

Conference Paper

Service Quality-Based Public Trust at City Resort Police in Indonesia

M Awal Chaeruddin*, Husain Syam, Haedar Akib, Hasnawi Haris, Rifdan

Universitas Negeri Makassar

Abstract.

Public trust based on service quality in organizations assumes that high public trust influences people to follow government policies, respect the law, and strengthen democracy and social stability. Conversely, low public trust can influence people to reject government policies, doubt the integrity of government institutions, and weaken democracy and social stability. The results of this Conference Paper explain public trust based on the quality of service in the police institution. Data, information, and knowledge regarding the locus of the Makassar City Resort Police (Polrestabes) were obtained through observation, interviews, and focus group discussions. The data were analyzed descriptively-qualitatively. The results of the study found that the quality of digital-based public services implemented in the institutions studied was able to change the image of the people served. A positive image of the community is built from the provision of physical evidence (tangibles) that meets expectations, empathy that underlies the desire to serve (responsiveness), and attention and ethics of moral behavior (assurance) in providing services to build trust (reliability) and positive appreciation as a form of external responsibility (accountability) from institutions to service recipients. The dimensions of the quality of public services are actualized in several main aspects as the basis of public trust in the Indonesian City Police Resort (Kapolrestabes) with high levels of achievement, namely in the dimensions of responsiveness, professionalism, transparency, community involvement, as well as security and justice. The performance of these institutions has an impact on increasing public trust in the Indonesian National Police (Polri), both individually and institutionally.

Keywords: public trust, service quality, digitalization, institutional, individual

1. Introduction

The results of previous research and expert views [1–5] explain that public trust in the government and public institutions is an important factor in ensuring the effectiveness and credibility of actions state apparatus and public institutions. In the context of public administration, public trust is understood as the public's belief in the authority and performance of the government in meeting their needs and interests, as well as in safeguarding the rights and welfare of society as a whole. Public trust is important and interesting to study because it influences government performance, inspires public participation, and provides a basis for effective and fair public policies.

Corresponding Author: M Awal
Chaeruddin; email:
mawalchairud-
din@protonmail.com

Published 3 January 2024

Publishing services provided by
Knowledge E

© M Awal Chaeruddin et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICHELSS Conference Committee.

 OPEN ACCESS

It is assumed that high public trust influences people to follow government policies, respect the law, and strengthen democracy and social stability. Conversely, low public trust influences people to reject government policies, doubts the integrity of government institutions, and weakens democracy and social stability.

In the context of globalization and the rapid development of information technology in the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) era, the challenges in building and maintaining public trust are increasingly complex. The government and public institutions need to constantly adapt to changes that occur and continue to innovate to build public trust. The expected impact is that the relationship between the government and the community can run well, policies can be well received by the community, and create sustainable stability and security.

Experts and researchers [1–4,6] agree that the quality of public services is a determining factor for public trust in government and public institutions. These factors are considered by the government and public institutions to build reciprocal relationships with the community and build strong and healthy public trust.

The urgency and significance of the quality of public services as a factor influencing public trust are explained by Frederickson & Ghere [1] that the government and public institutions that provide quality and effective public services can increase public trust with the assumption that good quality public services increase public trust in government and public institutions. Conversely, if public services are poor or do not meet people's expectations, then public trust can decrease. Meanwhile, Frederickson & Ghere [1] stated that good quality public services could increase public satisfaction and trust in the government and public institutions. When the government and public institutions provide quality and effective public services, it is easier for people to feel connected to the government and public institutions and feel that they are treated fairly and equally.

2. Literature Reviews

The dimensions, factors, and indicators for measuring service quality that affects public trust vary according to the perspective and scientific background involved of the experts who introduce it. Nonetheless, there are generic indicators for measuring the quality of public services in various organizational loci, both public and private organizations and non-profit organizations [7]. Parasuraman et al. [7] developed the SERVQUAL model to measure the quality of public services. This model consists of five dimensions which include reliability, responsiveness, sustainability, assurance, and

empathy. According to him, reliability includes the ability of the government and public institutions to provide consistent and regular public services. Responsiveness includes the ability of the government and public institutions to respond quickly, precisely, and effectively to community needs. At the same time, product quality includes the ability of the government and public institutions to provide quality public services or more than expected by service recipients.

