

Employee Service Performance In Improving The Quality Of The Binjai Medan Urban Village Office

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mendeskripsikan pekerjaan yang dilakukan oleh pegawai kantor Lurah dan untuk mengetahui tingkat opini masyarakat terhadap kualitas pelayanan yang diberikan kepada masyarakat di kelurahan binjai kecamatan medan denai. Waktu penelitian ini dilakukan pada tanggal 16 Januari sampai dengan 16 Februari 2023. Teknik analisis data yang digunakan adalah analisis data kualitatif yang meliputi identifikasi masalah penelitian dan memberikan penjelasan yang relevan. Data primer adalah teknik yang digunakan untuk pengumpulan data dan terdiri dari hasil wawancara, observasi, kuesioner, dan data tingkat kedua. Data ini dikumpulkan melalui studi literatur dan penelaahan dokumen- dokumen resmi yang terkait dengan masalah penelitian empiris. Hasil penelitian terhadap lima indikator yang berkaitan dengan kinerja pegawai dan kualitas pelayanan publik di kelurahan binjai kecamatan medan denai meliputi barang berwujud (bukti fisik), kehandalan, dan kualitas hidup.

Kata Kunci: Kinerja Pegawai, Pelayanan Masyarakat, Kualitas Kantor Lurah, Kantor Lurah Binjai.

ABSTRACT

The purpose of this study was to describe the work done by employees of the Head of the Office and to determine the level of public opinion on the quality of services provided to the community in Binjai Village, Medan Denai District. The time frame of this research is from January 16 to February 16, 2023. The data analysis technique used is qualitative data analysis which includes identifying problems with research and providing relevant explanations. Primary data is a technique used for data collection and consists of hash from interviews, observations, questionnaires, and second-order data. It is collected through literature review and review of official documents related to the empirical research problem. The results of the study of five indicators related to employment and the quality of public services in Binjai urban village, medan denai sub-district include tangible goods (evidence), reliability, and quality of life.

Keywords: Employee Performance, Community Service, Quality of the Head Office, Binjai Head Office

1. INTRODUCTION

One of the elements in achieving maximum service goals for the community is the importance of employee performance in a government organization such as the Binjai sub-district office, Medan Denai sub-district. This reflects good awareness and ethics based on applicable regulations and the influence of a leader in the organization. Work performance, also known as employee performance, refers to an employee's ability to perform his or her responsibilities effectively and efficiently. [Mangkunegara] All of an organization's human resources-leadership members and employees-are responsible for achieving performance. Each worker has knowledge- and skill-based abilities, job-specific competencies, work motivation, and job satisfaction. However, employees' personalities, attitudes, and behaviors can also impact their performance. with the presence of a leader to inspire followers to act in accordance with the leader's instructions or goals. Training, giving directions, giving orders, motivating (encouraging) the people he leads, and setting an example are all part of the leader's relationship with them. The ability of a leader to build the people around him is critical to his success. because the success of an organization is highly dependent on the potential of its human resources.

Based on Government Regulation on Kelurahan, Kelurahan is the foundation of the smallest government unit in a state government community. The establishment of Kelurahan is necessary to accelerate the realization of community welfare and ensure the implementation of the kelurahan Government in order to improve public services and carry out city government functions. When considering the main responsibilities and strategic responsibilities of a Kelurahan in a city, the role of a leader is clearly very significant. How are

strategies implemented in an effort to boost employee performance continuously, Consequently, the ability to influence others to do things professionally requires the willingness to do so and the ability to do so. The Office of the Head of Binjai, Medan, Denai District, is meant to be a leader in this situation. Where it needs to apply strategies in leadership. Strategy is a sustainable and adaptable response to external opportunities and threats as well as internal strengths and weaknesses of the organization.

