Service Mall (MPP). This MPP as a continuation of One Door Integrated Service, where the service is provided electronically, considering service comfort and attention to the disability. Attention to the disabilities is indicated by providing special

means for the disabled, such as special parking spaces, special toilets and special stairs. It also provides facilities for mothers and children such as children's playground and nursing mothers place.

Public Service Mall (MPP) as a new product in service will remain the service that has been implemented by One Door Integrated Service. Currently, the number of MPP in Indonesia according to Ministry of State Administrative and Bureaucratic Reforms, Tjahjo Kumolo (2019), "Now MPP is still not much, has not reached the number 30. From 514 districts/cities "so only certain areas that have the MPP as a public service organization that is always innovating, of course, have a positive impact on the community. People are more efficient in terms of time and cost when doing licensing management. However, the ease in providing a place of service to the community needs to be followed by improvements in the facility of existing infrastructure.

Some things that are still experiencing obstacles in providing service are the stability of the network for the community who will do application on line. The community still takes a long time when it will download the application because the network is difficult to access. Network constraints are the main reason when society will do the ministry. Service users have not optimally accepted ease of access and affordability in doing this service. In addition, the consultation service by telephone also has not been done optimally, where the applicant cannot contact the applicant requesting information by rotating the telephone number of the service office. Because of the many callers or resources that handle less. Online consultation service cannot be carried out optimally.

Services also have not been followed by improving the quality of human resources. This is seen from the existence of officers who serve have not implemented a culture of service such as smile, greetings, polite and courteous. These criterions of how the employee's competence in serving is not regulated in legislation. Although in (Publik & Indonesia, 2009), article 34 regulates 15 behavior of implementation of service among others polite and friendly, does not complicate, fair and not discriminatory. However, implementation in the field has not optimal implement it. The competency requirements for employees who will serve have not been contained in this legislation also

become one of the reasons that employees considering have the same ability to serve people who has different characters.

In addition, (Publik & Indonesia, 2009) needs to be adjusted to other regulations, related to electronic payment and integrated data availability. Both regulations are contained in presidential Regulation number 39 in 2019 about One Data Indonesia (SDI) and government Regulation (Pemerintah RI.SPBE, 2018) on the implementation of electronic systems and transactions. Population Data has not been integrated into existing service units. As one example of the base data on Population Parent Number (NIK) is often not the same as NIK listed in the resident card with the data contained in the database. The need for good information management, accurate, accountable and has legal certainty in recording will facilitate the community in managing the services that will be performed. The implementation of service as mandated in (Publik & Indonesia, 2009), section 60, will be drafted presidential regulation to the mechanism and provision of indemnification in providing service as intended in article 50 paragraph 8 shall be stipulated 6 months since (Publik & Indonesia, 2009) is invited. However, until now the presidential regulation governing about the compensation has not been regulated, so the regulation needs to be reviewed again according to the situation and conditions that occur today.

The communities are also allowed to complain of public services to the organizer, Ombudsman, House of Representatives or Regional Representative Council, in accordance with article 40, (Publik & Indonesia, 2009). The service was also experienced several obstacles. The community submits complaints within 30 days after receiving the service, and the organizer or Ombudsman must respond to the complaint within 14 days. The problem that occurs in the complaint is (Publik & Indonesia, 2009) has not yet included the requirements for the complainant who will do the complaint (self-identity, the proposed complaint description) and what kind of loss criteria can be filed. Another occurrence of public service complaints submitted through the Ombudsman does not directly solve the problem. Ombudsman will convey to the agencies related issues submitted. Therefore, the complainant must wait for an answer and confirmation from the institution concerned. Coordination carried out sometimes not optimal between service provider and ombudsman. Another problem is that the

complaint on line has not been optimally implemented. Complaints directly by using the telephone directly through the designated number can often not be connected with the officer.

The problem is to be addressed by the service provider so that the services provided to the Community in accordance with the principle of public interest, legal certainty, equal rights, not discriminative, timeliness, speed, ease and affordability. According the statement above, the formulation of the problem in this research is how the implementation of (Publik & Indonesia, 2009) against public service.

LITERATURE REVIEW

Good governance is ideally in the role of improving and enhancing the rights of citizens, (the standard of life) integrated through the government sector, the private sector and the society, including community organizations and NGOs through service programs, management and community empowerment as a whole. The role of the Government is essentially a service to the community, the main result that is expected in government administration is good public service, as mandated in (Publik & Indonesia, 2009) about public service. The main function of the Government is to perform service function, regulation function, and empowerment function (empowering), in the effort to realize good governance.

