One Day Service Model Towards Community Satisfaction in Peaceful Villages Watang Sidenreng District

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ABSTRACT
This research is quantitative research with a descriptive approach. The population in this study were all people who received services at the Peace Village Office during the last two months. The sampling technique in this research is by using saturated samples. So the population in this study is the same as the sample size, namely 77 people. Data analysis uses multiple regression analysis to hypothesize the one day service model on community satisfaction. The results of multiple linear analysis show that the one day service model has a positive effect on the level of community satisfaction. The results of the research show that the implementation of the one day service model, in this case the one day service at the Peace Village Office, has gone well. Likewise with the level of community satisfaction with public services, where the people of Peace Village feel satisfied with the public services they receive.
INTRODUCTION

The objectives of public services are based on Law Number 25 of 2009 which mandates the implementation of public services in accordance with applicable regulations and is beneficial to the community. So that public services cannot be separated from the issue of providing satisfaction to the visiting public; Quality service can also bring good satisfaction to visitors, causing people to feel more appreciated.

In the current era of globalization, one of the big challenges facing the government, especially regional governments, both provincial and village governments, is how to provide professional apparatus, have a strong work ethic, competitive advantage, and the ability to uphold bureaucratic ethics in government. carry out their duties and functions while fulfilling the aspirations of the community. This difficulty is natural, considering that in reality the people in the regions want government officials to be able to carry out their duties optimally so that they can provide the best service to the community. Activities that are beneficial to other people but are intangible are called services. Good service is service that is fair and always prioritizes the needs of the community as users/recipients of services.

One Day Service is a service model of one-stop integrated service with the aim of increasing the quantity and quality of service. One day service was created so that the service process becomes more effective and efficient, this is so that people can receive services without lengthy, lengthy and complicated processes. This service model can be completed within one working day or around 8-12 working hours.

The public service model used by the government in public service activities must still pay attention to the quality of public services. So that the public service model practiced by the government can satisfy the community. The public service model used by (government) service officers can run well if it is in accordance with the indicators in public services. The indicators/dimensions of public services developed by Parasuraman, Zeithaml, and Berry (Parasuraman, 1998) are: tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (confidence) and empathy (empathy).

LITERATURE REVIEW

The capacity to provide customer service is a component that determines the level of organizational success. If the client assesses that the expected service matches the perceived service, it is classified as excellent service quality; If consumers assess that the expected service does not match the service they feel, then this is classified as poor service quality (Suhartini, 2012).

Public services can take the form of making Resident Identity Cards (KTP), birth certificates, marriage certificates, death certificates, land certificates, business permits, building construction permits (IMB), disturbance permits (HO), permits to extract ground water, drinking water subscriptions, electricity and so on (Dwiyanto et al., 2006). One Day Service is essentially a service offered by a service provider to people who need the service within one day.
The implementation of one-day services is largely aimed at increasing efficiency and effectiveness by reducing geographic distance between related functions, making it easier for service consumers to access services. This ODS is intended to provide basic services to the community, requiring individuals to visit only one location (Hardiyansyah, 2018). Identification of One Day Service (ODS) program services must be carried out through several aspects, including ease of service procedures, accuracy of service, low service costs, service products provided, completeness of facilities and infrastructure, and competency of service providers (Yuliani & Isna, 2015).

Satisfaction is a good response from consumers, characterized by emotions of pleasure and fulfillment of performance and service expectations. Community satisfaction is the community’s assessment of the receipt of services from public service providers based on their expectations and needs (Kepmen PAN Number 16 of 2014). Public satisfaction is an important component that public service providers must pay attention to because it can have an impact on government performance in providing public services (Yulianto & Syarief, 2018).

**METHODOLOGY**

This research is quantitative research with a descriptive approach. The sampling method used was the saturated sample method. In this research sample the population is 77 people. The data collection techniques used were observation, questionnaires and literature study. Data processing uses IBM SPSS statistics version 26.00 with validity and reliability testing.

**RESULTS AND DISCUSSION**

One Day Service is a service system designed to provide public services in one day or less. The Indonesian government initially launched the idea of One Day Service in 2001 as part of the National One Day Service Movement (GN-ODS) initiative, which aims to simplify services for the community. One Day Service is expected to become a paradigm that develops throughout the public service system.

The aim of One Day Service is to offer the public a faster service than previously provided. If there are no difficulties in service and it can be repaired immediately, for example within a day, then there is no reason to wait longer, even days or weeks. Purnomo et al. (2023) describe One Day Service as an effort to speed up public service procedures. Therefore, by definition, One Day Services refers to services provided by service providers to service users that can be completed or completed within one day, whereas services previously provided to the public may take more than one day to complete.

Identification of One Day Service (ODS) program services must be carried out through several aspects, including ease of service procedures, accuracy of service, low service costs, service products provided, completeness of facilities and infrastructure, and competency of service providers (Yuliani &
Isna, 2015). Satisfaction is a good response from consumers, characterized by emotions of pleasure and fulfillment of performance and service expectations. Community satisfaction is the community's assessment of the receipt of services from public service providers based on their expectations and needs (Kepmen PAN Number 16 of 2014).

The amount of satisfaction is determined by the gap between perceived performance and expectations. Based on PAN Ministerial Decree Number 16 of 2014, there are various factors that influence the performance of public sector employees. Based on this law, there are 9 factors that influence public satisfaction with the quality of services provided by employees/professional services, including:

CONCLUSIONS AND RECOMMENDATIONS

The research conclusion based on the findings of data analysis and previous discussions are as follows:

The population in this study were all people who received services at the Peace Village Office during the last two months. The sampling technique in this research is by using saturated samples. So the population in this study is the same as the sample size, namely 77 people. Data analysis show that the one day service model on community satisfaction. The results of multiple linear analysis show that one level of community satisfaction. The results of the research show that the implementation of the one day service model, in this case the one day service at the Peace Village Office, has gone well. Likewise with the level of community satisfaction with public services, where the people of Peace Village feel satisfied with the public services they receive.

FURTHER STUDY

This research still has limitations so further research needs to be done on the topic “One Day Service Model Towards Community Satisfaction.”

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