In addition to these expert views, Yang [4] states that the measurement of service quality is based on public perception of three dimensions, namely product quality, process quality, and environmental quality. According to him, product quality includes the performance of the government and public institutions in delivering the results desired by the community. Process quality includes the ability of the government and public institutions to provide fast, easy, and affordable public services. At the same time, the quality of the environment includes the ability of the government and public institutions to create a safe, clean, and healthy environment for the community.

Based on the opinions of these experts, it can be understood that indicators for measuring service quality as a basis for public trust vary based on focus, locus, and dimensions. Therefore, the measurement of the quality of public services can be carried out based on public perceptions of reliability, responsiveness, product quality, process quality, and environmental quality, as well as guarantees and empathy from the government and public institutions in administering public services. These dimensions and indicators of the quality of public services can be actualized in several main aspects as a basis for building public trust with varying levels of achievement according to what they are in the dimensions of responsiveness, professionalism, transparency, community participation, and security and justice [9–11]. The performance of these institutions has an impact on increasing public trust in the locus of the organization that is examined individually and institutionally.

3. Research Method

Research on service quality as a basis for public trust applies a descriptive-qualitative method through a phenomenological approach [14]-[17] at the locus of demarcation of duties for the Makassar City Police Resort (Polrestabes). The dimensions and indicators of the quality of digital-based public services studied include the provision of physical evidence (tangible) that meets expectations, empathy that underlies the desire to serve (responsiveness), and concern and ethics of moral behavior (assurance) in providing services to build trust (reliability) and positive appreciation as a form of

external responsibility (accountability) from the institution to service recipients. The dimensions of the quality of public services are actualized in several main aspects as the basis of public trust examined in the Makassar Polrestabes, which include the dimensions of responsiveness, professionalism, transparency, community involvement, as well as security, and justice. The performance of these institutions is expected to have an impact on increasing public trust in the Indonesian National Police (Polri), both individually and institutionally. Data, information, and knowledge regarding the focus on the institutional locus of the Makassar Polrestabes were obtained through direct observation of researchers as residents of Makassar City and interviews [12] with some informants from both local police officers, community leaders, Heads of Resident Associations (Rukun Warga/ RW), traditional leaders and leaders of youth and student groups. Researchers also conducted focus group discussions at coffee shops, cafes, or community meeting places. The qualitative data obtained were processed and analyzed in a descriptive-qualitative manner following the interactive model stages [13], which included data condensation, data presentation, and verification/conclusion.

4. Results and Discussions

4.1. Results

Makassar Polrestabes has an important role in providing public services to the community in the demarcation of their duties. This reality is to the results of preliminary research that the quality of public services which is the basis for building public trust in the Makassar Polrestabes includes the following:

Quality public services at Makassar Polrestabes show a high level of responsiveness to community needs and problems. This includes prompt response to crime reports, complaints, or requests for assistance. This timely and efficient response shows the seriousness of the Makassar Polrestabes in providing good services to the community. Evidence of responsiveness in crime reports, complaints, or requests for assistance includes, among others: 1) Emergency call service 110, which is available 24 hours for the public, namely when people experience an emergency or need immediate assistance, they call this number and get a quick response from the police. 2) Security patrols in crime-prone areas or receiving crime reports from the public. Routine and proactive patrols can provide a sense of security to the public and demonstrate the responsiveness of the Makassar Polrestabes in maintaining security. 3) An online reporting system that enables the public to report crimes or make complaints digitally. With this system,

people can easily report incidents and expect a quick response from the police. 4) Public Service Unit (PSU) at the police station, which provides complaint services and assistance to the public. This PSU can be a location where people get information, file complaints, or ask for help quickly and efficiently. 5) Social media and hotlines as a means of direct communication with the public where it is easy for the public to contact the police for crime reports, complaints, or requests for assistance.

