

Improving the Quality of Public Services through Innovation of Online Complaints Based on the Wargaku Application

Diana Hertati¹

¹Prodi Administrasi Publik, Fakultas Ilmu Sosial dan Politik, Universitas Pembangunan Nasional "Veteran" Jawa Timur

Corresponding Author: Diana Hertati

Email: diana_hertati.adneg@upnjatim.ac.id



Article Info

Article history:

Received 21 August 2023
Received in revised form 5
October 2023
Accepted 16 October 2023

Keywords:

Quality of Public Services
Innovation
Public Complaint Service

Abstract

Communities have broad access to submit complaints to public service providers. However, there are still problems with public complaint services, so efforts to improve public service delivery are needed. The Surabaya City Government made a breakthrough through the innovative Wargaku application as a responsive and informative complaint service. The purpose of this study is to analyze the Improving the Quality of Public Services through the Innovation of Online Complaints Based on the Wargaku Application at the Surabaya City Communication and Information Service. This type of qualitative descriptive research and data collection techniques with interviews, observation, and documentation. Data analysis uses an interactive data analysis model from Miles and Huberman, namely: collection, presentation and condensation of data, and conclusion. The research results show that Improving the Quality of Public Services Through Innovation of Online Complaints Based on the Wargaku Application at the Surabaya City Communication and Information Service can run optimally as evidenced by the relative advantages that provide convenience and community satisfaction; suitability by updating and perfecting Wargaku innovations, the complexity is different because people have unequal abilities and knowledge; the possibility of trying it has gone through trials and socialization of the Wargaku application program to the public and is easy to observe, the complaint application made is not much different from before.

Introduction

In the current era of globalization, demands for reform are directed at government institutions so that the delivery of public services is more optimal. Public service is a link between the bureaucratic apparatus in carrying out its functions and meeting the needs of the community (Dewi & Suparno, 2022). Public service is an activity carried out by public service providers to fulfill public needs (Kurniawan, 2017).

Community demands for public services give a bad impression of service units which has an impact on the emergence of public distrust of service providers such as complicated mechanisms, less transparency, less consistency, and less information. Public service providers must provide facilities for handling public complaints (Rachmawati, 2016). In the City Government of Surabaya, excellent public service quality has not been achieved, the public still has many complaints about the activities of public service providers. The problem of managing complaints requires a solution so that the delivery of information about public services is more quickly accepted by the community, including the ease of submitting complaints about government violations in the city of Surabaya (Pamella et al., 2022). Management of complaints is the responsibility of the government by Articles 36 and 37 of

Law Number 25 of 2009 concerning public services which mandate that organizers must provide the widest possible access to the public to provide input to public service providers (Indonesia, 2009).

Complaints as a means to improve the quality of public services provided by government administrators to the community (Sabeni & Setiamandani, 2020). The government, in responding to the demands and needs of the public, wants a fast data processing process, accurate information by utilizing technology in the form of e-government as a form of implementing services that can improve the quality of technology and communication-based public services (Afriyani et al., 2021).

Public service delivery innovation is a breakthrough to change traditional systems to be more modern in improving the quality of public services (Sutrisno et al., 2015). The issuance of Government Regulation of the Republic of Indonesia Number 38 of 2017 concerning regional innovation, supports the implementation of regional government in improving performance based on the principles of efficiency and effectiveness (Kementerian Sekretariat Negara, 2017). The breakthrough by the Surabaya City Government through the Communication and Informatics Office is to issue innovations in information services and public complaints, namely the WargaKu innovation made in the form of an android application, as a form of responsive, integrative and informative public service.

WargaKu is a service system that is integrated with the community who wish to participate in the development of city development in the form of input, suggestions and complaints in the city development process. Percentage of communication media used after the WargaKu service was launched:

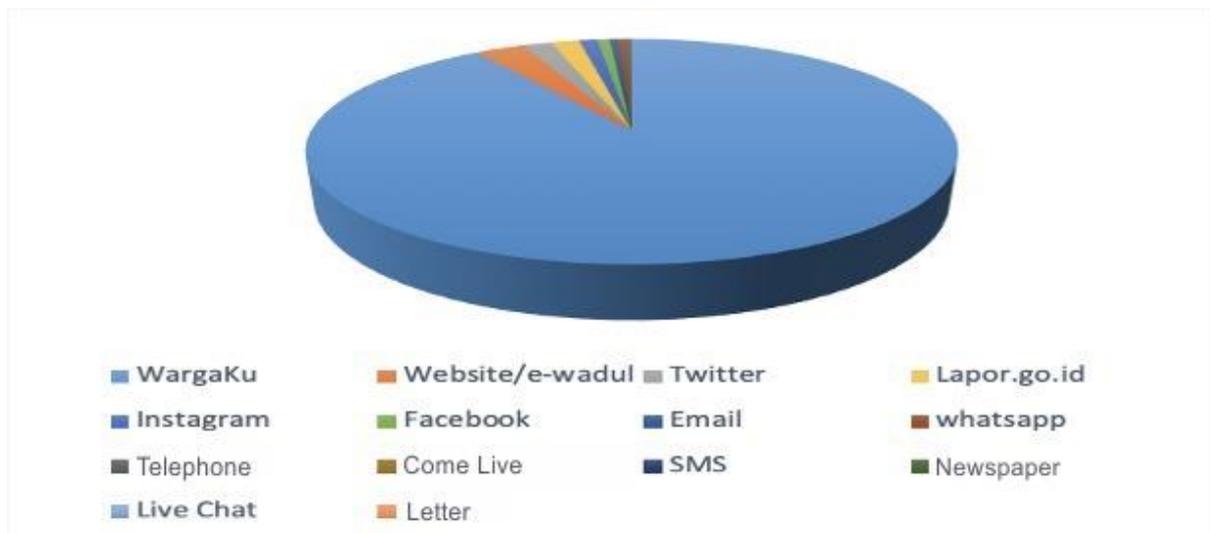


Figure 1. Number of Complaints by Type of Media

Based on the figure above, for the period May 2021 the Surabaya City Government received 1,040 complaints. The most submission of public complaints was through WargaKu, namely 809 complaints. Furthermore, Email and Website or e-wadul contained 127 and 37 complaints respectively (Putri Gunawan & Hertati, 2022).

Based on this background, the objectives of this study are: to describe and analyze Improving the Quality of Public Services through Innovation of WargaKu Application-Based Online Complaints.

Methods

This type of research is descriptive qualitative, which describes and analyzes Improving the Quality of Public Services through the Wargaku Application-Based Online Complaint Innovation. The research locus of the Surabaya City Communication and Informatics Office, with the consideration that the service was the initiator of the Wargaku innovation as a public complaint service. This study aims to describe and analyze the Improving the Quality of Public Services through the Wargaku Application-Based Online Complaint Innovation. Research focus: 1) relative advantage, 2) suitability, 3) complexity, 4) tryability, 5) observability. Data collection techniques are interviews with several informants, direct observation in the field, and documentation. The data analysis model uses the interactive model from (Matthew B. Miles, A Michael Huberman, 2014) namely: data collection, data presentation, data condensation, and drawing conclusions and verification

Results and Discussion

To provide easy service to residents, the Surabaya City Government released the Wargaku application, the latest innovation program for the Surabaya City Communication and Information Service in the field of complaint services to make it easier for the people of Surabaya City to convey criticism, suggestions and appreciation and as a medium of communication between Surabaya City residents and Surabaya City Government. Based on the above problems, the focus of the study in this study is as follows:

Relative Advantage

The relative advantage in public complaint services can be seen from the existence of innovations that have advantages and more value than previous innovations. There are several advantages, advantages, and added value from the Wargaku application innovation in public complaint services at the Surabaya City Communication and Informatics Office, namely: a) Ease of Downloading and Using the Wargaku Application: The results showed that in submitting complaints in terms of convenience, the services provided become faster, and facilitate services to the community. The Wargaku application can be downloaded from the PlayStore which can be used on an Android smartphone. In terms of time, the services provided are faster and facilitate services to the public. Meanwhile, in terms of costs, the Wargaku application can reduce public spending, especially transportation costs. With these advantages in terms of convenience, time and cost, Wargaku's innovations can improve public services to the community; b) Social Achievement: There is no disruption to the work activities of the community who want to make complaints with the Wargaku application. The results showed that the community was satisfied with the services provided by officers, especially in the process of downloading, registering and submitting complaints which became faster without disturbing work time. Services provided to the public are made easier, supported by technology that facilitates the work of officers. This is by the opinion of Hardiansyah (2011) service is an activity offered by organizations to consumers that is intangible and not owned. Meanwhile, according to (Ristiani, 2020) innovation in public institutions as the application of new ideas in implementation, is characterized by quite large steps, lasting quite a long time and on a general scale so that the implementation process has a considerable impact on organizational change and organizational relationships. With this advantage in terms of social achievement, Wargaku's innovation can improve the quality of public services to the community.

