



Snapshot of the Quality of Public Service in Supporting the Integrity Zone

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Abstract

Higher Education is one government institution that implements the bureaucratic reform program through the Zone of Integrity (ZI) development program. ZI planning towards a Corruption Free Area (known as WBK) and a Clean and Serving Bureaucratic Region (known as WBBM) was conducted at the Faculty of Education (FIP) of the Universitas Negeri Gorontalo (UNG), which is committed to implementing WBK/WBBM. In implementing ZI, synergy, and commitment are needed between the leadership and the entire academic community. One of the components in realizing ZI is the optimal quality of public services for both internal and external parties. The research used survey that sent to 200 participants. Then, 15 questionnaires were constructed and the results were analyzed. The survey results related to internal public services in supporting the implementation of the integrity zone of the Faculty of Education, State University of Gorontalo, are in the satisfactory category as seen from 15 indicators of public services, nine items in the satisfactory category, followed by five very satisfactory categories. This shows that the public services provided are in the good category, but improvements in several aspects must still be carried out.

Keywords

WBK/WBBM; internal services; zone of integrity

INTRODUCTION

Bureaucratic reform program is a policy program of the Indonesian government to create a clean and free government from corruption, collusion, and nepotism (Indonesian abbreviation known as KKN). This program is also to increase the capacity and accountability of bureaucratic performance, and to improve the quality of public services to the community. These targets develop within the scope of a clean and accountable bureaucracy, an effective and efficient bureaucracy, and a bureaucracy that has quality public services. In realizing this spirit of bureaucratic reform, its application has been extended to almost all government institutions (Pratama, Kamil, & Salahudin, 2019). Higher Education, in Indonesia known as *Perguruan Tinggi* (PT) is one government institution that implements the bureaucratic reform program through the Integrity Zone (ZI) development program. ZI planning towards a Corruption Free Area (WBK) and a Clean and Serving Bureaucratic Region (WBBM) was conducted at the Faculty of Education (FIP), Universitas Negeri Gorontalo (UNG), which is committed to



implementing WBK/WBBM. FIP UNG is determined to be one of the campuses that can be an example for the community in implementing WBK/WBBM good practices. In implementing ZI, synergy and commitment are needed between the leadership and the entire academic community (Haryani & Puspasari, 2020). Every academic community must possess the spirit of serving with heart, full of sincerity, and high integrity. In this process, several components are needed that must be built.

One of the components in implementing ZI is the optimal quality of public services for both internal and external parties. Public service is a fundamental right for the community, and the state must fulfill these rights (Yulindaningtyas, 2015). For this reason, public services are an inseparable part of the state's obligation to improve the welfare of its people. Therefore, one of the reforms currently being carried out is aimed at strengthening and rearranging service delivery to be better, more effective, efficient, and professional.

Furthermore, FIP UNG, as one of the faculties implementing ZI, realizes the importance of providing excellent service to the public, especially FIP UNG's internal services. Therefore, in this study, internal services are the main focus, where students, educators, and education staff are the parties who will assess the quality of internal services of FIP UNG. Therefore, the purpose of this study was to measure the quality of internal services in supporting the implementation of the Integrity Zone (ZI) Faculty of Education, Universitas Negeri Gorontalo.

1.1. Zone of Integrity

To improve and strengthen the integrity of public service institutions, the government enacted a new law, namely PermenPANRB No. 60 of 2012, which was later refined again through PermenPANRB No. 52 of 2014 concerning Guidelines for the Development of Integrity Zones Towards a WBK/WBBM as regulations that can accomplish and also strengthen the implementing of the Grand Design of Bureaucratic Reform. The existence of PermenPANRB No. 52 of 2014 concerning the development of the Integrity Zone was made to optimize the role of the government as a public servant (Soelaiman, Ahmad, Mohd, Al Hakim, & Hidayah, 2022).