A series of public service activities as mandated in (Publik & Indonesia, 2009) is a series of activities in order to fulfill the needs of services in accordance with the legislation for every citizen and resident of goods, services, and or administrative services provided by public service providers. The organizers of public services hereinafter referred to as the organizers are any state organizer institutions, corporations, independent institutions established under the legislation for public service activities, and other legal entities established solely for public service activities. In this case, there appears to be an element of service fund organizers provided. According to (Lupiyoadi, 2014) stated that service as an act of being performed to fulfill the wishes of others whose level of satisfaction can only be felt by the person serving or served. It was affirmed by (Kotler & Armstrong, 2011; Sinambela, 2011) service is any profitable activity in a group or unity, and offers satisfaction even if the result is not tied to a product physically. From these two opinions

can be concluded that service is an action to observe the infirmness and satisfaction of others.

In addition to the Ministry of (Publik & Indonesia, 2009) also gives the firmness to service provided that is public service. Public service is defined as the provision of services (serving) the needs of people or communities who have an interest in the Organization in accordance with the basic rules and ordinances that have been established (Sinambela, 2011). (Maryam, 2016) stated that public service as a series of activities undertaken by public bureaucracy to fulfill community necessity of the user. Not only goods are produced in the public service, but also in terms of providing administrative services. According to (Syofian & Tinov, 2014) public service as a service provider (serving) the needs of people or communities who have an interest in the Organization in accordance with the basic rules and ordinances that have been established. These three opinions can be concluded that in the service there are a series of services provided by the service provider to the community in the form of goods and administrative services with the prevailing rules.

Public services provided to the public other than in accordance with the prevailing regulations also apply the principles in their implementation. These principles of public service are implementation in accordance with article 4 of (Publik & Indonesia, 2009) will be used as a guideline in service. These are classified into "a) Public Interest; b) Legal Certainty; c) Equality of Rights; d) Balance of Rights and Obligations; e) Professionalism; f) Participative; g) Equation of treatment/Not Discriminatory; h) Disclosure; i) Accountability; j) Facilities and Special Treatment for vulnerable groups; k) Timeliness; and l) Speed, Ease, and Affordability.

The principles above is supported by the opinions from (Sinambela, 2011), there are seven things that government agencies need to implement in providing services. These are classified into "1) function, the primary performance required; 2) Conformance satisfaction on the fulfillment of the requirements set; 3) reliability of confidence in time; 4) serviceability; Ability to make repairs in the event of confusion; 5) assurance; Knowledge, ability, courtesy, and

trustworthiness of the staff, free from risk or doubting".

The most important thing in providing service was according to (Hoggett, 1996), the principle in providing service. These are classified into "1) The principle of accessibility, in the essence of each type of service must be reachable by every user service venue, distance and service system should be as close as possible and easily accessible to the user of the service. 2) The principle of continuity, every service must be continuously available to society with the certainty and clarity of provisions applicable to the service. 3) Principles of engineering, each type of service, the process of service must be handled by the energy that is fully understood technically the service based on the clarity, accuracy, and stability of the system, procedures and instruments of service. 4) The principle of profitability, the process of service in its essence should be implemented effectively and efficiently and provide economic and social benefits for both the government and society.

In providing services the main factors highlighted by the law and the opinions of experts are how to serve, ease, certainty and sustainability. However, success in providing service is also supported by human factors. Competency of human resources required in serving according to (Rahmad, 2015) mentioned that Sincerity and integrity of the service is inherent in the things that cling to excellent service, among others. These are classified into "a) hospitality, politeness, attention, and friendship with people in need of service; b) credibility in serving customers, sincerity and honesty in presenting services that are suitable to the interests of customers, according to customer expectations and in accordance with the commitment of service that puts customers in the number one sequence. c) Access, a service officer whose task is to serve customers is easily contacted either directly or indirectly. d) Appearance of service facilities that can impress the service is according to the wishes of customers: E) The ability to present services according to the wishes of the customer (time, cost, quality and moral).