Compatibility

Innovation is compatible with the innovation it replaces so that old innovations are not simply thrown away. The application of the Wargaku application cannot be changed from its

predecessor. Compatibility is seen based on two aspects of the values and needs of the assessors as follows: (1) Value: The results of the study show that in improving public complaint services from the conformity of the values, rules, and norms of Wargaku innovation with previous ones, Wargaku innovation cannot simply be separated from its predecessors such as requirements must be by and fulfilled by the community and the registration format is the same as its predecessor by PermenPAN Number 62 of 2018 that for complaints lacking supporting data, 10 days will be given to complete. If within 10 days there is no response, the complaint will be archived, to facilitate the adaptation of innovations and develop their predecessors to be better to improve public services. It is with this similarity in terms of values that Wargaku's innovations improve public services to the community; (2) Needs of recipients: Based on research results with a focus on Compatibility in terms of the needs of recipients in improving public complaint services, where the needs of recipients can be properly met when making complaints. The existence of the Wargaku application can meet the needs of people who have needs with OPD in terms of reporting their complaints. This is by the opinion (Suwarno, 2008), so that old innovations are not immediately thrown away, but old innovations become part of the transition process to the latest innovations to facilitate the process of adapting and learning innovation more quickly. So that it can improve the quality of public services provided by the Surabaya City Communication and Information Service to the community.

Complexity

Complexity is seeing the complexity of innovation in its application. With its new nature, innovation has a higher level of complexity in the concept and how to use it compared to previous innovations. The results of the study show that complexity and convenience depend on the ability and knowledge from the user's point of view. The better the ability and knowledge possessed by the community, the better the innovation will be absorbed. This is by the opinion of Sa'adah (2020) that with its new nature, innovation has a level of complexity that may be higher than previous innovations. Because innovation offers newer and better ways, this level of complexity is not an important issue. With the complexity obtained from existing research on the Wargaku innovation, it improves the quality of public services provided by the Surabaya City Communication and Informatics Office to the community.

Triability or the possibility of being tried

An innovation product must go through the "public test" phase, where each party has the opportunity to test an innovation and can be accepted if it has been tested and proven to have more value than the old innovation. Wargaku's innovation has gone through trials in February 2021 and there has been outreach to the public through social media and advertisements, both banners and posters. This is by the opinions of Muluk (2013) and (Suwarno, 2008), innovation can only be accepted if it has been tested and proven to have advantages or added value compared to old innovations. To improve public services, it is necessary to conduct trials on the Wargaku application and further outreach to the community to improve the quality of public services.

Observability or Ease of Observation

Based on the research results, it is known that Wargaku's innovation is easy to observe through the leadership system and officers can find out how many people have made complaints and how many complaints have been handled, and service provider officers can monitor each complaint. The public can easily find out the status of their complaints for officers to respond to. With the variable ease of observation, Wargaku's innovation can improve public services to the community. This is the opinion (Suwarno, 2008), an innovation must be observable, from

the way it works and produces something better than the previous one. With this observed possibility fulfilled, Wargaku's innovation can improve the quality of public services.

Conclusion

Conclusion; (1) Relative Advantage, the level of profit resulting from innovations carried out by the Surabaya City Communication and Information Service, there is better service in terms of convenience and social achievements compared to the previous one; (2) Compatibility, innovation cannot just be separated from its successor, the existence of new innovations cannot be separated from Permen PAN number 62 of 2018 concerning guidelines for the national public service complaint system.; (3) Complexity, the level of difficulty which includes the concept and how to use the Wargaku application innovation depends on the ability and knowledge of the community; (4) Triability, the Wargaku application public service innovation, has gone through a trial phase before its launch in February 2021 and also socialization by the Surabaya City Communication and Informatics Office; (5) Observability, the innovation of the Wargaku application is easy to observe through the system, so that leaders and officers can find out the number of complaints from registered people.

Suggestions

The suggestions are as follows: (1) There is a need to increase profits in the Wargaku application; (2) Improved service features in the Wargaku application; (3) There is a need for education and introduction of the Wargaku application to the public; (4) There is continued socialization of the Wargaku application to the community and (5) There needs to be an evaluation of both the system and its services.