High professionalism and work ethic in public service at Makassar Polrestabes are based on the following empirical evidence, namely: 1) Intensive training and education to ensure police personnel has the knowledge and skills needed to carry out their duties. Police personnel constantly improve their professionalism and keep their knowledge up to date regarding their duties in the fields of law, law enforcement, crime handling, and other relevant skills. 2) Professional Code of Ethics that regulates the behavior and work standards of its personnel. This code of ethics emphasizes integrity, honesty, fairness, and respect for human rights. Police personnel act professionally and impartially and maintain the confidentiality of information obtained while carrying out their duties. 3) Handling criminal cases fairly, objectively, and based on evidence. The police always try to maintain neutrality and impartiality in law enforcement and treat all individuals equally, regardless of their social, economic, or power status. 4) The police communicate effectively and clearly with the community, whereas in interacting with the community, police personnel have good communication skills both orally and in writing. Likewise, the police can listen empathetically, explain the legal process, and provide the information needed by the public in a way that is easy to understand. 5) The police have an internal oversight mechanism that aims to ensure that its personnel comply with the established standards of professionalism and work ethics. Behaviors that violate work ethics are identified, and corrective actions are taken to maintain professionalism and integrity within the police force.

The professionalism of the Makassar Polrestabes apparatus is marked by an openness to public feedback and complaints. Police officers have a mechanism that allows the public to submit complaints or provide feedback on police services through suggestion boxes and numbers for short messages. According to the informant, the response to feedback from the community is evidence of high police professionalism. The motto that is understood is professionalism as the key to quality public services. The police always carry out their duties with high integrity, competence, and ethical behavior. The institutional management of the Makassar Polrestabes believes that its officers maintain professionalism standards, uphold the code of ethics, and act politely and respectfully towards the community, as is the life principle of the Bugis-Makassar people, namely

Sipakatau (humanize each other), *Sipakainga* (remind each other), *Sipakalebbi* (mutual respect) as human beings.

Transparency and formal accountability characterize the Makassar Polrestabes apparatus' efforts to build public trust. The Makassar Polrestabes provides clear and easily accessible information to the public, including policies, procedures, and police performance. According to the informant, the people of Makassar City have felt the existence of a police institution that operates with integrity and responsibility for the actions and decisions taken in dealing with problems that arise in society. The transparency and accountability of this institution are in line with efforts to involve the active participation of the community in supporting the Revitalization of the Function of Bhayangkara for Fostering Community Security and Order (Bhabinkamtibmas). The Makassar Polrestabes holds meetings, dialogues, or collaborative activities with the community at the Rukun Warga (RW) level to listen to suggestions and aspirations, identify problems, and find solutions together. By involving the community in the decision-making process and implementing police activities, public trust can be rebuilt and increased [10].

The summary of the research results shows that several aspects that are often used as evaluations of the quality of public services as the basis of public trust in the police are the dimensions of responsiveness, professionalism, transparency, community involvement, as well as security, and justice. The public recognizes that good public service is characterized by a quick response to community needs and problems. The Makassar Polrestabes is highly sensitive to reports, complaints, or requests for assistance from the public. Professionalism in interactions with the community where the police have high knowledge, skills, and ethics in carrying out their duties. Transparency is seen in the fulfillment of the right-to-know procedures, policies, and information related to police duties because the Makassar Polrestabes provides clear and easily accessible information. Makassar Polrestabes has been active in holding meetings with the community, involving them in police activities, especially in the Bhabinkamtibmas program, by listening to feedback from the community as a form of improving the quality of its services as a form of community participation. Likewise, security and justice are the two main goals of the police, namely, maintaining security and providing protection to the community. The human resources apparatus at the Makassar Polrestabes carries out this task in a fair and non-discriminatory manner, maintains public order, and protects human rights.

