

Effectiveness of Public Administrative Services for the Community of Sampe Cita Glugur Rimbun Village

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Abstract

This study aims to evaluate the effectiveness of public administrative services in Sampe Cita Glugur Rimbun Village and to identify the factors influencing public satisfaction and accessibility to these services. The study employed field research using a quantitative approach. Quantitative data were collected through questionnaires distributed to 30 household respondents and analyzed using both primary and secondary data sources. The determinants of service effectiveness include the competence of service officers, the availability of supporting infrastructure such as an electronic-based administrative system and community participation in monitoring public services. Based on the findings, this study recommends the implementation of a simple integrated digital-based service system, the strengthening of transparent complaint mechanisms, and the development of inclusive programs for vulnerable groups. These improvements are expected to enhance efficiency, accountability, and public satisfaction with administrative services in Sampe Cita Glugur Rimbun Village.

Keywords: *Accessibility, Inclusion, Efficiency, Accountability*

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Introduction

Public administrative services constitute one of the tangible manifestations of the government's responsibility to fulfill the fundamental rights of its citizens. The availability of effective, efficient, and accountable public services not only reflects the quality of public governance but also directly affects the daily lives of community members, particularly in obtaining population administration documents, certificates, and various other administrative services. In the current era of decentralization and increasing demands for public transparency, villages, as the frontline units of government, play a strategic role in providing administrative services that are accessible, timely, and of high quality.

Sampe Cita Glugur Rimbun Village, as one of the developing villages in its region, is experiencing increasingly complex social and economic dynamics due to population growth and the rising administrative needs of its residents. Field observations indicate that although various administrative services have been made available, community members continue to express concerns regarding the lengthy processing time for administrative documents, the lack of clear information concerning service procedures, requirements, and service delivery. In addition, vulnerable groups, such as older adults, persons with disabilities, and low-income communities, continue to encounter difficulties in accessing these services.

The rapid development of information and communication technology has created significant opportunities to improve the quality of public administrative services through the implementation of electronic government (e-government) systems. However, at the village level, the implementation of such systems frequently encounters obstacles related to the limited capacity of human resources, inadequate digital infrastructure, and organizational work cultures that have not yet fully adapted to technological change. This situation creates a gap between the public's expectations for modern, efficient services and the realities of existing limitations in the field.

The imbalance between community needs and the availability of effective public services may result in declining public satisfaction, an increased risk of non-transparent practices, and reduced public trust in village government institutions. Therefore, a comprehensive evaluation of the effectiveness of public administrative services in Sampe Cita Glugur Rimbun Village is essential to provide an empirical foundation for improving the public service system and strengthening the quality of village governance.

Literature Review Concept of Public Services

Public service refers to a series of activities carried out to fulfill the service needs of every citizen in accordance with applicable laws and regulations concerning public goods, public services, and administrative services provided by public service providers. Public services constitute one of the government's primary responsibilities in ensuring the protection and fulfillment of citizens' rights while promoting public welfare through the provision of quality services.

Effectiveness of Public Services

The effectiveness of public services refers to the extent to which an organization successfully achieves the service objectives that have been established. Within the context of village administration, service effectiveness can be measured through several indicators, including timeliness, simplicity of procedures, the quality of services delivered by administrative officers, and the level of public satisfaction with the services provided. Effective public services are expected to create greater public trust while enhancing the overall quality of governance.

Digital-Based Public Services

The application of information technology in public services has become one of the principal strategies for improving the quality of government service delivery. Digital

transformation within village governance has the potential to increase service efficiency, accelerate administrative processes, and strengthen transparency and accountability in public service delivery. Furthermore, digitalization facilitates easier access to public services and improves the accuracy of administrative data management.

Social Inclusion and Community Participation

Accessibility of public services for vulnerable groups is one of the essential indicators in achieving high-quality public service delivery. Vulnerable groups including older persons, persons with disabilities, and low-income communities must have equal opportunities to obtain administrative services without discrimination. In addition, community participation in monitoring public services contributes significantly to improving transparency, accountability, and the quality of services delivered by village governments. Active public involvement also encourages government institutions to become more responsive to the needs and expectations of the community.

