
Effectiveness of Public Services at the Kwala Musam Vilolage office Batang Serangan District Langkat District

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ABSTRACT

Increasing the effectiveness of public services is very important to ensure that the apparatus is reliable, skilled, and competent in carrying out their duties. At the Kwala Musam Village Office, Batang Serangan District, Langkat Regency, the effectiveness of the performance of the apparatus is the key to smoothing services to the community. This study uses a qualitative descriptive method to identify factors that affect the performance of the apparatus and the effectiveness of services in the village. Data were collected through direct observation, in-depth interviews with village officials and the community, and relevant documentation. In an era of increasingly fierce competition, both in the business world and public organizations, the biggest challenge for every organization is to maintain the quality of its human resources in order to compete and continue to survive. The success of village public services is greatly influenced by the performance of village officials, which is determined by the extent to which they are able to fulfill the responsibilities given. Therefore, effective human resource management not only aims to achieve organizational goals, but also fulfills social responsibilities to the apparatus, by providing the necessary training and support so that they can contribute optimally in achieving village goals and serving the community better.

KEYWORDS: *Effectiveness; Public Service; Kwala Musam Langkat Village;*

INTRODUCTION

Effectiveness is one of the key concepts in performance management, which refers to an organization's ability to achieve predetermined goals (Harahap et al., 2021; Nasution et al., 2023; Yusuf et al., 2023). In the context of an organization, effectiveness can be measured by how well a goal is achieved and how efficient the performance produced by the apparatus on duty is. This performance measurement is very important, because it is a benchmark for whether organizational goals are successfully achieved or not (Asriadi, 2020; Sahputra, 2020; Y. K. Sirait et al., 2021). In the modern world, change after change continues to be made to increase the effectiveness of public services. The goal is to ensure that the community receives excellent service from the government, as well as to improve the performance of state apparatus in carrying out their duties in order to achieve the government goals that have been set (Ratnasari et al., 2022; Susilawati et al., 2021; Wartini et al., 2020).

As a country based on law, Indonesia has set the goal of statehood in the 1945 Constitution. One of the main objectives mandated by the 1945 Constitution is to advance public welfare and educate the nation's life. The government as a state administrator was formed to ensure order in society, so that every individual can carry out their activities without feeling threatened by disturbances both from within and outside. However, along with the times, the needs of the community are increasingly complex and demand better public services. The community not only needs security and order, but also efficient and responsive services to their daily needs (Hakim & Pakam, 2014; Munthe et al., 2018; Rahayu et al., 2023).

Success in public service is highly dependent on the performance of the apparatus on duty. Effective apparatus are those who are able to carry out their duties in accordance with the responsibilities given by the organization or government (Rakhmawanto, 2020). One of the main focuses in human resource management in the public sector is how to create a real contribution to the achievement of organizational goals, as well as fulfill social responsibility to society. This is where it is important to increase the effectiveness of public services, because only with reliable and skilled apparatus, organizational goals can be achieved optimally. In addition, effective services will also encourage the public to trust the government more and increase their satisfaction with the services provided.

The factors that affect the performance of public apparatus are quite diverse, ranging from knowledge, skills, attitudes, to the discipline possessed by each individual (Hakim & Pakam, 2014; Manik et al., n.d.; N. D. N. Sirait et al., 2019). This condition often causes differences in the ability of officials to carry out their duties (Hidayat & Nasution, 2013; Mustamin et al., 2023; Siregar et al., 2023). As a result, the level of effectiveness of apparatus performance varies, which can have an impact on the quality of services received by the community. This phenomenon often causes problems in public services, such as what happened at the Kwala Musam Village Office, Batang Serangan District, Lalat Regency.

In the village, a number of complaints from the community, both directly and indirectly, reflect problems in public services. One of the most prominent issues is the low quality of services provided by village officials (Hakim & Pakam, 2014; Lubis, 2010; Salsabila & Hertati, 2022). This can be seen from the lack of staff working in Sukadamai village, as well as disciplinary problems that occur at the Kwala Musam Village Office. This discipline problem can be seen from the condition of the office which is often quiet during working hours. This situation certainly has a negative impact on the services provided to the community and reflects the lack of responsibility of the village apparatus in carrying out their duties.

Based on these problems, research on the effectiveness of public services at the Kwala Musam Village Office has become very relevant. Ineffective public services can lead to public dissatisfaction, and furthermore, reduce public trust in the government. Therefore, it is important to identify the root cause of the low performance of the apparatus in the village, as well as find solutions that can improve the effectiveness of public services in the future.

This research will focus on the effectiveness of public services at the Kwala Musam Village Office, Batang Serangan District, Langkat Regency. This research is expected to make a meaningful contribution in improving the quality of public services in the village. In addition, the results of this study are also expected to be a reference for local and national governments

in formulating better policies related to improving the effectiveness of state apparatus performance.

Thus, this research will be outlined in the form of a thesis entitled "Effectiveness of Public Services at the Kwala Musam Village Office, Batang Serangan District, Langkat Regency." This research aims to answer the main question, namely: how effective are public services at the Kwala Musam Village Office? The results of this study are expected to provide a clear picture of the condition of public services in the village, as well as provide recommendations that can be applied to improve the performance of village apparatus in serving the community. Thus, this research is not only important for the development of science, but also has a direct impact on improving the welfare of the community in Kwala Musam Village.