The Integrity Zone (ZI) is a predicate given to government agencies whose leaders and staff are committed to realizing a Corruption Free Area (WBK) or a Clean and Serving Bureaucratic Area (WBBM) as a form of bureaucratic reform, especially in terms of preventing corruption and improving the service quality for public (Himayaturmah, 2019). Because in essence, the development of the Integrity Zone is intended to develop an anti-corruption bureaucratic work culture and a bureaucratic culture that serves the public well and can increase public trust in the bureaucracy within government agencies (Sucipto, Remmang & Saleh, 2018).

Through the development of this Integrity Zone, it is hoped that later it will be able to implement a better, more effective, efficient, and professional service and serve as a model for implementing a better bureaucracy in other work units. In addition, the improvement of this integrity is an important thing. It needs to be done to improve the bureaucracy's image and progress in service in government agencies. Based on a commitment of three basic things, namely honesty, professionalism, and trust, it is hoped that it can improve performance which will benefit the entire community (Lahieng, Kalangi, & Lambey, 2018). Honesty means making the work area a Corruption Free Area (WBK). So that all levels of workers in it uphold the commitment to avoid corruption in



their lives. Then the professional in question is to make a work area that can be included in the Clean and Serving Bureaucracy (WBBM) area so that, in terms of performance, it can be further improved and the whole community can feel the benefits (Meidina, 2021). The two essential things (honesty and trustworthiness) have to do with trust's purpose. When you can be honest and professional, the purpose of serving the community will be realized optimally. And to learn the Integrity Zone Development, requires a process of building a Corruption Free Area and a Clean Bureaucratic Area as the primary target. In the process, it is necessary to determine the components that must be built.

1.2 Public Service

The essence of implementing the Integrity Zone is one that of them can be seen in implementing good public services. Law no. 25 of 2009 concerning Public Services is defined as "Public service is an activity or series of activities in the context of fulfilling service needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers".

There are four important elements in public services, namely:

- a. Service providers, namely parties who can provide certain services to consumers, either in the form of services in the record of offering and delivering goods or services.
- b. Service recipients, namely those who are referred to as consumers who receive services from service providers.
- c. Types of services, namely services that can be provided by service providers to parties who need services.
- d. Customer satisfaction, in providing services, service providers must refer to the main goal of service, namely customer satisfaction. This is very important because the level of satisfaction obtained by customers is usually closely related to the quality standards of the goods and/or services they enjoy.

1.3 Improving the quality of public service

Public services are essential in assessing government performance at the central and regional levels. Governance will be good when the public service is oriented to the community's interests. Excellent and quality service can give implications for satisfaction to the community, and the community can directly assess the performance of the services provided. The strategy to improve public services is to improve service quality management, namely minimizing the gap between the level of service offered and the wishes or expectations of customers or the community as users. The administration must apply management techniques oriented to customer needs to enhance the quality of service (Yolanda, & Hasanuddin, 2022; Widarti & Madalina, 2018). Through the citizen's charter approach, the needs or interests of service users must be the primary consideration in the entire process of providing public services.

Improving service quality is an effort to improve the quality and innovation of public services in each government agency regularly, following the needs and expectations of the community. In addition, this quality improvement is carried out to build public trust in public service providers and improve the community's welfare by making complaints from the community to improve the service itself (Caesaringi, Harsasto, & Manar, 2017; Gani, 2019). Because the target to be achieved from improving the quality of this service is to be able to improve the quality of public services with services that are faster, cheaper, safer, and easier to reach, increase the number of service



units that obtain international service standardization, and increase the index of public satisfaction with the implementation of public services, in each government agency.

METHOD

This study uses a quantitative approach, namely a cross-sectional survey design that aims to collect data at a specific time. The population in this study were all academicians and active students in the Faculty of Education, State University of Gorontalo. The targeted sample of this research is at least 200 people who meet the criteria as respondents. The location of the study is to be conducted in the Faculty of Education, the State University of Gorontalo, as the target area of this research.

