

QUALITY OF SERVICE AT THE RELIGIOUS AFFAIRS OFFICE, ARUNGKEKE DISTRICT, JENEPONTO REGENCY

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Abstract:

Public service is an important aspect of the government system that aims to effectively, efficiently, and transparently meet the community's needs. The Office of Religious Affairs (KUA), an institution under the Ministry of Religion, is central to providing religious services, including marriage administration, religious guidance, and family consultation. This study aims to evaluate the quality of service at the KUA Arungkeke District based on the SERVQUAL theory approach, which includes five dimensions: physical evidence, reliability, Responsiveness, Assurance, and Empathy. The research method used is descriptive qualitative, with data collection techniques through observation, interviews, and documentation. The study results indicate that services at the KUA Arungkeke District have generally run well, as seen by adequate facilities, employee responsiveness, and friendly and professional attitudes toward serving the community. However, several obstacles affect the quality of service, such as limited administrative equipment, delays in issuing marriage certificates due to incomplete files, and a Lack of public understanding of service procedures. However, driving factors like comfortable service spaces, reliable administrative procedures, and information transparency also increase public trust and satisfaction with the services provided. This research is expected to be used as evaluation material for the Arungkeke District KUA and provide recommendations for improving the quality of public services in the religious sector.

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INTRODUCTION

Public service is a crucial element in the government system that aims to optimally meet the community's needs effectively, efficiently, and transparently. As the organizer of public services, the government is responsible for ensuring that every service is provided by established standards. One of the institutions that plays an important role in providing public services, especially in the religious field, is the Office of Religious Affairs (KUA). KUA, under the auspices of the Ministry of Religious Affairs of the Republic of Indonesia, mainly provides religious services to the community, including marriage administration, religious guidance, guidance related to zakat and waqf, and family consultation. (Regulation of the Minister of Religious Affairs of the Republic of Indonesia Number 34 of 2016).

The quality of service at the KUA is a major factor in increasing public satisfaction. Quality service will reflect the professionalism of government officials and increase public trust in public institutions. However, public services in various agencies, including the KUA, often face obstacles, such as limited human resources, inadequate facilities and infrastructure, and long and complicated bureaucracy (Sinollah & Masruroh, 2019). This condition can cause public dissatisfaction with the services provided.

Arungkeke District in Jeneponto Regency is one of the areas that has a society with a high level of religiosity. Therefore, the services provided by the Arungkeke District KUA play a very important role in supporting the religious life of the local community. In this area, KUA is expected to provide fast, easy, and quality services to increase community satisfaction. However, various factors can affect the quality of service, such as limited workforce, employee competence, and available facilities and infrastructure.

Based on the theory of service quality proposed by Parasuraman, Zeithaml, and Berry (Berry & Parasuraman, 1990), service quality can be measured through five main dimensions, namely: 1)

Tangibles (physical evidence), including facilities, equipment, and employee appearance in providing services. 2) Reliability: The ability to provide accurate and reliable services. 3) Responsiveness: The willingness of employees to help and provide services quickly. 4) Assurance: The knowledge and politeness of employees and their ability to provide trust to the community. 5) Empathy: Employees' attention and concern towards the community's needs.

Through the SERVQUAL theory approach, this study aims to evaluate the extent to which the quality of services provided by the Arungkeke District KUA has met public expectations. The results of this study can provide insight into the level of public satisfaction with the services provided and offer recommendations to improve the quality of services at the Arungkeke District KUA. In addition, this study also has relevance to government policies in improving the quality of public services, especially in the religious field. (Law Number 25 of 2009 Concerning Public Services, 2009) Concerning Public Services mandates that every government agency provide transparent, accountable, and satisfaction-oriented services to the public. With this study, strategies can be found that can be applied to improve the quality of KUA services, so that they can provide benefits to the community and government in realizing better public services. This research on the quality of service at the KUA Arungkeke District is important to conduct because good public service will reflect a positive image of the government in providing services to the community. Thus, this research is useful for the KUA in improving services and can also be a reference for local governments in formulating more effective policies to improve the quality of public services in the religious field.

