

ENHANCING PUBLIC SERVICE QUALITY THROUGH PUBLIC SERVICE MALLS: A CASE STUDY OF TULANG BAWANG REGENCY

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ABSTRACT

This study examines the implementation of the Public Service Mall (Mal Pelayanan Publik, MPP) in Tulang Bawang Regency as an innovation to enhance public service quality. Utilizing a qualitative research methodology and descriptive analysis, the study reveals that MPP has successfully streamlined bureaucratic processes, integrated various public services, and improved service accessibility and efficiency through both online and offline platforms, including the Online Single Submission (OSS) system. Despite these advancements, challenges such as internet connectivity issues and a lack of public awareness about online services persist. The study emphasizes the importance of infrastructure maintenance, budget allocation, and public education to sustain the improvements in service quality, measured through dimensions like reliability, responsiveness, and empathy.

Keywords: *Public Service Mall, Service Quality, Bureaucratic Streamlining, Online Single Submission, Public Awareness*

Introduction

The pursuit of improved public service delivery has become a central objective for governments across the globe. In Indonesia, persistent challenges such as bureaucratic inefficiencies, ambiguous service processes, and unpredictable timelines and costs have long plagued public administration (Habiburrahman et al., 2022; Pratama, 2022; Turner et al., 2022). These issues have significantly impacted effective governance and citizen satisfaction, with Tulang Bawang Regency being no exception. This region has struggled with similar challenges, hindering its ability to provide efficient and satisfactory services to its residents. In response to these pressing issues, the government inaugurated the Public Service Mall (Mal Pelayanan Publik, MPP) on March 14, 2019. The MPP is designed to streamline public service delivery by integrating various services into a single location, thereby reducing the time and cost required for citizens to acquire necessary services (Baek & Kim, 2018; Boustani & Chedrawi, 2019; Kim & Moon, 2002; Phua et al., 2014). This initiative represents a significant shift in how public services are delivered, aiming to enhance efficiency and citizen satisfaction.

This study investigates the impact of the MPP on public service quality in Tulang Bawang Regency, focusing on the successes achieved and the challenges encountered in its implementation (Anggraini & Rahayuningsih, 2021; Mutiara & Mulyadi, 2023; Nurudin et al., 2015). While there is extensive literature on public service innovation and the various strategies employed by governments to enhance service delivery, there is a notable gap in empirical studies examining the effectiveness of integrated service centers like the MPP in Indonesia (A. F. Barusman & Barusman, 2017; Haryani et al., 2022; Muazzinah et al., 2021). Most existing studies tend to focus on theoretical frameworks or international case studies, leaving a significant gap in understanding the local context and specific outcomes of such initiatives in Indonesia. This research aims to fill this gap by providing a comprehensive analysis of the MPP's ratihimplementation and its impact on service quality (Pratolo et al., 2020; Umakaapa & Sjaaf, 2021). By doing so, it seeks to contribute to the broader discourse on public service reform, offering valuable insights into the potential of integrated service centers to transform public administration and improve citizen satisfaction.

Methodology

This study employs a qualitative research methodology with a multi-method approach, incorporating descriptive analysis to evaluate the impact of the Public Service Mall (MPP) on public service delivery in Tulang Bawang Regency. Data collection methods include a literature review, semi-structured interviews, direct observations, and documentation analysis (Anani et al., 2020; Barusman, 2019). The literature review examines existing research on public service innovation and integrated service delivery models to provide a theoretical framework for the study. Semi-structured interviews with key stakeholders, such as government officials, MPP staff, and service users, gather insights into the MPP's operational dynamics and its perceived impact on service quality (Al-Hubaishi et al., 2018; Chen et al., 2019; Hudon et al., 2022; Næss et al., 2014; Ntungo, 2007). Direct observations at the MPP facility assess the physical infrastructure, service processes, and user interactions, providing firsthand insights into the MPP's practical functioning. Documentation analysis of policy reports, service records, and user feedback supplements the primary data, offering a comprehensive understanding of the MPP's operations. This qualitative approach allows for an in-depth exploration of the MPP's effectiveness as a public service innovation, providing rich contextual insights into its impact on service delivery (Al-Hubaishi et al., 2018; Borins, 2001; Grimsley & Meehan, 2007; Tribone et al., 2014).