Article 4 paragraph (1) of Government Regulation No. 72/2019 regulates the administration of the sub-district government. It is emphasized that the sub-district government is primarily responsible for government affairs, development, and the main tasks outlined in Article 4. Article 5 paragraph 1 stipulates that the lurah is responsible for the implementation of kelurahan government activities, community empowerment, community service, the organization of tranquility, community involvement, maintenance of public service infrastructure and facilities, and further development of social institutions. The Binjai Village Office of Medan Denai Subdistrict, Medan City, can fulfill the needs of population administration, including public work permits, public village permits, education permits, health of Binjai Village Head Office. sub-district residents, land ownership rights, women's empowerment, and child protection. Binjai Village is an administrative area that is visited by many people to get public services. One of the many types of public services provided by the binjai village head office sub-district is expected to improve the quality of society. Due to considerable role of kelurahan as an urban regional apparatus under the sub-district, it is stipulated that kelurahan holds the authority as a legal community unit that is authorized to regulate and manage the interests of the local community.

The best providers meet industry standards for service quality, often known as public providers or master providers. A standardized service is a benchmark, which is used both as a guide in evaluating service quality and a guideline during service development. It is a necessity and a warning given by service providers to the public in order to provide quality, timely, efficient, trustworthy, and accurate services. Due to the population's high labor costs, unreliable supply chain, and substandard quality, occupation in Indonesia is also a problem. Some population problems, such as knee-jerk reactions, poverty, and health problems, arise from rapid and unhurried population growth and are not accompanied by the development of quality human resources.

Given the importance of improving the standard of work carried out at the lurah binjai office. The researcher's initial observations highlighted the phenomena that occur today in relation to the work carried out by service providers to assist the general public in improving the quality of the binjai lurah office. This can be seen through the physical characteristics of public service delivery (tangibles) which are not good, as in the case of one computer and printer at the Binjai Village Office. Making community management letters is done very carefully so that there are no mistakes that make the community dissatisfied and must be in accordance with what the community wants so that no one complains. In terms of the quality of public services, the responsiveness factor is the main factor that makes people feel threatened by the assistance provided. This is because employees in this situation are very alert and tenacious in providing assistance to the community and upholding employee commitment. In terms of assurance related to the quality of public services, courtesy, and friendliness, employees of the Binjai Village Office can ensure that the public has confidence in the public services offered so that they are sure that public trust in public services is unwavering and there are no discriminatory public services. The points mentioned above regarding the quality of public services related to empathy have been carried out by employees of the Binjai Village Office when providing services like this. As a result, the employees' sense of empathy and concern for the community was at the highest level due to their high focus and lack of hesitation in this situation. As a result of the aforementioned facts, the ability of staff/employees to carry out public services can now be said to be close to perfect and has been implemented. The only aspect of the office that still needs to be improved is its facilities, which are the only ones that represent the pinnacle of public service quality at the Binjai Urban Village Office in Medan Denai Sub-district.

The phenomenon of poor urban village employee services can be overcome by improving employee performance in government organization offices. Improving the performance of kelurahan employees is the main focus in public services so that the government's goal of meeting the needs of the community will be achieved through the services of staff members of government organizations. Improving the performance of urban village employees is the main focus in public services so that the government's goal of meeting the needs of the community can be achieved through services. The purpose of this study was to describe the work done by employees of the Head of the Office and to determine the level of public opinion on the quality of services

provided to the community in Binjai Village, Medan Denai District, So that the quality of the binjai lurah office can be well recognized by the public in its services.

According to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia (No. 15 of 2015), service standard components related to the service payment process include requirements, procedures, timeframes, costs/tariffs, products, and handling complaints. If a government agency and related institutions are able to uphold these quality standards, it can be said that these agencies and institutions have provided quality services.

2. LITERATURE REVIEW

Public Service Concept

According to Priansa (2017), evidence-based services are defined as individual, group, or organizational activities carried out over a long or short period of time to meet needs. Thus it can be said that the two main factors in service are people / organizations and meeting needs. Law Number 25 concerning Public Services states that Public Services is a program or series of programs designed to meet the needs of every citizen and citizen relating to goods, services, and / or administrative support provided by Public Service Providers. According to the publication based on the Regulation of the Minister of Administrative Reform No. 63/KEP/M.PAN which is as follows: Public services are all service activities accessed by public service providers in an effort to fulfill the needs of service recipients or implement the provisions of laws and regulations. This assertion shows that the government has a strong commitment to providing information.