METHODS

This research is descriptive qualitative. The types of data used are primary data and secondary data. Data collection techniques are observation, interviews and documentation. Data sources taken from informants amounted to 12 people.

RESULT AND DISCUSSION

Physical Evidence. In public services, tangibles refer to all aspects that the public can observe and feel directly as service users. In the Office of Religious Affairs (KUA), physical evidence is important in assessing the quality of services provided. Based on the SERVQUAL theory developed by Parasuraman, Zeithaml, and Berry (Berry & Parasuraman, 1990), physical evidence includes facilities, equipment, and employees' appearance on duty. In the KUA of Arungkeke District, the facilities and infrastructure are classified as good. This office has a spacious and clean wedding room, a decent and representative building as a public service institution, and a comfortable waiting room with adequate chairs for people queuing. In addition, there are information boards regarding service procedures, fees, administrative requirements, clean toilets, and fans to maintain visitor comfort. Employees at the KUA also appear neat and professional by wearing uniforms or official attributes that reflect their identity as KUA officers, and are friendly and polite in serving the public. However, some supporting facilities in the administration and technology fields are still limited, such as the unavailability of office speakers and printers, so employees still use personal equipment. However, overall, the facilities at the Arungkeke District KUA are considered good and can support comfortable services for the community.

Reliability. Reliability in the Religious Affairs Office (KUA) services refers to the institution's ability to provide accurate, consistent, and trustworthy services by established standards. This aspect includes accuracy in administrative processes, such as marriage registration, issuance of marriage books, and waqf certificates, which must be carried out without error and by applicable regulations, such as (Regulation of the Minister of Religious Affairs Number 34 of 2016 Concerning the Organization and Work Procedures of Sub-District Religious Affairs Offices, 2016) and (Law Number 1 of 1974 Concerning Marriage, 1974) concerning Marriage. At the Arungkeke District KUA, service reliability is reflected in compliance with procedures, timely service provision, and consistently serving the community fairly. Public trust in the KUA is greatly influenced by information transparency, including

clarity of service costs and professionalism in handling complaints and resolving administrative problems. By implementing clear standards and consistent services, the KUA can improve the quality of service while strengthening public trust. Based on the results of observations, the service at the Arungkeke District KUA is classified as good.

Responsiveness, Responsiveness in the services of the Religious Affairs Office (KUA) refers to the willingness and speed of officers in assisting the community and providing services in a timely and efficient manner. This aspect includes a quick response to questions, complaints, or service requests, such as marriage registration, religious consultations, and the issuance of official documents. KUA employees are expected to proactively provide clear information regarding procedures, requirements, and service fees so that the community does not experience confusion. In addition, officers' friendly, polite, and empathetic attitudes in serving the community are important indicators in assessing the level of Responsiveness of services. Timeliness in the administrative process and the readiness of officers to handle problems without unnecessary delays can increase public satisfaction with the services provided. A good level of Responsiveness will strengthen the image of KUA as a professional institution that cares about the community's needs.

Based on the observation results, the Arungkeke District KUA is considered responsive in meeting the community's needs, especially in terms of marriage services. Documentation shows that employees strive to provide appropriate and procedural services every day. Their speed and Responsiveness in handling various services are factors that increase public satisfaction with services at the Arungkeke District KUA.

Guarantee Assurance in the services of the Religious Affairs Office (KUA) refers to the level of trust and sense of security provided by officers to the public through competence, friendliness, and professionalism in carrying out their duties. This trust is built through the knowledge and skills of employees in handling various religious services, such as marriage registration, Islamic legal consultation, and waqf and zakat administration, which must be by applicable regulations, such as Regulation of the Minister of Religious Affairs No. 34 of 2016. In addition, employees' polite, friendly attitude and work ethic are important in creating comfort for the public when accessing KUA services. Transparency in procedures and legal certainty regarding the documents issued also increase public trust in this institution.