The paper also uses a survey method through a questionnaire prepared based on indicators of public services. The research team will modify the questionnaire instrument validated in the validity test. In this procedure, the researcher collects quantitative data using questionnaires on specific respondents and statistically analyzes the data to describe trends in responses to questions and to test research questions or hypotheses. Questionnaires were analyzed quantitatively. The number and percentage of participants who indicated the answer choices for each question were calculated by descriptive statistical analysis.

RESULTS AND DISCUSSION

The survey conducted at the Faculty of Education, State University of Gorontalo, was carried out in several stages to examine public services within the faculty by the academic community. The stages of conducting the survey include:

1. The survey team determined the survey method, and the sample involved the entire academic community.
2. The survey team made an instrument in the form of a questionnaire/questionnaire.
3. The survey team prints and duplicates the questionnaires that have been prepared and determines the schedule for conducting the survey.
4. The survey team surveyed according to a predetermined schedule.
5. The completed questionnaires are collected by survey officers and submitted to the survey team.
6. The survey team coded the questionnaire, entered the answers to the questionnaire, and analyzed the data.
7. The survey team presented the results of the analysis in the form of descriptive statistical analysis.



a. Respondent profile

Table 1. Profile of Respondents

Total Participants	172 respondents
Sex	
Female	73%
Male	27%
Age	
≤25-year-old	83.3%
26-40-year-old	4.2%
41-50-year-old	8.3%
≥51-year-old	4.2%
Occupation	
Undergraduate	93%
Lecturer	4.7%
Staff	2.3%

b. Survey Result

1) Ease of service procedures within the Faculty of Education UNG

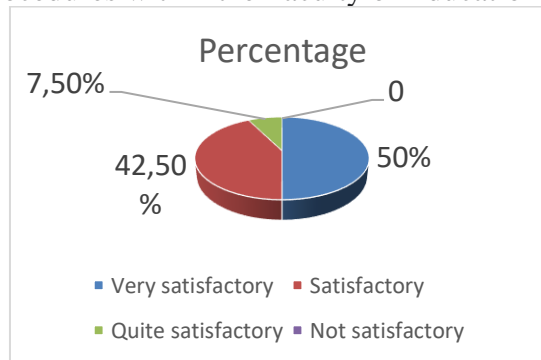


Figure 1. The results of the survey on the ease of service procedures at FIP UNG

In Figure 1, the survey results show that the ease of service procedures in the FIP UNG environment is 50% very satisfactory, 42.50% satisfactory, 7.5% quite satisfactory and 0% unsatisfactory.

2) Discipline of officers in providing services within the Faculty of Education UNG.

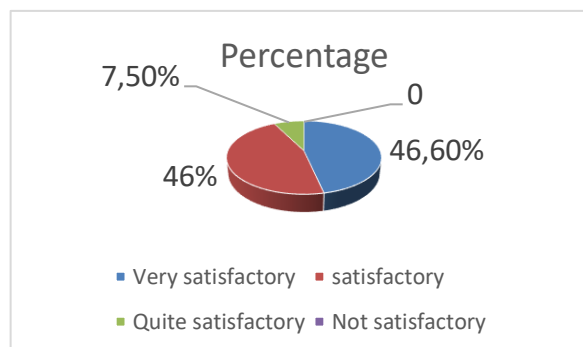


Figure 2. The results of the survey of officers' discipline in providing services at FIP UNG

In measuring the satisfaction of public services in the internal scope of FIP UNG, for the category of officer discipline in providing services, the survey results obtained that 46.60% very satisfactory, 46% satisfactory, 7.5% quite satisfactory and 0% unsatisfactory.

3) Responsibilities of service officers in providing services within the UNG Faculty of Education.