4.2. Discussion

Summary of the results of this study in line with Chaeruddin's [10] research report regarding several aspects of service quality as a basis for public trust in the institution (organization) of the Makassar City Police Resort (Polrestabes) with a high level of achievement including the dimensions of responsiveness, professionalism, transparency, community involvement, and security and justice. This reality corresponds to the expert's view. According to Hood [2] that the quality of public services is a key factor in the success of every organization (public, private, non-profit) in building public trust in the government and public institutions. When the government and public institutions provide good public services, people will feel that they benefit from the actions of the government and public institutions. This view is reinforced by the statement of Kim & Kim [3] that the quality of good public services is an important factor in increasing public trust in the government and public institutions, especially in terms of environmental protection, both the physical and social environment, as well as the event environment. According to him, when the government provides good public services in protecting and preserving the environment, moreover applying the principles of Good Environmental Governance (GEG), especially the sustainability dimension in its governance, the public will have more trust and feel involved in efforts to protect the environment.

Along with fair and proportional law enforcement efforts by the Makassar Polrestabes, they have handled crime cases objectively, without discrimination, and based on the principles of justice. Some cases such as drugs, fights between alleys using arrows, and fights between students can be handled quickly and precisely, as the BARRACUDA strategy is implemented. The prototype or strategic management model prototype for handling demonstrations is implemented under the name Barracuda, which is an acronym for Brain, Arrival, Action, Understanding, and Democratic Governance. Based on the findings of the research results and discussion, a visualization of an image is made in the form of a prototype model with the abbreviated name BARRACUDA, wherein the local language (Makassar) the words BARRACUDA means "horse stables". So, it can also be interpreted that protesters who are compact and strong can be overcome or anticipated by "treating them like wild horses that are herded into a stable so they don't go berserk, destroy or act anarchically." At the practical level, the meaning of the acronym Barracuda is the same as for Countering Anarchist Demonstrations.

This model can be applied as an alternative solution in efforts to overcome various community problems, including demonstrations that have occurred so far. The problem-solving model has changed from state-oriented to democratic governance

by consistently involving actor collaboration. The synthesis of this description can be stated that public trust in the government and public institutions is an important factor in ensuring the effectiveness and credibility of the actions of the government and public institutions. High public trust influences people to follow government policies, respect the law, and strengthen democracy and social stability. Conversely, low public trust influences people to reject government policies, doubts the integrity of government institutions, and weakens democracy and social stability.

In the context of globalization and the rapid development of information and communication technology (ICT), the challenges of building and maintaining public trust further prove the accuracy of the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) era, although the term VUCA has long been introduced in the leadership theory of Warren Bennis and Burt Nanus [14] is used in military leadership training at the US Army War College and in the police force to describe political-security situations and societal order. Therefore, the government and public service delivery institutions need to constantly adapt to changes that occur and continue to strengthen concrete efforts to build public trust so that the relationship between the government and the community can run well; policies can be well received by the community, and create stability and stability sustainable security.

According to [1]-[2] that whatever public trust learning strategy is chosen to be implemented, as well as the strategic approach to improving the quality of public services as its basis, it is clear that we are all in the MEA (ASEAN Economic Community) era, the era of the industrial revolution 4.0, the era of society 5.0, the VUCA era, or in the era of virtual governance in the context of New Public Governance (NPG). In the context of this NPG, artificial intelligence (artificial intelligence/AI) transforms big data in all aspects of organizational life and the Internet of Things into a new necessity and wisdom dedicated to increasing the competence of actors/stakeholders in opening space and opportunities to create public trust in public service delivery organizations.

Based on this description, a major proposition can be made that the quality of public services is an important factor in building public trust in the government and public institutions. Good quality public services increase the trust, satisfaction, happiness, or blissful service [15,16] of recipients towards the government and public institutions and strengthen good relations between the government and the community. This reality helps strengthen public trust because of the actualization of the dimensions and indicators of the quality of public services, as introduced by experts [4];[7] in the literature review section of this article. In other words, the quality of service that makes service recipients happy is a determinant of public trust.