At the Arungkeke District KUA, the guarantee of timely service is demonstrated through the staff's explanation to the prospective bride and groom regarding the requirements that must be met. The KUA will assist with the online registration process, and the prospective bride and groom must wait ten working days before the wedding. During this period, KUA staff will check the files to ensure the accuracy of the data and prevent underage Marriage and same-sex Marriage. Although the service has been carried out according to the procedure, there are still people who feel dissatisfied due to the delay in issuing the marriage certificate, which is generally caused by the incompleteness of the files from the prospective bride and groom. Based on the observations, the service at the Arungkeke District KUA is considered good, with staff who can provide friendly and polite services in various situations and demonstrate professionalism in serving the community.

Empathy: Empathy in the services of the Religious Affairs Office (KUA) reflects officers' attention, concern, and understanding towards the needs and conditions of the community being served (Firliana et al., 2016). Friendly attitudes, good communication, and the willingness of employees to provide personal assistance, especially to people who do not understand administrative procedures or have certain limitations, such as people with disabilities or people from remote areas, are real manifestations of Empathy in service. In addition, flexibility in providing services, such as adjusting the marriage registration schedule for couples facing certain obstacles, is also a concern that can increase community satisfaction. A comfortable service environment, openness to questions or complaints, and attention to the specific needs of service users indicate that KUA not only carries out administrative tasks but also considers the humanitarian aspect of providing services.

Based on the interview results, the service at the Arungkeke District KUA was considered good because the employees served the community sincerely and were friendly. This can be seen from how they provide marriage advice to couples after the marriage contract, so that they can live a harmonious household life. The friendliness of the employees is also evident when welcoming the community openly and providing clear and informative explanations for each question. Employees still try to provide complete and easy-to-understand answers

even when faced with difficult questions.

The observation results show that the KUA Arungkeke District employees have shown a sincere and caring attitude in providing services. They strive to serve according to the community's needs so that they can provide quality and satisfying services. A friendly attitude and an approach that is oriented towards the community's needs also increase public trust and confidence in the services provided.

Factors that influence the quality of service at the Arungkeke District Religious Affairs Office, inhibiting factors of Service Quality at the Arungkeke District Religious Affairs Office are limited administrative equipment due to the unavailability of office loudspeakers and printers that hinder smooth administration, Delays in issuing marriage certificates due to the Lack of prepared files. Also, Lack of public understanding regarding procedures, so many people still do not understand the service flow, causing delays in the process.

The driving factors for the Quality of Service at the Arungkeke District Religious Affairs Office are a spacious and clean wedding hall, a comfortable waiting room, and the availability of information boards that provide comfort for the public who access the service. In addition, the reliability and consistency of service also play an important role in maintaining the quality of service, where administrative procedures are carried out properly and by applicable regulations. The Responsiveness and Empathy of employees are also driving factors, where employees are alert in handling service requests and providing friendly explanations to the public. Public trust in the KUA is also increasing with information transparency and the friendliness of employees, which ultimately increases public satisfaction and confidence in the services provided.

CONCLUSION

The quality of service at the Arungkeke District Religious Affairs Office (KUA) plays a very important role in supporting the religious life of the local community. Based on the results of research using the SERVQUAL theory approach, the quality of service at this KUA can be measured through five main dimensions: tangibles, reliability, Responsiveness, Assurance, and Empathy. In general, the services provided have been running well, although some obstacles still need to be fixed.

Inhibiting factors in services at the Arungkeke District KUA include limited administrative equipment, such as the unavailability of office loudspeakers and printers, delays in issuing marriage certificates due to a Lack of files prepared by applicants, and a Lack of public understanding of service procedures that cause delays in the administrative process. On the other hand, various factors encourage service quality, such as adequate physical facilities, comfortable waiting rooms, and the availability of information boards that help the public understand service procedures. In addition, reliability in administrative procedures, employee responsiveness in handling service requests, and friendly and professional attitudes of employees also contribute to increasing public satisfaction with KUA services.

With the evaluation of the quality of this service, it is expected that the Arungkeke District KUA can continue to improve the quality of its services, both through the provision of more adequate facilities and infrastructure, increasing employee capacity, and more intensive socialization efforts to the community regarding applicable service procedures. This improvement in service quality will increase public satisfaction and strengthen public trust in public service institutions in the religious field.

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