Factors supporting public service performance

Of course, however, there are factors that make working there more enjoyable to achieve the best results. The first factor used to lower the quality is commitment of coworkers to provide as much assistance as possible to customers in the office. The above conclusion is in line with the results of the interviews conducted by the participants on January 27, 2023 in Binjai urban village. "The enthusiasm of each employee is a supporting factor so that we can provide even better services," said the section head when spoken to in addition, we continue to collaborate with each other to provide the best service. In addition, we provide feedback and coordination, or similar evaluations, on progress every two months.

Factors inhibiting public service performance

"Service to the community is currently somewhat constrained by equipment problems," said Ibu Gihi, the only sexologist there, in an effort to assess the quality of assistance provided to the community at the Binjai urban village. Later, the community realized that the service process was difficult because employees often clashed with other affairs.

In this section, the researcher will present his findings in the form of a research review on a number of ongoing studies and ongoing questions, as well as a number of related concepts.

Previous research

"Quality of Public Services at the Population Administration and Civil Registration Office of Wonosobo Regency" is the title of the first part of this thesis, which was completed Rismawati in (2018). The purpose of this study is to determine the quality of public services offered by the Wonosobo Regency Population and Civil Registration Administration Office. This office offers the making of Birth Certificates, Family Cards, and Identity Cards (KTP). This research uses descriptive qualitative methods, and the data collection techniques used are observation, interviews, and documentation.

"Effectiveness of Public Services in the Era of Covid-19 Pandemic: Study in Lubuk Baja Sub-district, Batam City, Indonesia" is the title of the second article in nazaya & suwarsi (2018). This study shows that this

research uses descriptive writing methodology with inductive qualifications and data collected through observation, questionnaires, and documentation. The purpose of this study is to understand how public services are affected by the Covid-19 pandemic at the Lubuk Baja Subdistrict Office, Batam City. Lubuk Baja sub-district has always followed the policy protocols mandated by the local government, and this community has invited the Cluster Team to provide explanations and information about Covid-19. The results of this study indicate that the quality of public services in Lubuk Baja Sub-district Batam has not met the needs of the community in terms of services, facilities, and daily needs of the community.

3. RESEARCH METHODS

Type of Research

The research methodology used by the subject in this study is descriptive qualitative methodology. According to desk research is research conducted to determine the true value of a variable, whether it is one particular variable or several, without making comparisons between that variable and other variables or connecting it to other variables. In contrast, the method used is a quantitative method, which is a method that is carried out carefully and methodically so that the desired results can be easily obtained. In this case, the author relied on information provided by the Lurah who acted as the key informant, as well as the Secretary of the Lurah and Staff, three employees who worked at the Binjai Village office in the Medan Denai neighborhood. The recording of primary data sources through interviews or observations is the result of initiatives to observe, ask, and question. Literature is now available for second-generation data holders.

Place and Time of Research

This research was conducted in Binjai urban village, medan denai sub-district, and road raya medan tenggara. The period of this research is one calendar month (one month), namely from January 16 to February 16, 2023. The informants in this research are the Binjai urban village office and the community as service users at the Binjai urban village office who can provide information relevant to the research objectives. The informants in this study are the Binjai city government and the community as users of city government services who can provide information in accordance with the research objectives.

Data Collection Techniques

In this study, data collection was carried out using several techniques, namely as follows:

1. Observation

This technique observation is used to observe the implementation of public services that occur between employees and the community as service users at the Binjai Village Office. In this study, direct observations were made in the implementation of public services. Observations made related to the five dimensions of public services which have several indicators, namely the appearance of employees in carrying out the service process, the convenience of the place of service, the ease of the service process, or not, the ability to use tools, response to service users, providing fast and targeted services, responding to customer complaints or not, having a guarantee of timely service or not, having a guarantee of cost certainty or not, putting customer interests first, serving with politeness and friendliness or not, being discriminatory or not, and serving every customer or not.

2. Interview

In this study, interview techniques were used with the aim of gathering information about public service activities carried out by government officials and the general public at the Binjai Village office. The current interview technique is to create an interview questionnaire with many questions or statements that accurately predict the main problems to be solved.

The interviews conducted are related to the five dimensions of public services which have several indicators, namely the appearance of employees in carrying out the service process, the discipline of employees in serving, the use of tools, the accuracy of employees in the service process.

3. Documentation

Documentation in this research, a category of ongoing projects; a document may consist of text, images, or a colossal performance by one person.