It is also supported by (Osborne, Radnor, & Nasi, 2013), serving the necessary *professionalism and skill* of the customer realizing that the service personnel need to have the necessary knowledge and skills to solve the professional problems. The attitude and behavior of the customers feel the service

personnel are concerned and interested in solving their problems spontaneously and kindly. The accessibility and flexibility of the customers feel that the providers, their location, the time of activities, employees, and operational systems are designed and operate well so that they are easily accessible to the service and all of them are prepared to meet the customer's. The customer knows that they trust the service provider; the officers of the pilgrimage will keep his word and do the full of hearts. The recovery of the customer is realized when there is a complete and immediate action to overcome the problem; Reputation and credibility the customers believe that activities undertaken by the provider of services can be trusted and strive for good performance. "

This shows that in providing public services to the public, human resources that serve the need for professionalism and competence in the service. The ability to provide quality public services is determined by the competence of public officials and the bureaucratic apparatus of services which include technical competence, leadership and ethical (Bowman, West, Herman, & Van Wart, 2016). Competent human resources will provide the provided services can run effectively and efficiently. Competent resources will also provide creative and innovative ideas in providing services. Creative and innovative ideas will provide innovation in public service. This innovation will provide a shift in meaning, principles, procedures and models that will benefit the community and the Organization (Basuki, 2017).

This innovation is related to the use of current tools and infrastructure that is public information services. Public information services are pursued by implementing an electronic government system (e-government). This public service is not only present's information through electronic media, but also should be able to respond when the community asks for the services so that there is a process of interaction between the giver and the recipient is safely easy and cheap. The implementation of e-government is creating a public service on line and computerized-based (Rusli, 2013). This e-government service is a form of service to customers. Customer service provided as an organization's ability to provide customer's needs and wishes, in the form of telephone, letter, email or face-to-face, with the aim to satisfy its customers (Anderson, Pearo, & Widener, 2008).

Public services provided to the public also embraced the convenience and thoroughness. Nevertheless, sometimes people feel dissatisfied with the service provided. Customer satisfaction is an emotional assessment of customers after using products or services where hope and needs are met (Rahmayanty, 2010). However, if the customer feels dissatisfied, disappointed will do complain. According to (Ramseook-munhurrin, Lukea-bhiwajee, & Naidoo, 2010) mentioned that There were three forms of dissatisfaction measures, 1) Voice Response (Voice response); 2) Private response established a colleague and recommended a negative thing about dissatisfaction in the Ministry; 3) *Third party response, requesting legal remedies and visiting related institutions.*

RESEARCH METHOD

The research methods used are qualitative descriptive (Sousa, 2014). The type of data used in this study is 1) primary data obtained from interviews with informers in government agencies and public service users; 2) Secondary Data obtained from various literatures in the form of books, journals, magazines, websites, and mass media with research.

RESULT AND DISCUSSION

Public service provided to the public is a mandate given by the Constitution 1945. The country is obliged to serve every citizen and its inhabitants to fulfill its fundamental rights and necessity in the framework of public service. Therefore, the Government is obliged to provide and improve the quality of service and ensure the provision of services to the community. To guarantee the rights and obligations of citizens and their residents, the government issued (Publik & Indonesia, 2009) on public services. (Publik & Indonesia, 2009), in article 3, it is aimed to organize public services that deserve appropriate, protection, and legal certainty for public services. In coordinating this ministry embraced the principle of public interest, legal certainty, equality of rights, balance and obligation, professionalism, participatory, treatment/discriminatory, openness, accountability, facilities and special treatment for vulnerable groups, timeliness and speed, ease and affordability (article 4(Publik & Indonesia, 2009)).

Services provided to the Community in accordance with (Publik & Indonesia, 2009) mentioned that there are three types of services namely the first, administrative services, which

is a service that generates various forms of formal documents required by the public such as status of citizenship, certificate, ownership or mastery of goods. These documents include Identity Card, marriage certificate, birth certificate, death certificate, certificate of ownership of motor vehicles, vehicle registration, licensing, passport, land certificates etc. Second, the service of goods, namely services that produce various forms/types of goods used by the public, such as telephone networks, supply of electricity, clean water, gas networks etc. Third, service is a service that produces various forms of *services* needed by the public, such as education, health care, postal, transportation organizing etc.

