

IMPROVING THE QUALITY OF PUBLIC SERVICE IN THE GOVERNMENT BUREAUCRACY AT THE TRIANGLE BOUNDARY OF INDONESIA, MALAYSIA AND THAILAND

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ABSTRACT. *The purpose of establishing the unitary Republic of Indonesia is for the welfare of the people and even distribution throughout the territory of the unitary Republic of Indonesia. It turns out to date in the public policies still apply a lot of problems. One problem that still occurs is the underdevelopment of boundary triangle area of Indonesia, Malaysia, and Thailand as a result of the increasing lack of public quality conducted by government bureaucracy. The main tasks of government bureaucracy are to give public services. Therefore, the government bureaucracy is often referred to a public servant. But in reality the government bureaucracy of government bureaucracy still do not realize the importance of public services so that public services are carried out less qualified. Public services are a central issue of public policy and more strategic as a public service of the government today tend to be of less qualified. It has wider impact in various aspects of life such as social, cultural, economic, legal, political, etc. To improve the quality of public services in the border triangle area of Indonesia, Malaysia, and Thailand can be implemented as follows: Clarifying the standards process of public service delivered by government bureaucracy with some aspects: transparent, non-partisan, efficient, accountable, provide information, explain the requirements, procedures, costs and time, notify the public's right to give the complaint when they feel they are treated unreasonable. The most important is the increase in mental attitude that is based on religious and ethical values. The attitude of the apparatus is required to have a moral being fair.*

Keywords: *public policy, public service quality, government bureaucracy*

INTRODUCTION

The Law no. 43 in 2008 about The Territory explains that Indonesia is an archipelagic country characterized by the territorial sovereignty and it also has the sovereign right of its territory outside, and certain authority to be managed and utilized as much as possible for the prosperity of Indonesian.

The regulation of National Agency for Border Management No. 1 in 2005 is about the main plan of border management (2005-2019). In order to coordinate, integrate, and synchronize plans of various sectors, businesses, and communities in managing the state borders, and the border areas based on locations, funding sources, and should be drawn the main plan of

the state border management. The main plan of border management gives the information about the developments, regulations, strategies, stages of implementation, and needs of state border management programs and border areas for a period of 5 years. The main plan of border management in 2015-2019 is focused on some agendas: (a) The determination and assertion of state borders (b) Increasing the defense, security and law enforcement (c) Increasing the cross-border services (d) Improving the infrastructure in border region (e) Spatial planning of border areas (f) Economic development of border areas (g) Improving the basic social services of border areas, and (h) institutional strengthening.

Border region of development strategy is conducted by paying attention to the economic growth in the potential border areas through the availability of infrastructure; creating a conducive and constructive political stability in order to support the implementation of the economic growth in the border regions; making the empowerment as a main approach to enhance the role and participation of communities in the border regions significantly; and improving the development management through the quality of government, so it can be the facilitator of development implementation of border areas.

In order to accelerate the development of border areas, it is necessary to set the authority of border areas and the entrance to the neighboring countries that are specifically regulated in accordance with the conditions and potential of the region. The regulation of border are development intended to encourage affirmative policies on financing and developing of backward regions, encouraging its natural resources, the quality of human resources through a program by strengthening the education and public health, formulating the policies of local and central development, as well as proactively coordinating with all stakeholders in the development of backward regions (Manurung: 2011).

Public service is the main task of government. It is clearly stated by Sadu Wasistiono in Istianto (2011) explains that the main task of government is to give the services for the public. Because of that, it is also known as Public Servant. In fact, some of them do not realize the importance of public service. Although there are a lot of education and training for government officials, but it more emphasizes on the administrative aspects of leadership.

The formulation of the problem in this research is the quality of public services that have not increased the government bureaucracy caused mainly bureaucratic performance of the public service still does not give satisfaction to the public. It must be solved by improving the quality of public services performed by the government bureaucracy at the triangle boundary of Indonesia, Malaysia, and Thailand.

This research has an objective to analyze the quality of public service in the government bureaucracy at the triangle boundary of Indonesia, Malaysia and Thailand.