Data Analysis

In this study, data analysis used the Miles and Huberman model in the book Sugiyono which has several stages, namely as follows:

1. Data Reduction (reducing data), through this stage the researcher will summarize, classify, direct, select the main thing, focus on the important thing so that the final conclusion can be drawn.
2. Data Display (presenting data), namely the presentation of data in the form of brief descriptions, relationships between categories, narratives, charts and when a set of data or information is compiled, there is the possibility of drawing conclusions.
3. Conclusion Drawing/Verification (making conclusions), the final stage of data analysis is writing in the form of reports using pictures and tables and when a set of data or information is compiled, there is the possibility of drawing conclusions.

Data sources

The data sources used in this study according to Lofland and Moleong, the main data sources in qualitative research are words, actions the rest is additional data such as documents and others.

1. Primary Data

Sources of data that directly provide data to data collectors obtained through interview techniques with sources in the field or research locations. In conducting this research, researchers must first have and determine informants before researchers go to the field to collect data. Informants who are directly related to the focus of the problem

2. Secondary Data

Data sources that do not directly provide data to data collectors. This secondary data is taken from documentation or other information such as an overview of the research location, organizational structure, and other things that can provide additional information in this study. So that it can be used as support in this study.

3. Literature Study is the collection of data from literature, research reports, and other written materials that have relevance to the problems studied and are used as theoretical foundations that support this report.

Data Presentation Technique

The data presented from this research are obtained from observations, interview results and descriptions of other information (for example from documents, photos, video recordings). Pernyajian data research results can be done in three ways, namely:

- a. Verbal presentation of data, the presentation of research results using words or sentences in the form of narratives.
- b. Systematic presentation, the presentation of research results using numbers in the form of tables and using mathematical symbols.
- c. Visual presentation, the presentation of research data using graphs, maps, and images.

4. RESULTS AND DISCUSSION

The author conducted interviews with resource persons, namely the Secretary of the Village Head and Employees (staff), to find out whether the performance of employees at the Binjai Village Office, Medan Denai District is satisfactory. The interview was conducted on January 16, 2023 and February 16, 2023 at around 08.00 WIB. On January 28, 2023 at 09.00 WIB, the author determines the operational concept which refers to the theory of expert opinion, namely on how employee performance can provide services to the community:

Work results

According to imro'atun. n (2017) In general it can be concluded from the results of work that Binjai Village employees are able to produce positive work results. The results of the work can be seen to show the following:

A. The quality of work performed by employees.

The level of perfection of tasks and the quality of work produced by employees. The work produced by Binjai Village employees is of high quality, in accordance with expectations, and in accordance with the instructions that have been given. although there are still employees who do not complete their work on time or on time. This is due to a number of limitations, including facilities and infrastructure. The lack of staff or human resources in Binjai Village is one of them. It must have a significant impact on the quality of the work produced.

B. The amount of work done by employees.

number of jobs created by workers. The target has not been met in terms of the number of jobs created by employees. because not enough people are working in Binjai Village. so it can be asserted that the work still involves some overlap. As a result, work cannot be completed on time. even though each employee already

has responsibilities, roles and responsibilities. However, it still depends on each employee.

Table 1: Total population based on gender

Gender	Number	%
Male	25966	25966
Female	26124	26124
Total	52090	52090

Source: (Own Data Processing, 2023)

Table 2: Number of household heads by gender

Gender	Number	%
Male	11718	11718
Female	2634	2634
Total	14352	14352

Source: (Own Data Processing, 2023)

Table 3. Number of household heads by marital status

Status Perkawinan	Male	Female
Marry	7853	5412
Not married	10595	11235
Total	18448	16647

Source: (Own Data Processing, 2023)

Table 4. Total population by age

Age	Male	Female
Number of children under five 0-59 months	853	763
Total population aged 0-4 years	1257	1677
Number of poor people	1578	1259
Total population aged 7-17	3589	2596
Number of out-of-school population	2571	2231
Number of elderly 60	2341	1378

Number of people receiving smart Indonesia cards	791	531
Number of babies 0-12	123	117
Total	13103	10552

Source: (Own Data Processing, 2023)

Table 5. Total population by education

Total Population	Male	Female
Not in school	5	-5
Did not finish school	5	-5
Elementary school	5	-5
Junior high school	5	-5
High school	5	-5
Diploma	5	-5
Strata 1	5	-5
Total	35	-35

Source: (Own Data Processing, 2023)

From the table above, it can be concluded that some of the people who ask for good service at the binjai lurah office are many members of the kelurahan who do not carry out their duties properly in accordance with applicable regulations, and appeal to kelurahan employees to prioritize the needs of the community properly and finish on time, so that there are no obstacles that make it long and the tasks given do not accumulate which happens to hinder new work and the quality of the kelurahan is seen as bad in the eyes of other communities, because of something that is not worthy of emulation when entering work.