RESEARCH METHODS

This study uses a qualitative descriptive approach to describe the effectiveness of public services in the Kwala Musam Village Office, Batang Serangan District, Lalat Regency. This method was chosen to understand the actual conditions without making comparisons between variables. The research lasted for one month, from September to October, with the aim of identifying problems that caused the low quality of services in the village.

The research informants include the Head of Kwala Musam Village as a key informant, village officials involved in public services as the main informant, and the community as additional informants. Informants provide information related to their policies, implementation, and experiences with public services in the village.

Data collection is carried out through observation, in-depth interviews, and documentation. Observation was used to directly observe the performance of village apparatus, in-depth interviews were conducted with all categories of informants, and documentation was collected from documents related to village services.

Data analysis uses the Miles and Huberman method which consists of four stages: data collection, data reduction, data presentation, and conclusion drawn. This stage ensures that relevant data can be focused and analyzed systematically to produce valid conclusions (Miles & Huberman, 1992). This research is expected to provide insight into the effectiveness of public services at the Kwala Musam Village Office and provide recommendations to improve the quality of services in the future.

RESULTS AND DISCUSSION

Kwala Musam Village is a village that has an area of 324.16 km, with a population of 5,579 of which are 2,711 males and 2,868 females. In Kwala Musam village, Batang Serangan District, there are 5 (Five) hamlets, namely, Hamlet I Aman Damai, Hamlet II Bekiong, Hamlet III Air Tenang, Hamlet IV Kuta Tengah, Hamlet V Sungai Pasir. The Kwala Musam Village Office is a means for residents to serve the community located in Kwala Musam Village which is located in Batang Serangan District, Langkat Regency.

In Law Number 16 of 2020 concerning amendments to the Langkat Regent Regulation Number 15 of 2020 concerning the allocation of village funds in 2020 and regarding village regulations regulating and managing the interests of the local community. The Kwala Musam

Village Office is an office to serve the village community. Playing a role in realizing the ideals of independence based on the Basic Law of the Republic of Indonesia in 1945. This effectiveness is a goal that has been planned in advance can be achieved or in other words, the target is achieved because of the activity process. Community services can be categorized as effective if the community gets ease of service with short, fast, precise and satisfactory procedures. As is the case with the success in increasing the effectiveness of services in Kereng Bangkirai Village, it is determined by the factor of the ability of the government to improve the work discipline of the service apparatus to provide convenience to each community and the ease of meeting service requirements, the implementation of public services is expected to provide satisfaction for the community in carrying out their duties in each Service Provider.

Effectiveness is the completion of work not only in terms of achieving the goal but also in terms of timeliness in achieving the goal. From the above opinion, it is concluded that effectiveness is related to the problem of time. Basically, every human being needs service, even in extreme terms, it can be said that service cannot be separated from human life. People always demand quality public services from bureaucrats, even though these demands are often not in accordance with expectations because empirically the public services that have occurred so far are still characterized by convoluted, slow, expensive, and tiring.

Therefore, the village government is the village head or what is called by another name, assisted by village apparatus as an element of government organizers and the interests of the community or serving the local community in the system of government of the Indonesian unitary state. This community service has been said to be effective if it has achieved the goals that have been set previously. In this discussion, the author uses the dimension of employee performance assessment with the following indicators:

Discipline

Discipline is an attitude of obedience and obedience to values that are believed in and are a person's responsibility. Discipline, basically, is the process of instilling these values, both through education and coercion, so that individuals are able to obey applicable regulations. The main goal of discipline is to form behavior that is in accordance with societal expectations and ensure that a person has self-control and responsibility for his or her actions. This is very important, especially in a work environment, where discipline is one of the indicators of a person's professionalism and responsibility in carrying out their duties.

At the Kwala Musam Village Office, discipline has become one of the aspects that is highly emphasized and considered an important element in maintaining the quality of public services. The employee at the village office understands that discipline is not only obeying the rules, but also showing commitment and professionalism in carrying out duties. Good discipline will have a direct impact on the smooth running of services to the community. On the other hand, if discipline is not enforced, then services will be hampered, causing community dissatisfaction and adversely affecting the image of the village office.

Employees who are not disciplined, for example, often arrive late or do not complete tasks according to schedule, can hinder various service processes, such as making documents or other administrative services. This is of course detrimental to the community who depend on the efficiency and timeliness of services. Therefore, it is important for the Kwala Musam Village Office to continue to maintain and improve the discipline of its employees.

Maintained discipline not only increases public trust in the village government, but also creates a more professional and productive work environment. Efforts to strengthen discipline must be the main focus so that public services continue to run optimally and the community feels the benefits directly.

Creativeness

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Creativity is the ability to create something new or come up with innovative ideas. Creativity is not only related to imagination, but also involves taking advantage of various possibilities that arise through interaction with ideas, ideas, other people, and the surrounding environment. In the context of work, creativity allows a person or a team to solve problems effectively, improve work processes, and achieve desired goals. At the Kwala Musam Village Office, creativity is an important element in supporting various planned programs and activities, especially on a village scale.