DISCUSSION

The concept of quality is often considered as a measurement of the quality design and quality conformance. The design quality is a function of product specifications while the quality of conformity is a measurement of the capability of product in fulfilling the requirement or specification of the quality that has been set. So the quality is a dynamic condition associated with products, services, and environments that meet the expectation." (Tjiptono: 2000).

Applying the quality is basically for all functions. It is stated by Gaspersz (2002) that:"The quality is established in all functions including administration. Improvement of the service quality is not a process that functions in the field of operation, but it should work in all areas, including administrative."The quality has a close relationship with the public satisfaction.

The definition of public service stated by American Marketing Association in Hardiyansyah (2011) that service is basically an activity offered by one party to another, and it does not result in the ownership of something, the production process may not be associated with physical product.

Lovelock in Hardiyansyah (2011) stated that service is products that are intangible, ephemeral perceived or experienced by someone.

Wasistiono (2002) stated that public service is the provision of services either by the government or the private sector to the public, with or without payment in order to meet the needs and interests of the community.

The definition of public service is an activity or sequence activity in order to fulfill the services under legislation for every citizen in goods, services or administrative services provided by the public service operator (Article 1, Act, No. 25 2009).

In public services, the government bureaucracy should consider raising the awareness of the public interest, and for the quality of public services, the government bureaucracy would be relevant to current conditions. Denhardt and Denhardt in Hardiansyah (2011) stated that it has become an obligation for the government to improve the quality of various services provided to the public. The issues about the quality of public services are also triggered by the effects of the changes in administrative science paradigm, including global change that occurs in a variety of life around the world.

New Public Service as the latest paradigm of public administration puts public services as the main activity of the public administrator. One of the most important principles of NPS is how public administrators define and divide the interests of citizens. But sometimes, there is often a mismatch between what is expected with the services provided, and it raises some problems, such as misappropriations of authority, which does not consider the ethical behavior in public service and public integrity that are still weak (Adi Suyatno in Mulyadi et al. 2016).

The demands of society can be used as the encouragement to improve service quality continuously. In addition, the citizen should know their wishes. It is the guideline to improve the quality. Public services in democratic governance must be oriented to the public interest; the government in providing services must be based on the expectations, demands, and desire of public.

What is the quality standard of public service? The quality standards are the expectations, demands, and needs of the public who want a quality service provided by the government bureaucracy. The excellent service is the services given for the public which is as a manifestation of the government bureaucracy as a public servant.

The standard process of providing public services needs to be planned to ensure public services in various areas. It must comply with certain principles such as the service that is transparent, non-partisan, efficient and accountable. The arrangement of obligation of transparency standards as service providers to provide information on the requirements, procedures, costs and time required to get the service. The standard of transparency is also to inform the citizens' right to process when they are treated unreasonably by service providers (Dwijayanto 2011).

Considering the public service regulation that should be implemented, preferably, by providers of public services that is the government bureaucracy. In fact, in society it is still far from expectations, desires and demands of the public. So the public services should increase significantly.

The problems appear on the bureaucracy is in giving the services to the citizen. The public servant usually ignores the citizen's needed. They tend to be selfish. This situation cannot be ignored. That problem should be solved, so that the public can be satisfied (Yunus:2002). The effort to improve the quality of public services performed bureaucracy triangular border region can be measured by (1) the timeliness of service, it is related to the waiting time and processing time. (2) the accuracy of the service, it is related to the reliability of solving the problem (3) The hospitality in providing services, especially for those who interact directly with external customers such as telephone operators, security personnel, administrative staff, etc. (4) The liability, it is related to the receipt of orders and handling customer complaints (5) The completeness, regarding the availability of services and other support. (6) The ease of obtaining services, related to the number of outlets, the number of officers serving as cashier and administrative staff. (7) The number of additional facilities such as computers to process the data (8) The variations of service, with regard to the innovation to provide the services (9) Providing privacy service, with regard to the flexibility (10) The convenience in obtaining services, with regard to the location of the room, the service, the parking lot, the availability of information, and instructions (11) The other attributes that support such as environment, cleanliness, waiting rooms, music facilities, air conditioning (Gaspersz:2000).