Work skills

Binjai Village employees demonstrate their work skills by taking initiative and working together to complete tasks. Work skills were seen to demonstrate the following:

A. Individual initiative

This relates to the ability to plan something related to organizational goals through the use of thinking power and creativity. Employee initiative has been taken in Binjai Village, and the respective leaders have provided direction. Since staff members in the Lurah Office cannot concentrate on just one piece of information, everything depends on each individual. As a result, work is completed late because there is still a shortage of employees in the office.

B. Teamwork among workers

Employees cooperate with each other. The duties and responsibilities of each employee have been listed, and they are ready to carry out orders as directed by the leadership and carry out their duties and functions to the best of their ability. There is good cooperation among coworkers, both in the form of gotong royong in terms of services and office-related activities. In addition, the Head of Village always encourages his subordinates to help each other in morning meetings and monthly coordination meet.

Work Quality

To find out the current quality of public services at the Binjai Village Office, researchers use the five

dimensions of public service quality proposed by Zeithaml et al in Hardiansyah, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy. In addition, researchers also examined what are the supporting and inhibiting factors for the quality of public services at the Binjai Village Office.

1. Tangible dimension

Personal appearance, equipment, and communication channels in service are all tangible dimensions. If the community views this dimension as a good service user, it will be given a positive assessment and will be satisfied with the services provided by Murung Raya Village employees; conversely, if the community views this dimension negatively, it will be given a negative assessment and not satisfied with the services provided by employees. The following indicators can be used to measure the Tangible dimension in order to assess the quality of public services at the Binjai Village Office:

a. Employee appearance in serving service users

The quality of public services is strongly influenced by the appearance of employees. They strive to maintain speed and negate the recently established uniform requirement at the Binjai Sub-district Office. "A neat and clean appearance is one of the mottos here, not only pleasing to the eye but a reflection of our manners and respect for the people who need our services", according to Ms. Rianita, one of the Section Heads in the office who the researchers interviewed on October 7, 2023. Service users will not be satisfied with the quality of support if employees do not look impressive. In addition, the security guards of the Binjai Sub-district Office have used special security guards for civil servants according to government regulations. Ms. Awal was beheaded on January 27, 2023, and it was also mentioned that "The appearance of the employees of the Binjai Sub-District Office is neat and beheaded. "

b. Convenience of the place of service

For service users, location is very important in the service process. In addition, the location of the service has a significant impact on the level of service provided. As a public service provider, the Kelurahan is obliged to ensure that those who use its services have a pleasant experience. This includes ensuring sufficient space in the room so that people do not feel crowded, as well as providing seating that is appropriate to the room. For the comfort of service users, in addition to seating, air conditioning is also required. Due to the large number of people queuing to receive services from the Kelurahan, the room is usually hot during the day. Irhas, who was interrogated by researchers on January 27, 2023, commented on the solace of this service room: "This service area is uncomfortable because the waiting room is narrow and hot because there are only four chairs inside the waiting room." Mr. Gino, an employee of the Kelurahan Office, also stated that "for the problem of room temperature in the waiting room, the air conditioner is broken again and instead we use a fan to replace the air conditioner because the air conditioner is under repair." The waiting room is quite small, and there is an air conditioner; however, it seems like every time I queue up, regardless of whether it is broken or not. As a result, the waiting room is hot because we only use one fan which is quite far from the waiting room chairs. The convenience of the service location greatly affects the quality of service because if the public has to wait in an uncomfortable atmosphere, the public will become uncomfortable," added Ms. Rianita, Section Head. The general public will be willing to wait if they have to stand in a clean and comfortable line. However, the public will not feel comfortable if the service procedure takes a long time and the service area is not clean or comfortable. As a result, service users and members of the public continue to voice concerns about the accessibility of the facilities. Although there are fans, people claim that the rooms get hot during the day. The service process is affected by the convenience of the location. Convenience for service users should be prioritized by service providers. Service users will feel comfortable if the location they are provided with is excellent. On the other hand, service recipients will not feel comfortable if the location provided is not suitable.