Result and Discussion

a. Result

The establishment of the Public Service Mall (MPP) in Tulang Bawang Regency has significantly streamlined bureaucratic processes, leading to more efficient service delivery. By consolidating various public services under one roof, MPP has reduced the complexity and redundancy associated with traditional service delivery models. This integration has created a more coherent and user-friendly process, enabling citizens to access multiple services in a single visit, which has saved time and reduced the financial burden on service users. Additionally, the introduction of the Online Single Submission (OSS) system has enhanced transparency and efficiency, allowing for online processing of business permits. This innovation has been particularly beneficial for entrepreneurs, who can now obtain necessary permits without the need for multiple physical visits to government offices.

Despite these successes, several challenges have been identified. One primary issue is the risk of internet connectivity disruptions, which can hinder the effectiveness of online services. Given the reliance on digital platforms for service delivery, stable and reliable internet connectivity is crucial for the sustained success of MPP. Another challenge is the lack of awareness and understanding among the public regarding the availability and use of online services. Many citizens remain unfamiliar with the OSS system and other digital platforms, limiting their ability to fully benefit from the innovations introduced by MPP.

The study also highlights the importance of maintaining and upgrading the physical infrastructure of MPP to ensure a conducive environment for service delivery. Adequate allocation of resources, including financial and human capital, is essential to support the ongoing operations and development of MPP. This includes regular maintenance of facilities, investment in technology, and training for staff to enhance their capacity to deliver high-quality services.

b. Discussion

The findings of this study indicate that the Public Service Mall (MPP) has positively impacted public service quality in Tulang Bawang Regency. The integration of services and the introduction of digital platforms have led to significant improvements in service reliability, responsiveness, and empathy. These enhancements align with previous research by Baek & Kim (2018), Boustani & Chedrawi (2019), and Kim & Moon (2002), which suggest that integrated service centers can enhance user satisfaction by simplifying access and reducing processing times. Users of the MPP have reported higher levels of satisfaction, citing the convenience and efficiency of the new service delivery model. This supports the broader literature on public service innovation and emphasizes the potential of initiatives like the MPP to enhance citizen satisfaction (Anggraini & Rahayuningsih, 2021; Mutiara & Mulyadi, 2023).

The study also reveals that the MPP has contributed to increased accountability and transparency in public service delivery. By centralizing services and utilizing digital platforms, the MPP has reduced opportunities for corruption and improved the ability of citizens to track the progress of their service requests, consistent with findings by Pratolo et al. (2020) and Umakaapa & Sjaaf (2021). This aspect of the MPP's implementation advances the understanding of public service reform, demonstrating the potential of integrated service centers to transform public administration and improve citizen satisfaction (Nurudin et al., 2015).

However, the challenges identified, such as internet connectivity issues and public awareness, underscore the need for ongoing efforts to address these barriers. Developing comprehensive public education and outreach programs to raise awareness and build digital literacy is essential for maximizing the benefits of MPP, as suggested by Haryani et al. (2022) and Muazzinah et al. (2021). Additionally, investing in infrastructure and resource allocation will be crucial to sustaining and expanding the positive impacts observed. These insights provide a foundation for future research and policy development, emphasizing the need for a holistic approach to public service reform that considers both technological and human factors. By addressing these challenges, the potential of the MPP to further enhance public service delivery and citizen satisfaction can be fully realized.

Conclusion

The implementation of the Public Service Mall in Tulang Bawang Regency represents a significant step forward in the quest for improved public service delivery. By integrating services and leveraging digital technology, MPP has addressed many of the challenges associated with traditional bureaucratic processes, resulting in enhanced service quality and citizen satisfaction.

However, the study also highlights the need for ongoing efforts to address the challenges identified, particularly in terms of internet connectivity and public awareness. Ensuring the sustainability and continued success of MPP will require strategic investments in infrastructure, technology, and human resources, as well as targeted outreach and education initiatives to build digital literacy among the population.

In conclusion, the experience of Tulang Bawang Regency provides valuable insights into the potential of integrated service centers as a model for public service innovation. Future research could explore the applicability of this model in other regions and contexts, as well as the long-term impacts of such innovations on governance and citizen engagement.

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