Overall public services serve approximately 340 types of licensing. This type of licensing includes 34 service units from central government such as licensing related to affairs under the Ministry of Finance, Ministry of Agrarian and Spatial, investment Coordinating Board, to the State Police of Indonesia Republic <https://tirto.id/dki-bentuk-mal-pelayanan-publik-layani-340-jenis-perizinan-cyg4>. In organizing public services to the community, at least include the implementation of services, management of public complaints, information management, internal awareness, counseling to the community and consulting services (Article 8(Publik & Indonesia, 2009)). Based on the research that has been done can be delivered several things;

BASIS LAW OF PUBLIC SERVICE

Service Characteristic

At the beginning of the establishment of public services, (Publik & Indonesia, 2009), in article 9 provides a form of public service through the implementation of integrated service system, which will be further regulated by government regulation. Based on research conducted integrated services carried out after Government Regulation No. 96 in 2012 about the implementation instruction of (Publik & Indonesia, 2009) on public services. Government Regulation Number 96 in 2012, article 2 provides scope of public service, integrated service system; Guidelines for the preparation of service standards; Proportion of access and category of community in the level of service; and Inclusion community in the implementation of public services clearly.

Government Regulation No. 96 in 2012 clearly regulates how the implementation of the

integrated service system. The services provided, based on the research conducted initiated with PTSA, then One Door Integrated Service and lastly is a public service mall. The form of public service provided has its advantages and disadvantages. PTSA services, all types of permissions are collected but the process is not in one location. One Door Integrated Service has the advantage of all processes until the end of licensing application is done in one place. The community, especially in terms of effectiveness and efficiency in licensing management, feels the ease provided by the PTSP. Nevertheless, in accordance with the development of the era, PTSP improved service into Public Service Mall (MPP), as a form of innovation in the service. From the convenience of MPP provides ease and comfort for the community. This facility is seen from the integrated service, using more modern facilities, using the latest information technology advice.

However, this Public Service Mall cannot connect to one another because of the big data being unavailability. Moreover, the establishment of Public Service Mall (MPP) elsewhere needs to be considered given the specifications of Indonesian archipelago. Easy and accessible service can be given consideration in the formation of Public Service Mall (MPP). Indonesia consisting of islands, remote villages and border guards need to get thought in public service. Coordination with the relevant ministries such as the Ministry of Home Affairs will give discourse on how appropriate form in the public service to the community. Not all regions or provinces need Public Service Mall (MPP). Another consideration is that the Ministry can be done through e-government, so that people do not need to come directly and do not need a large room in the service. Policy stakeholders in decision-making should also consider the principle of speed, ease and affordability in service, and customer satisfaction.

Service Standardization

(Publik & Indonesia, 2009), article 15 governs the obligation for the organizers to arrange and establish the standards of service. Standard service according to article 2 Regulation of Ministry of State and Administrative Reforms Number 15 in 2014 on the guidelines of service standards are made as a reference for service providers in the preparation, establishment, and application of service standards.

This service standard, differentiated into two namely 1). **Standard service component** related to *service delivery* process (consisting of a. requirements; b. systems, mechanisms, and procedures; c). term of service; d) cost/tariff; e) Product service f) Complaints handling, advice and input). 2) Component standard services related to the process of management of the service in the internal organization consisting of a) legal basis b) facilities and infrastructures, and/or facility c) implementing competence d) Internal oversight e) Total executor f) service Assurance g) assurance of security and Service safety h) evaluation of implementing performance.

The preparation of the standard service provides freedom for the institution to develop the required service standards according to the type of service that is given by the Regulation of Ministry of State and Administrative Reforms Number 15 in 2014. The preparation of the standards of service, based on research conducted; there are ministry providers who have not adjusted the standards of service he made with the current conditions. The Services that have using is on line such as the application service passport, still using the standard service that has not used on line. The standard of service is of course different when converted with service on line. Both are in terms of the cost time and the pralines. The guarantee of legal certainty of openness, speed and convenience can no longer be likened when the service is done manually. The regulations made by the organizers need to be updated with the latest services done by the e-Government policy.

Ministry of Bureaucratic and Administrative Reforms may also need to respond to the time required in the application of licensing on line. This is of course related to the availability of facilities and infrastructures such as stable network so that the community can easily access it. It also needs to pay attention to safety standards and convenience and affordability when people make payments through electronic payments. Electronic payment with the national Bank is sometimes not connected to the Service Office unit due to network constraints. This leads to barriers in service such as delayed physical evidence of service processes. Community confidence in the time and principle of continuity in service needs to get attention from service organizers.