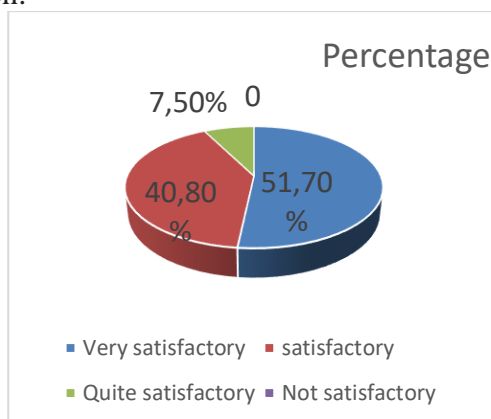


Figure 3. The results of the survey on the responsibility of officers in providing services at FIP UNG

In the category of responsibility of officers in providing services in the FIP UNG environment, the survey results obtained are 51.70% very satisfactory, 40.80% satisfactory, 7.5% quite satisfactory and 0% unsatisfactory.

4) The ability of officers in providing services within the UNG Faculty of Education.

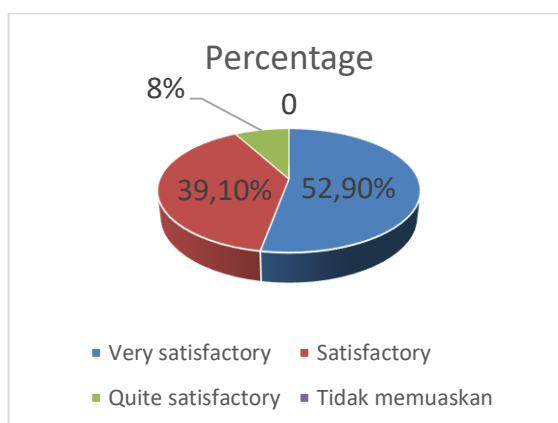


Figure 4. Results of the survey on the ability of officers to provide services

Figure 4 illustrates the categories of responsibility of officers in providing services in the FIP UNG environment, the survey results obtained are 52.90% very satisfactory, 39.10% satisfactory, 8% quite satisfactory and 0% unsatisfactory.

5) Speed of service at the UNG Faculty of Education.

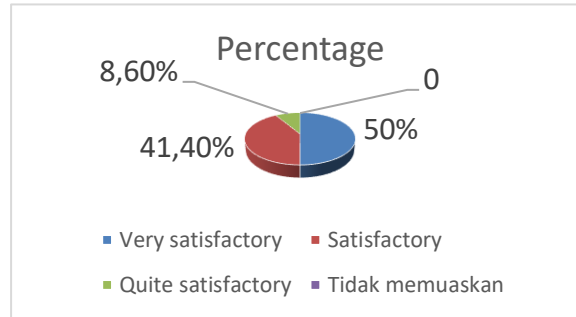


Figure 5. Results of service speed survey at FIP UNG

Figure 5 describes the category of speed of service in the FIP UNG environment, the survey results obtained are 50% very satisfactory, 41.40% satisfactory, 8.6% quite satisfactory and 0% unsatisfactory.

6) Courtesy and friendliness of officers in providing services within the UNG Faculty of Education.

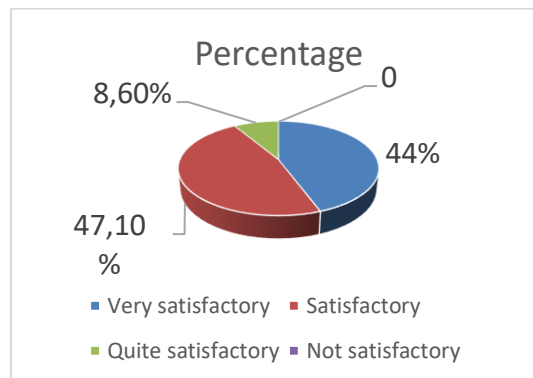


Figure 6. The results of the courtesy and friendliness survey of services at FIP UNG

In Figure 6 describes the politeness and friendliness of service officers in the FIP UNG environment, the survey results obtained are 44% very satisfactory, 47.10% satisfactory, 8.6% quite satisfactory and 0% unsatisfactory.