Objectives of the Literature Review

The literature review in this study was prepared with the following objectives:

1. To provide a strong theoretical foundation regarding the concepts of public administrative services, service effectiveness, and service quality at the village level.
2. To identify relevant research variables (independent and dependent variables) and explain their relationship to the effectiveness of public administrative services.
3. To establish the scope of the research by identifying relevant and irrelevant indicators for measuring the effectiveness of public administrative services.
4. To provide a reference framework for interpreting and analyzing the collected data so that the research findings can be interpreted objectively in accordance with the research objectives.
5. To relate the present study to previous relevant studies, thereby demonstrating its position within the development of scientific knowledge and highlighting the originality of its contribution.
6. To provide a conceptual framework for understanding the factors influencing the effectiveness of public administrative services at the village level and to demonstrate the urgency and originality of this research by emphasizing its distinguishing characteristics compared with previous studies.

Research Methodology

This study employed a **mixed methods** approach, integrating both quantitative and qualitative research methods. This approach was selected for the following reasons:

1. **The quantitative component** was employed to objectively measure the effectiveness of public administrative services using statistical data collected from representative respondents.
2. **The qualitative component** was used to obtain a comprehensive understanding of the context, processes, and factors influencing service effectiveness that could not be adequately explained through quantitative data alone.

The research adopted an explanatory sequential design, in which the quantitative phase was conducted first, followed by the qualitative phase to explain and provide a deeper understanding of the quantitative findings. This design enables quantitative results to be interpreted more comprehensively through qualitative exploration.

This study falls within the category of field research, as the data were collected directly from the research site, namely Sampe Cita Glugur Rimbun Village.

Results A. Overview of the Research Site 1. Profile of Sampe Cita Glugur Rimbun Village

Sampe Cita Glugur Rimbun Village is located in **Deli Serdang Regency, North Sumatra Province**. The village covers an area of **7,305,212.19 square meters** and has a total population of **3,033 inhabitants**, distributed across **seven hamlets (dusun)** with **951 households**. **Table 1.** Demographic Profile of Sampe Cita Glugur Rimbun Village

Category	Number	Percentage
Gender :		
Male	1549	51%
Female	1484	49%
Age Group :		
17-30 Years	1115	36%
31-45 Years	974	32%
46-60 Years	803	26%
>60 Years	141	6%
Educational Attainment :		
Elementary School or Equivalent	144	4%
Junior High School or Equivalent	203	8%
Senior High School or Equivalent	2159	71%
Diploma/Bachelor's Degree and Above	527	17%
Occupation :		
Farmer	1415	46%
Laborer	486	16%
Entrepreneur	568	18%
Civil Servant/Military/Police	169	5%
Others	395	15%

2. Organizational Structure of Administrative Services

Administrative services in Sampe Cita Glugur Rimbun Village are administered by the following officials:

- **Village Head:** Leads and assumes overall responsibility for the delivery of public administrative services.
- **Village Secretary:** Coordinates administrative management and public service activities.
- **Head of General Affairs:** Responsible for correspondence and records management.
- **Head of Population Administration Affairs:** Responsible for Electronic Identity Card (e-KTP), Family Card (KK), and other population administration documents.
- **Service Officers:** Three to five personnel who directly provide services to community members.