c. Ease of service process

To speed up the service process, service users must be able to use it more easily. Binjai Village has implemented convenience for service users who want to take care of their needs at the service office, according to the research findings. Providing the requirements needed by service users to complete their needs in the service department is one example of the convenience provided. According to the researcher's interview with Mr. Faru on 27 January 2023, he stated, "Binjai Village has made it easy for me in the service process so that I am no longer confused in taking care of my needs or in looking for the conditions needed." "The employees here have made it easy to provide services to service users like me so that there is no difficulty in taking care of needs here," added Mrs. Hafa, one of the service users interviewed by the researcher.

d. Use of tools in service

In order for the service process to run smoothly, tools are needed in the process. Computers, printing equipment, and other tools are some of the tools that Kelurahan employees often use to complete their work. Service processes are effectively supported by tools, allowing services to be completed quickly. As an employee at the Kelurahan Office, Ms. Rianita stated, "The tools we use to help the service process, such as computers and gadgets." In addition, Mr. Yado stated, "As far as I know, the tools used in Pengasih Sub-district are computers and printing equipment commonly used to print letters needed by service users." Ny. Assistance in the service process is very important because the existence of tools will make it easier for service officers to serve the community.

2. Dimensions of Reliability

The capacity of a system to provide requested services in a timely and universally accepted manner is a component of Reliability. In this context, the capacity of service providers to deliver consistent and timely services also applies. Cooperating with work processes, complying with appropriate and satisfactory service standards, saying the right time, providing services, responding to customer complaints, and providing services fairly and accurately are examples of reliability. To determine the quality of public services provided by the Binjai Village Office, the following indicators are used to measure system reliability:

a. Accuracy of Employees in Serving the Community

The process of termination of employment (PHK) is very burdensome for employees when service users are laid off. If employees are negligent in their efforts to lay off people, a crisis will arise and new work will begin. For example, if the user name or account information is entered by an employee, the service user must enter the name. This requires the employee to do the necessary follow-up work, and the service user will have a negative opinion about the quality of the service provided. To ensure that good services can be provided and the general public can use them wisely, provide good services. Every study shows that those working at the head office of Kelurahan Binjai are aware of their obligations to the general public and act accordingly. "The employees here are now starting to be less careful," exclaimed Diha a user of the service who had been warned by the authorities. Before that, there was no."

b. Having clear service standards

Based on the Mayor's Regulation on public service standards and village work procedures, Kelurahan Binjai already has clear service standards. including service procedures, time, costs, products, infrastructure, and service personnel expertise. However, nafu stated that "I don't know anything about the existence or absence of public service standards at the Binjai Urban Village office, all I know is that I take care of my needs and then get served quickly and finish. " This indicates that not all people as service users know the public service standards at the Binjai Village Office. It's just me who doesn't know what the public service standards are here, but it seems to exist. "We have an SOP (Standard Operating Procedure), but it has not been updated, while the latest one is still in the process for us to adjust to the current conditions," explained Mr. Habu. Because it's a book, we don't apply Service Standards or SOPs. Because the Service Process can run smoothly in order to achieve service goals, especially at the Binjai Village Office, having clear Service Standards is very important for employee guidelines in serving service users during the service process.

3. Dimensions of Responsiveness

The dimension of responsiveness, specifically the ability of employees to respond quickly to community needs and complete services within the specified time frame. The responsiveness of officers in providing the services needed is reflected in the speed of service provided. The reasoning and way of thinking of employees needed is related to this responsiveness. The feelings and ways of thinking of employees towards service users are related to this responsiveness. The following indicators can be used to measure the responsiveness dimension in the context of assessing the quality of public services at the Binjai Village Office:

a. Responding to every service user who wants to get service

Service providers are required to respond to visitors. When service workers are able to respond appropriately, service users will feel valued. At the Binjai Village office, responding to service users can improve the quality of public services. Service users who want this service are responsive and responsive to employees. This is shown by employees asking service users who have finished receiving services what is needed and immediately notifying the next queue. "The officers here have responded, it's just that there is one employee who is ignorant and I also don't pay too much attention, but clearly those who serve me are quite good," said