7) There is a levy on services at the UNG Faculty of Education.

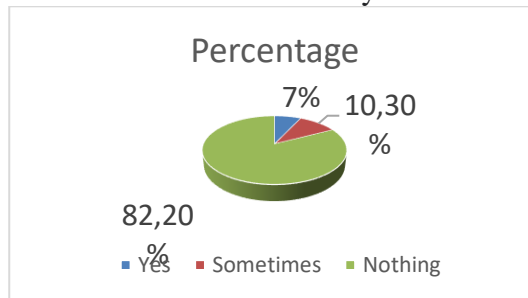


Figure 7. Results of the levy survey on services at FIP UNG

Figure 7 describes if there is a levy on services in the FIP UNG environment, the survey results obtained that 82.20% said no, 10.30% answered sometimes and 7% answered there was a levy on services.

8) Accuracy of service completion against the promise of service time within the UNG Faculty of Education.

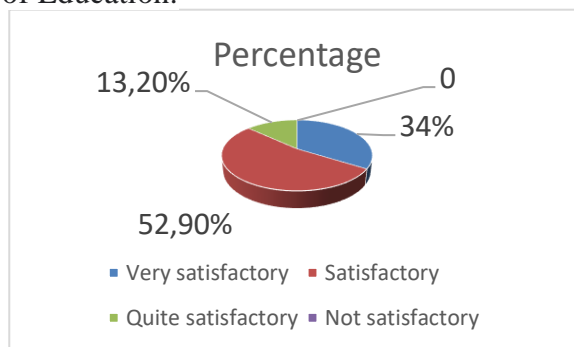


Figure 8. The results of the survey on the accuracy of service completion against service appointments at FIP

Figure 8 describes the accuracy of service completion categories against service appointments in the FIP UNG environment, the survey results obtained are 34% very satisfactory, 52.90% satisfactory, 13.20% quite satisfactory and 0% unsatisfactory.

9) The comfort felt in the service unit within the Faculty of Education, UNG.

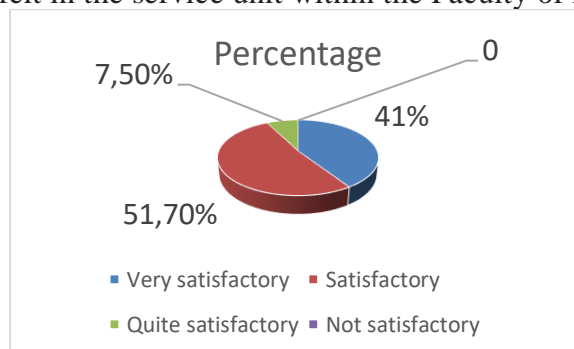


Figure 9. The results of the survey of the comfort felt in the service unit at FIP UNG

Figure 9 describes the category of comfort felt in the service unit in the FIP UNG environment, the survey results obtained are 41% very satisfactory, 51.70% satisfactory, 7.50% quite satisfactory and 0% unsatisfactory.

10) Availability of service facilities and infrastructure within the UNG Faculty of Education.

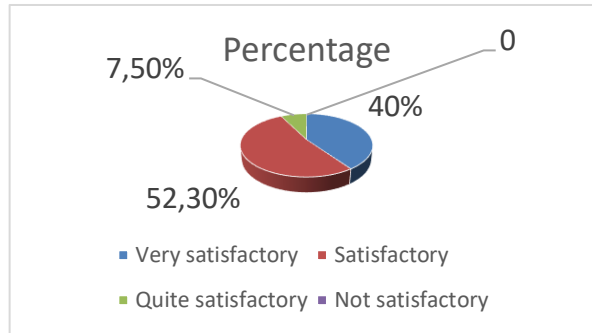


Figure 10. Survey results on the availability of service facilities and infrastructure at FIP

Figure 10 describes the category of availability of service facilities and infrastructure in the FIP UNG environment, the survey results obtained are 40% very satisfactory, 52.30% satisfactory, 7.50% quite satisfactory and 0% unsatisfactory.