Standard service that already exists, can be done Review so that the service provided provide

legal certainty for the community. It is especially related to the latest regulations such as presidential Regulation No. 95 year 2018 on Electronic-Based Government System (SPBE), (Pemerintah RI.SPBE, 2018) about one Data Indonesia (SDI), (UU ITE, 2008) on information and electronic transactions and (PresidenRepublikIndonesia, 2012) about the implementation of electronic transactions and systems.

In addition to regulations that need to be adjusted, the role and engagement of the community in the preparation of standard services need to be more intensive socialized. Participatory approach of society in the manufacture of standard services has not been carried out optimally. This is due to the lack of socialization in the mass media, the lack of budget support in the continuity of a program, community apathies in this engagement program and the absence of trust from the public because of disappointment to the service that has been done. The participatory involvement of the public will need to be encouraged by the Government as soon as the continuity of service can be made available to the community with the certainty and clarity of the provisions of the rules.

Information of services as set forth in article 22 (Publik & Indonesia, 2009), as a manifestation of the ability of the organizers in carrying out services where there is sanctions for the abuses that cannot fulfill the obligation. In addition, there are damages that need to be borne because of unfulfilled appointments. The process of indemnity is regulated in Article 50 of (Publik & Indonesia, 2009). The mechanisms and conditions for indemnification payments will be further stipulated in the Presidential Regulation. However, the presidential regulation is since this ACT is in effect, until now the draft regulation is still in discussion and has not obtained the provisions. To be able to guarantee the legal certainty and *reliability* as well as *trustworthiness* where the public knows and believes that the service organizers keep the promise and fulfill (Publik & Indonesia, 2009) need to be revised and need to be adapted to the financial condition of the state today.

Community Satisfaction Index

The Community Satisfaction Index is part of the public service implementation held by the Ministry agency. Community Satisfaction Index is set in Regulation of Ministry of State and Administrative Reforms Number 14 in 2017

about the guidelines for the preparation of public satisfaction survey on Unit public service organizers that for the improvement of the quality of public services sustainably. It is necessary to evaluate the implementation of public services periodically at least 1 times a year. Community satisfaction survey, mentioned as a comprehensive measurement of the activities on the level of public satisfaction gained from the measurement on the opinion of the community in obtaining services from public service providers, such as service requirements, time, costs, procedures and specifications of service types.

Regulations regarding Community Satisfaction Index should be review every year to know the components that develop in the community so that the measuring instrument used in accordance with the development. For example, in the application of public satisfaction need to be added a component about network facilities available when the service on line is used by the agency. Network Ability of Each agency is also influenced by available quotas (existing budget) and different area conditions (hilly, many buildings or islands). In addition, the sizes used to measure the satisfaction of the people also need to see the condition of the local community and social, so that the size of one with the other can be distinguished. So that the principle of openness and accountability in the judgment is true fair and transparent on Community Satisfaction Index assessment may need to be review every year by agency of trustees in this case is Ministry of State and Administrative Reforms, so the size used is valid and according to the conditions in the field.

Human Resources Handling Services

Human resources as an implementers in providing public services article 34 of (Publik & Indonesia, 2009) mentioned must behave among others, fair and not discriminatory, thorough, polite and friendly, firm, reliable and do not give a protracted verdict, professional, do not complicate, obedient to superiors. However, this ACT does not mention the competence and expertise to be fulfilled by employees in the service. Officers who perform the service based on information from the informant and observations that do not yet apply smile culture, greetings polite and courteous, not to master the type of service provided. The appearances are not optimal and yet provide service with the heart, lack of empathy, friendliness and sense of

friendship and awareness that the service to the customer is important, less friendly.

Employee competence in service needs to be arranged in service. The Competence requirement is such as. a) Appearance (face requirements must be captivating, the body must be sturdy/unblemished, interesting language, a confident appearance, attractive fashion) with an attractive appearance will be able to attract sympathy customers, and customers will feel happy and satisfied with the service provided. b) Attitudes and behaviors are the attitude and behavior of the officers shown in everyday life such as having a service spirit, caring to the needs of the customer, serious in providing service, and always pay attention to the wishes and needs of customers. c) Communication skills, these are including skills in speaking, diplomacy skills in solving problems, skills in reading body language. d) Ability to listen to complaints and the ability to answer questions discipline in implementing work as a service officer. e) understanding and apply service etiquette such as saying greetings, welcome guests, ask about the needs, handle the guest by saying the word please, sorry if necessary and thanks to say thank you when it is finished serving; f) The ability to master the type of service provided, considering service personnel as imagery of service agencies. Competence has not been explained clearly in government regulations.