5. Conclusion

The dimensions and indicators for measuring service quality as a determinant of public trust vary according to the focus and locus of the institution studied, but all are still based on the perception or image of society that is built from the provision of physical evidence (tangible) as expected, empathy that underlies the desire to serve (responsiveness) and attention, as well as ethics of moral behavior (assurance) in administering public services to build trust (reliability) and positive appreciation as a form of external responsibility (accountability) of the Makassar Polrestabes institution to service recipients. This dimension of public service quality is actualized in several main aspects as the basis of public trust in the institutions studied with high levels of achievement in the dimensions of responsiveness, professionalism, transparency, community involvement, as well as security, order, and public obedience. Quality of performance as a re-actualization of organizational functions has a positive impact on increasing public trust individually and institutionally.

References

- [1] Frederickson HG, Ghore RK. Ethics in public management. Routledge; 2014.
- [2] Hood C. The blame game. The Blame Game, Princeton University Press; 2010.
- [3] Kim S, Kim S. Public trust in government and willingness to pay for environmental protection. *Journal of Environmental Management*, 177, 367-373 2016.
- [4] Yang KH. Public service quality and trust. *Public Administration Review*, 75(1), 66-78 2015;75:68–78.
- [5] Adek P. Pengaruh Kualitas Pelayanan Terhadap Kepercayaan Publik dan Citra Insfansi Dengan Kepuasan Publik sebagai Variabel Mediasi (Studi pada Dinas Kependudukan dan Pencatatan Sipil Kota Padang) 2021.
- [6] Adek P. Pengaruh Kualitas Pelayanan Terhadap Kepercayaan Publik dan Citra Insfansi Dengan Kepuasan Publik sebagai Variabel Mediasi (Studi pada Dinas Kependudukan dan Pencatatan Sipil Kota Padang) 2021.
- [7] Akib H. Mencermati heuristik transformasi organisasi: Mereaktualisasi perilaku kreatif manusia melalui pendekatan knowledge management. *Jurnal Manajemen Usahawan Indonesia* 2011;40:225–44.
- [8] Parasuraman A, Zeithaml VA, Berry L. SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988 1988;64:12–40.

- [9] Ridwan DP. Reformasi Birokrasi Polri Dalam Meningkatkan kualitas pelayanan publik pada kepolisian daerah sulawesi selatan. *AKMEN Jurnal Ilmiah* 2018;15.
- [10] Chairuddin MA. *Optimalisasi Peran Bhabinkamtibmas dalam Membangun Public Trust*. Makassar, Indonesia: 2023.
- [11] Chairuddin MA, Syam H, Akib H. Bibliometric Analysis of the Role of the Police in Realizing Public Security and Order. *Asian Academic Summit Proceeding* 2022;1:1–8.
- [12] Jamshed S. Qualitative research method-interviewing and observation. *Journal of Basic and Clinical Pharmacy* 2014;5:87. <https://doi.org/10.4103/0976-0105.141942>.
- [13] Miles MB, Huberman AM, Saldaña J. *Qualitative data analysis: A methods sourcebook*. Sage publications; 2018.
- [14] Bennis WG, Nanus B. *Leader: anatomia della leadership*. Franco Angeli; 1987.
- [15] Akib H, Guntur M, Salam R. Perception of Civitas Academic about Blissful Service for Recipient at PostGraduate Progr“am State University of Makassar, Indonesia,.” Paper presented at International Conference of Public Organization (ICONPO) VI, Tha Prachan Campus, Bangkok Thailand: Thammasat University; 2016, p. 340–50.
- [16] Akib H, Salam R, Basra J, Sanusi AD, Sakawati H. Reactualization of Employee Creative Behavior in Building the Image of Public Service. *SHS Web of Conferences*, vol. 149, EDP Sciences; 2022.