11) Responses and speeches given when officers provide services within the Faculty of Education, UNG

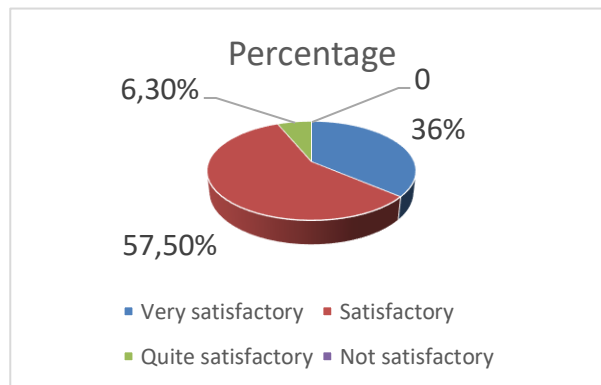


Figure 11. Results of a survey on responses and speeches given when officers provide services at FIP UNG

Figure 11 describes the categories of responses and utterances given when officers provide services in the FIP UNG environment, the survey results obtained are 36% very satisfactory, 57.50% satisfactory, 6.30% quite satisfactory and 0% unsatisfactory.

12) How to deliver information in providing services within the UNG Faculty of Education.

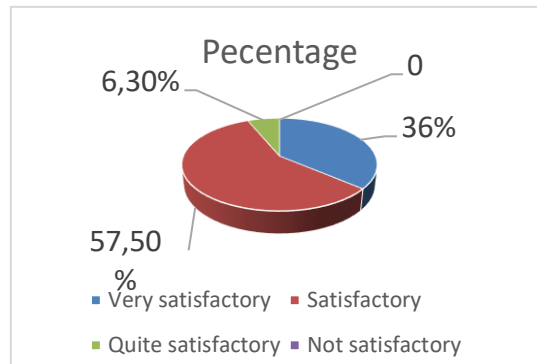


Figure 12. Survey results related to the delivery of information in providing services at FIP UNG

Figure 12 describes the categories of information delivery methods in providing services in the FIP UNG environment, the survey results obtained are 36% very satisfactory, 57.50% satisfactory, 6.30% quite satisfactory and 0% unsatisfactory.

13) Coordination time when providing services within the UNG Faculty of Education.

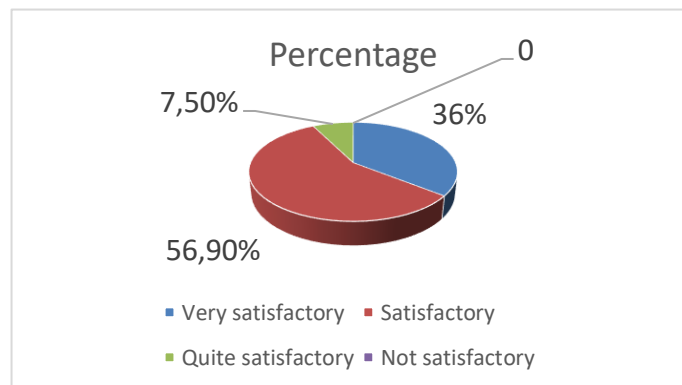


Figure 13. Survey results related to the coordination time carried out when providing services at FIP UNG

Figure 13 describes the categories of ways of delivering information in providing services in the FIP UNG environment, the survey results obtained are 36% very satisfactory, 56.90% satisfactory, 7.50% quite satisfactory and 0% unsatisfactory.

14) Simplification/efficiency of services carried out by officers within the UNG Faculty of Education.