Required competencies such as knowledge, skills, and experience do not clearly describe what type of training to follow, and as a requirement of service personnel. In addition, there is no body that certifies the feasibility of being a service officer issued by the authorities, may need to be thought by the agency of the contractor about the professionalism of these services so that the professionalism and skill, attitude and behavior is also felt by the service user is the community. The service provided by the friendly and professional will provide comfort for the community. In addition, the principle of technique, where the right person handles the service will ensure the accuracy of the service based on the clarity, discretion, and inaccuracy of the system, procedures and instruments of service.

Besides this competence also need to be thought about the type of training that needs to be given to employees also need to give appreciation so that employees spirit in doing the work in the form of awards or the like.

Facility and Infrastructure

Related to facilities and infrastructure services, interesting and often complained by users of the service is difficult to access the service on line. On line service that is often complained of by informant is network that error or network unstable. Technological advances on one side bring ease and speed in service, but on the one hand, carry constraints when inaccessible. The government as a service provider can consider the service on line by adding the constraints of the network it has. It also needs to consider the sites used for the security of their data storage. There are many election sites that are non-governmental commercial, belonging to other units in the environment of ministries/institutions, belonging to the Ministry/institution, belong to the service unit and is surrounded by the service unit.

These facilities and infrastructure may also need to be further regulated in the regulation so that the community can enjoy security, speed, ease, and affordability in service. E-Government services that become the main goal of the government need to be readiness and need collaboration with the Ministry of Communication and Informatics for network stability. There needs to be cooperation and coordination between service providers with Ministry of Communication and Informatics in providing service. Especially services for remote village areas and remote islands by utilizing the Digital Infrastructure development Program in the countryside, the unreachable 4G, which is currently being developed by Ministry of Communication and Informatics. With this program accessibility and flexibility such as ease of access felt by User Service.

Customer Service

Licensing service provided approximately 340 permissions. With a lot of licensing, based on the informant and observations conducted, there are complaints or consultations conducted by the Community have not been addressed quickly. The Ministry but still awaiting response does not directly respond to the service of complaints through social media submitted through report with a period of 14 days from the service provider. It takes roughly 4-6 days a new complaint gets a response. It Need reforms in reaching out to complaints. The Government can implement customer voice listening policy program. This customer's voice is a customer expression given both positively and negatively to the product or service provided. Advice and

criticism will give input to the service provided by the Government.

This Program can be done through continuous listening that is said by the community and regularly measuring the Community's center. Voice of the customer is a service provider's action in a matter of minutes, by not letting customers wait for days what they want, the customer will get a response directly from the service provider. The existence of reputation recovery and credibility as service organizers will gain aspirations from the community, because complaints and questions can be addressed quickly and accurately. In addition to the voice of the customer, may also need to note the addition of the call center services, so that the telephone consulting services can be served immediately by the addition of service officers who are ready to assist the community who are doing licensing management? This will increase the reputation and credibility of the community to the ministry that has been done by the government.

In addition, it also needs to be coupled with the services through online optimizing various media and licensing services applications, among others through Online Single Submission (OSS) which currently there are several service agencies already integrated with the application *Sicantik* (licensing application developed by Ministry of Communication and Informatics). Utilization of internal websites used in information services, online registration, downloading forms, knowing the status of licensing processes, and to convey complaints and complaints, can be optimized in the service process. The process of utilization of innovation technology as part of facilitating this service should be tested in the regulation as motivation from service providers to improve the service in the form of innovation competitions and innovation Awards. With the clear regulations, will increase the profit for the service in the form of economic increase both government and community, and open participation in public services in the improvement?

CONCLUSION

Implementation of (Publik & Indonesia, 2009) about public services need to get a review considering the validity period of the law is long enough. The study needs to be done mainly in harmonizing with the latest regulatory regulations as well as existing environmental conditions, such as the advancement of

information technology. In addition to the problem that has not been completed such as the regulation on indemnification also, need to get serious attention given the financial condition of the State and social conditions of the current society. Another aspect that need to get attention is the competency of human resources, information technology, big data, and also customer service handler that need to get review from the implementation of (Publik & Indonesia, 2009).

The implementation of (Publik & Indonesia, 2009) need to be reviewed again adjusted to the development of current technology and towards the era of Industry 4.0 so that the service provided according to the current situation and conditions.

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