In general, there are four key elements in excellent service such as (1) the speed (2) the accuracy (3) the hospitality (4) the comfort. "The fourth component is a unity of services. The services will not be excellent if one element is not met. The quality services focused on addressing the needs and desires of customers as well as the accuracy of delivery to keep pace with customer expectations,. In determining the good quality is not based on the service provider viewpoint but the public point of view, and therefore according to Tjiptono (2000: 61) "The customer perception of service quality is the whole assessment of excellence service".

The principles of public service are clearly stated in article 4 of the law of public service no. 25 in 2009, It can be used as an instrument to measure the quality of public services provided government bureaucracy, namely (a) the public interest, namely the provision of services should not be a personal interest (b) the legal certainty which guarantees the realization of rights and obligations in giving the service, (c) the equality rights that service delivery is not ethnicity, race, religion, class, gender, and economic status, (d) the balance of rights and obligations, the fulfillment of rights must be consistent with its obligations both the giver or recipient of services, (e) professionalism, namely the implementation of the service must have skills in their respective sectors, (f) a participatory, community participation to affect the aspiration needs and expectations of society (g) non-discriminatory. Every citizen has the right services as fair, (h) the disclosure. Each recipient of the service can easily obtain information on the service desired (i) accountability is the process of organization of services must be justified, (j) and treatment facilities against vulnerable (k) punctuality (l) the speed, ease, and affordability.

By looking at the existing problems, the strategic steps in increasing the capacity of public services according to Mulyadi, CS (2016) are:

- A. Implementing quality improvement implementation
- B. Measurement pursued by the improvement of public services:
 1. Providing service guidelines containing requirements, procedures, tariffs, and the deadline for completion of the settlement.
 2. Placing the responsible task to check the completeness of certain application requirement for acceptance or rejection
 3. Completing the application services in accordance with the deadline set

4. Prohibiting or removing additional costs are entrusted others
5. Applying a pattern of integrated services
6. Conducting research satisfaction
7. Managing the system and procedures on an ongoing basis the dynamics of society.

C. Giving the wide to opportunities as possible to the public either directly or mass media to convey greetings

In an effort to improve the service quality, Yunus (2002) states, the most important is the increase in mental attitude that is based on religious and ethical values. The attitude of the apparatus is required to have a moral being fair.

CONCLUSION

To improve the quality of public services in the border triangle area of Indonesia, Malaysia, and Thailand, it can be implemented as follows:

1. Clarifying the standard process of public service delivered by government bureaucracy with some aspects: transparent, non-partisan, efficient, accountable, provide information, explain the requirements, procedures, costs and time, notify the public's right to give the complaint when they feel they are treated unreasonable
2. Government bureaucracy must consistently observe and implement quality of service such as timeliness, accuracy, service, hospitality, comfort in providing the service, responsibility, comprehensiveness, ease of received services, the availability of support facilities, variety of service models, service flexibility, convenience of service. The quality services focused on addressing the needs and desires of customers as well as the accuracy of delivery to keep pace with customer expectations. In determining the good quality is not based on the service provider viewpoint but the public point of view,
3. The strategic steps in increasing the capacity of public services are : (a) implementing the quality improvement implementation;(b) the steps to make the improvement of public services:
 - Providing service guidelines containing requirements, procedures, tariffs, and the deadline for completion of the settlement.
 - Placing the responsible task to check the completeness of certain application requirement for acceptance or rejection
 - Completing the application services in accordance with the deadline set.
 - Prohibiting or removing additional costs are entrusted others.
 - Applying a pattern of integrated services.
 - Conducting research satisfaction.
 - Managing the system and procedures on an ongoing basis the dynamics of society. Give the wide to opportunities as possible to the public either directly or mass media to convey greetings.
4. The most important is the increase in mental attitude that is based on religious and ethical values. The attitude of the apparatus is required to have a moral being fair.

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