One example of the application of creativity in villages is in small-scale infrastructure development programs that can be financed through the Village Revenue and Expenditure Budget (APB Desa) for the 2024 fiscal year. These programs include the construction of concrete rebate roads, the construction of paving blocks, and the construction of sewers in residential areas. Although this development is classified as a small scale, creativity is still needed from village officials in planning and implementing this activity so that the results are maximum and provide great benefits for the village community. In addition, the efficient and targeted use of village funds also requires creative ideas so that each budget can have a significant impact.

Creativity at the Kwala Musam Village Office is also reflected in solid teamwork. All employees are encouraged to participate and provide their creative ideas in various projects or activities planned. Each team member has an important role to play in contributing a unique perspective, and this diversity is a strength in a team. Teams that are able to work well together will find it easier to find solutions, improve the quality of work, and design creative new ideas. Through this collaboration, Kwala Musam Village is able to achieve better development goals with an innovative and effective approach.

Work

Cooperation is a joint effort that involves individuals or groups to achieve a common goal. Since humans began to interact with each other, cooperation has become an important part of social life. Through cooperation, difficult tasks can be completed more easily because each individual helps each other and contributes according to their respective abilities. In addition, the collaboration also provides an opportunity for each party to continue to learn and exchange experiences. As social beings, humans cannot live alone and must help each other in various aspects of life.

At the Kwala Musam Village Office, cooperation between employees has been very well established, both in the context of individuals and groups. This cooperation can be seen in various aspects, especially in providing services to the community. Each employee works together harmoniously to ensure that the services provided can satisfy the needs of the village community. Services carried out with good cooperation ensure that each task can be completed more efficiently and the community feels valued and well served.

Good cooperation in the village office also helps to create a conducive working atmosphere, where each team member supports each other and complements each other's shortcomings. In terms of serving the community, cooperation is the main key to ensuring that services run smoothly and that every community needs can be met. For the future, it is hoped that this culture of cooperation will be maintained and improved, along with creativity that continues

to grow. That way, the Kwala Musam Village Office will be more effective in carrying out its functions, as well as have a greater positive impact on the community.

Skills

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Proficiency is a skill of a person which is a real potential ability to recognize and understand, analyze, assess and solve problems by using ratios quickly and seeing things that are right and wrong. So in the process of learning fiqh, students must be able to understand the material with efforts to deepen awareness and intelligence to compare several problems that are and will occur so as to produce an ability and idea that can solve these problems. Proficiency is one of the elements that shape performance, which has high ability greatly supports the achievement of the organization's vision and mission to immediately want and develop rapidly, in order to anticipate global competence. The abilities that a person has will make him different from having average or ordinary abilities. Proficiency shows the ability of a relatively stable person to realize certain activities that are different, but related. Based on the statement, the Kwala Musam Village office for the ability to try to serve the community well related to the existing complaints, the community is also satisfied with the skills carried out by the employee because the employee is very friendly and polite in serving. In the future, the Kwala Musa Village office will continue to maintain skills and responses to the community well and politely. So that the community is satisfied with the services provided.

Responsibility

Responsibility is a characteristic of cultured humans. Responsibility will begin to appear when humans are aware of the good deeds and bad deeds that have been done. Therefore, responsibility is a very important attitude and must be possessed by every human being. Through responsible behavior, a person can be appreciated by others. An attitude of responsibility at work is part of the performance of the institution. Responsibility is the attitude shown by an employee towards what has been assigned to him. Being responsible for what the leadership delegates will ensure the trust of the leadership and maintain work comfort and work productivity. Responsibility is a form of individual commitment in each of their activities.

With a responsible attitude, a person will be trusted, respected and appreciated and liked by others. A responsible attitude makes a person stronger and more resolute in facing problems that must be solved. Attitude and behavior of responsibility are very meaningful for the development of learners in getting a better learning experience. Based on this explanation, the responsibility to the community carried out by the employees of the Kwala Musam Village office has served the community quickly and appropriately, but ordinary services are also slow due to the lack of existing employees, so this will slow down the service process.

It is very necessary to pay attention to the service provider, because with fast and appropriate service will provide satisfaction to the community, but when the service is too slow, there are usually people who do not like it so that it will provoke emotions and there will be a commotion. So this dimension really needs to be considered.

CONCLUSION

The Kwala Musam Village Office has shown significant efforts in improving the quality of public services through discipline, creativity, cooperation, proficiency, and responsibility. Employee discipline plays a key role in maintaining professionalism and ensuring smooth service, while creativity helps villages design useful and efficient development programs. Cooperation between employees creates a conducive work atmosphere, facilitates the completion of tasks, and increases community satisfaction. The ability of employees in

serving the community, shown through friendliness and manners, has added to the quality of service. However, even though the responsibility in providing services has gone well, there are several obstacles, such as the lack of employees, which slow down the service process. Therefore, even though overall services have met the standards, improvements are still needed in terms of service speed to ensure that the community remains satisfied and services are optimal.

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