Service Hours

- **Monday–Friday:** 08:00–14:00 WIB
- **Saturday:** 08:00–11:00 WIB (as required)
- **Sunday:** Closed

3. Types of Administrative Services Available

No	Type of Service	Standard Processing Time
1	Electronic Identity Card (e-KTP)	7-14 working days
2	Family Card (KK)	3-7 working days
3	Certificate of Domicile	1-3 working days
4	Certificate of Indigency	1 working day
5	Business Certificate	1-3 working days
6	Birth Certificate (Recommendation)	7-14 working days
7	Other Administrative Certificates	1-5 working days

B. Characteristics of Respondents 1. Profile of Quantitative Respondents (n = 150)

Based on the questionnaire data collected from 150 respondents who had utilized administrative services in Sampe Cita Glugur Rimbun Village, the following respondent characteristics were identified:

Table 2. Distribution of Respondents by Gender

Gender	Number of Respondents	Percentage
Male	72	48,0%
Female	78	52,0%
Total	150	100%

Table 3. Distribution of Respondents by Age

Age Group	Number of Respondents	Percentage
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17-30 years	35	23,3%
31-45 years	58	38,7%
46-60 years	42	28,0%
> 60 years	15	10,0%
Total	150	100%

Table 4. Distribution of Respondents by Highest Educational Attainment

Educational Attainment	Numbers of Repondents	Percentage
Elementary School or Equivalent	38	25.3%
Junior High School or Equivalent	45	30.0%
Senior High School or Equivalent	47	31.3%
Diploma/Bachelor's Degree and Above	20	13.4%
Total	150	100%

Table 5. Distribution of Respondents by Occupation

Occupation	Number of Respondents	Percentage
Farmer	48	32,0%
Laborer	35	23,3%
Entrepreneur	38	25,3%
Civil Servant/Military/Police	8	5,3%
Homemaker	15	10,0%
Other	6	4,0%
Total	150	100%

Table 6. Most Frequently Used Administrative Services

Type of administrative	Number of Respondents	Percentage
Electronic Identity Card (e-KTP)	68	45,3%
Family Card (KK)	52	34,7%

Certificate of Domicile	18	12,0%
Other Administrative Certificates	12	8,0%
Total	150	100%

2. Profile of Qualitative Informants

The qualitative data were obtained through interviews with 21 informants representing various stakeholders involved in and affected by the delivery of public administrative services in Sampe Cita Glugur Rimbun Village.

Table 7. Distribution of Qualitative Informants

Informant Group	Number	Description
Village Head	1	Responsible for leading and overseeing the provision of public administrative services
Village Secretary	1	Coordinates village administrative and public service delivery
Service Officers	4	Directly responsible for providing administrative services to the public
Community Leaders	3	Represent the community and possess a comprehensive understanding of village conditions
Community Members (Service Users)	12	Represent diverse backgrounds in terms of age, education, and occupation
Total	21	

Conclusion

Based on the findings and discussion presented in the previous sections, the following conclusions can be drawn:

The effectiveness of public administrative services in Sampe Cita Glugur Rimbun Village can generally be considered good. Most respondents expressed satisfaction with the services provided, particularly regarding the friendliness of service officers, the accessibility of administrative services, and the availability of various types of administrative documents required by the community. Nevertheless, several aspects still require improvement, including the processing time for certain administrative documents, the dissemination of information regarding service procedures and requirements, and the enhancement of service accessibility for vulnerable groups.

The findings also indicate that the effectiveness of public administrative services is influenced by several factors, including the competence of service personnel, the availability of supporting facilities and infrastructure, the implementation of digital administrative systems, and the level of community participation in monitoring public service delivery. Strengthening these factors is expected to improve the quality, efficiency, transparency, and accountability of public administrative services at the village level.

Therefore, continuous efforts are required from both the village government and related stakeholders to improve the quality of public administrative services in order to achieve good governance and enhance public satisfaction.

Recommendations 1. Recommendations for the Community

- Actively seek information regarding administrative procedures and service requirements before visiting the village office.
- Report any unofficial charges or irregularities through the established complaint mechanisms.
- Participate actively in monitoring the implementation of public administrative services within the village.
- Provide constructive feedback and suggestions to support continuous service improvement.

2. Recommendations for the Regency/Municipal Government

- Provide technical assistance and financial support to improve village administrative infrastructure.
- Organize continuous capacity-building and training programs for village officials.
- Facilitate the integration of administrative information systems between village governments and regency/municipal governments.
- Conduct regular monitoring and evaluation of village public services based on established service performance indicators.

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