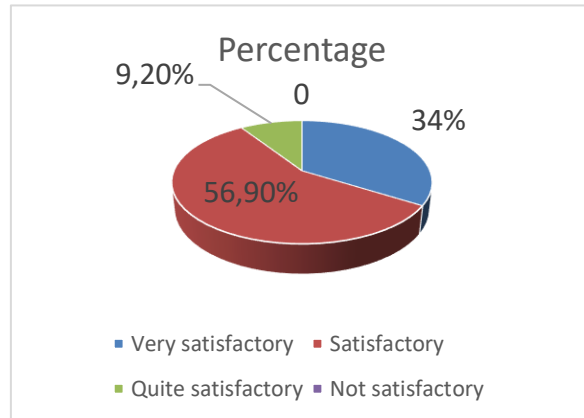


Figure 14. Survey results related to service simplification/efficiency carried out by officers at FIP UNG

Figure 12 describes the categories of service simplification/efficiency carried out by officers in the FIP UNG environment, the survey results obtained are 34% very satisfactory, 56.90% satisfactory, 9.20% quite satisfactory and 0% unsatisfactory.

15) Friendly attitude and behavior shown by service officers in the UNG Faculty of Education.

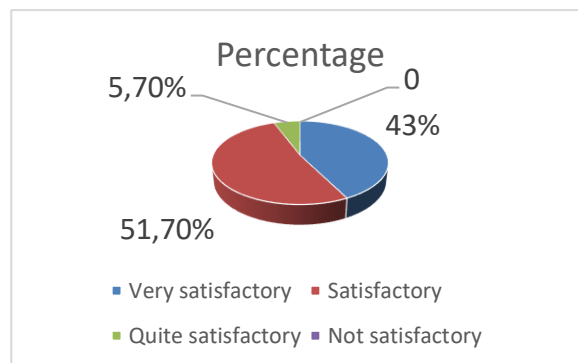


Figure 15. Survey results related to friendly attitudes and behavior shown by service officers at FIP UNG

Figure 15 describes the friendly attitude and behavior shown by service officers in the FIP UNG environment, the survey results obtained are 43% very satisfactory, 51.70% satisfactory, 5.70% quite satisfactory and 0% unsatisfactory.

DISCUSSION

The quality of service that has been running at the Faculty of Education regarding the 15 internal service indicators is in the satisfactory category. This shows the determination and effort of FIP UNG to ensure that all parties get the best possible service. The assessment of each program in the outcome component is measured through indicators considered representative of internal services supporting the integrity



zone's implementation. Assessing these indicators is expected to provide an overview of the achievement of efforts that impact the achievement of targets (Julia, Purnaweni, & Priyadi, 2019).

In the internal service indicators used in the instrument, six (9) out of fifteen (15) statements indicate that the user satisfaction scores (students, educators, and education staff) are in the very satisfactory category. The instruments include the ease of service procedures in the FIP UNG environment, responsibility, competence, comfort, and others. This shows that FIP UNG has performed well in public services, one of the requirements for WBK/WBBM, which is considered an important/strategic unit in providing public services (Hanafi & Harsono, 2020; Purnamasari & Kushandajani, 2019). The factors that need to be improved in maximizing internal services are the hospitality category, the accuracy of service completion against the service time promise, the availability of facilities and infrastructure, and a more efficient way of delivering information.

In providing services, of course, several things need to be recorded in FIP UNG and must receive attention. First, a friendly attitude as the 5S symbol (smiling, greetings, salutations, courtesy, and politeness) is an opening for interaction that creates friendly and effective communication (Febrianto, 2014; Hanafi & Harsono, 2020). This action will create a more inclusive service culture for all parties involved. This kind of interaction will increase the satisfaction of those who use FIP UNG services. In addition, the timeliness of the waiter must be shortened, for example, in handling correspondence. It is because FIP UNG has used a digital-based system to process incoming and outgoing letters so that all archives can be stored properly.

CONCLUSION

In general, the survey results related to internal public services in supporting the implementation of the integrity zone of the Faculty of Education, State University of Gorontalo, are in the satisfactory category as seen from 15 indicators of public services, nine items in the satisfactory category, followed by five very satisfactory categories. This shows that the public services provided are in the good category, but improvements in several aspects must still be carried out.

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