Acknowledgment

This journal article was written by Diana Hertati Lecturer in the Public Administration Study Program, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional Veteran East Java, based on the results of research on Improving the Quality of Public Services Through Innovation of Online Complaints Based on the Wargaku Application, funded by LPPM UPN Veteran East Java through the Research Grant Program Mandiri, 2023. The contents are fully the responsibility of the author. The author would like to thank Rossyda Priyadarshini Head of LPPM UPN Veterans East Java and Catur Suratnoaji Dekan of FISIP UPN Veteran East Java for their role in allowing this article to be published in the intended journal

References

- Afriyani, A., Wahidah, I., & Wibowo, M. T. H. (2021). *Implementation of Digital Government in Sukajaya Village, Sumedang Regency, West Java*. *Ministrate: Journal of Bureaucracy and Local Government*, 3(2), 147–158. <https://doi.org/10.15575/jbpd.v3i2.13572>
- Hardiansyah. (2011). *Public Service Quality*. Gajah Mada Yogyakarta.
- Indonesia, R. (2009). Law of the Republic of Indonesia Number 25 of 2009 Concerning Public Services *BPHN.Go.Id*, 2003(1), 3.
- Kementerian Sekretariat Negara. (2017). *Government Regulation Number 38 of 2017 concerning Regional Innovation*. 1–37. http://setkab.go.id/wp-content/uploads/2017/09/PP_Nomor_38_Tahun_2017.pdf
- Kurniawan, R. C. (2017). Local Government Public Service Quality Innovation. *FIAT JUSTISIA: Jurnal Ilmu Hukum*, 10(3), 569–586. [https://doi.org/10.25041/ fiatjustisia.v10no3.794](https://doi.org/10.25041/fiatjustisia.v10no3.794)

- Matthew B. Miles, A Michael Huberman, J. S. (2014). *Qualitative Data Analysis A Methods ourcebook*. In *Third Edition Copyright SAGE*.
- Pamella, I., May, A., Ilmu, S., Negara, A., Ilmu, F., Negeri, U., Inglamayunesacid, E., Ilmu, S., Negara, A., Ilmu, F., & Negeri, U. (2022). Analysis of the Effectiveness of the Wargaku Surabaya Application in Supporting Public Services for the City of Surabaya. *Publika*, *11*(1), 1553–1568.
- Putri Gunawan, S. E. R., & Hertati, D. (2022). Community Complaint Service Innovation Through the Android-Based Wargaku Application at the Surabaya City Communication and Information Service. *Jurnal Ilmiah Universitas Batanghari Jambi*, *22*(3), 1360. <https://doi.org/10.33087/jiubj.v22i3.2462>
- Rachmawati, D. (2016). Application of Media Center Complaint Service Innovations at the Surabaya City Communication and Information Service. *Kebijakan Dan Manajemen Publik*, *4*(2), 245–254.
- Dewi, R. C., & Suparno, S. (2022). Mewujudkan good governance melalui pelayanan publik. *Jurnal Media Administrasi*, *7*(1), 78-90.
- Ristiani, I. Y. (2020). Management of public services in public service malls in Sumedang Regency, West Java Province. *Coopetition*, *X*(2), 165–178. <http://download.garuda.kemdikbud.go.id/article.php?article=1768020&val=18895&title=Manajemen Pelayanan Publik Pada Mall Pelayanan Publik di Kabupaten Sumedang Provinsi Jawa Barat>
- Sa'adah, N. (2020). The Implementation of E-Procurement in Indonesia: Benefits, Risks, and Problems. *INFERENSI: Jurnal Penelitian Sosial Keagamaan*, *14*(2), 283–304. <https://doi.org/10.18326/infs13.v14i2.283-304>
- Sabeni, H., & Setiamandani, E. D. (2020). Management of Public Complaints in Efforts to Improve the Quality of Public Services. *JISIP : Jurnal Ilmu Sosial Dan Ilmu Politik*, *9*(1), 43–52. <https://doi.org/10.33366/jisip.v9i1.2214>
- Sutrisno, M. R. D. S., Zauhar, S., & Said, A. (2015). nnovation to Improve the Quality of Public Services (Study on Independent Ticket Printing Services at Malang Besar Station). *Jap*, *3*(11), 1814–1820
- Suwarno, Y. (2008). Innovation In The Public Secto. *STIA-LAN Press*, 1–148.