Dewi.

b. Employees perform services quickly

When service workers complete procedures accurately and quickly, service users will be happy. Employees providing services that meet the needs of service users is a good example. The match between the service provided and the needs of the service users is called appropriate service. This ensures that the service user's requirements can be met appropriately. For example, if a service user wants to legalize a document and the employee calls the user based on the queue number, the employee will provide the service quickly to ensure the user is satisfied. However, not all employees can serve quickly. It all depends on whether the service room has employees. The service will not run quickly if "you still have a culture that is still strong, young people get more difficult tasks than older employees". According to the interviews, the service is fast and precise here, but it depends on whether there are employees or not.

c. Employees perform services in a timely manner

In the service process, it is very important to complete the work at the right time. because it will prevent service users from waiting if it is completed on time. However, not all tasks can be completed on time. "I once wanted to make a letter of introduction for a Family Card (KK), but because the lurah had already gone home, the letter I needed could only be completed the next day because the lurah sometimes goes home early," Hega stated. Since the letter of introduction requires the signature of the Head of the Lurah, it should have waited to be completed tomorrow. Therefore, it is best for service workers to provide timely completion so that clients are not disappointed with their promises.

d. All customer complaints are responded to by employees

If service workers do not carry out the service process correctly, complaints will arise. As a service provider, Binjai Village provides a means for service users to voice their concerns about the service process. Researchers found that Binjai Village provides a complaint box for those who use the Kelurahan office services. Gadi stated directly, "I have conveyed my complaint directly in this kelurahan, and they apologized for negligence in carrying out their duties and thanked me for using the services here." Gadi also said, Just submit it to the suggestion box so that the employees can understand our complaints regarding the service there.

4. Assurance Dimension

The knowledge, skills, politeness and trustworthiness of employees fall under the assurance dimension, free from danger, risk and doubt. The purpose of assurance is to provide protection to citizens against risks that, if they do occur, can disrupt normal life. The following indicators can be used to measure the Assurance dimension to determine the quality of public services at the Binjai Village Office:

a. Employees provide a guarantee of timely service

If services can be completed on time by employees at the Binjai Village Office, employees provide a timely guarantee for that. "At that time I was working on an application letter for a Family Card, but it couldn't be done in one day," Gafi recalled, "so because the Lurah had already gone home, but I was promised that what I needed would be ready for tomorrow." "The standard time given is 5-10 minutes to get the service, depending on the type of service," says Mr. Hage, "if there is a delay it is likely that the employee concerned is not available and you have to wait until the employee is available." So that service users do not have to wait too long, employees must provide guarantees in a timely manner.

b. Staff guarantee the cost of services

In Kelurahan, all services are provided free of charge to meet customer needs. Researchers did not observe service users giving money to service workers. The 2013 Mayor's Regulation on Public Service Standards in Kelurahan already guarantees cost certainty. "The service here is free, without charge," said Ibu Difa. "I am free to take care of legalization needs," said Pak Junaidy. Service users do not need to spend money to fulfill their needs because service workers guarantee costs.

5. Emphaty dimension

The ability to establish relationships easily, communicate effectively, and understand the needs of service users are all components of empathy. Empathy is the act of putting oneself in the shoes of service users to pay attention to them personally or individually. The following indicators can be used to measure the Empathy dimension in the context of assessing the quality of public services at the Binjai Village Office:

a. Officers serve with friendliness and courtesy

To complete the service process, employees must be friendly. Service users will give a good assessment to

their employees if they look friendly because in general everyone appreciates politeness and friendliness, and it will also reflect well on the service office. Friendly people are those who pay attention to the needs of others. When providing services to people who use them, service workers must be polite in addition to being friendly. During the service process, service workers should be friendly and polite. However, researchers observed that some employees chatted with coworkers while helping service users, so not all employees provided hospitality to clients.

b. Employees serve with non-discrimination (Differentiating)

In the service process, non-discrimination between service recipients is as important as being friendly and polite. The attitude does not discriminate, meaning that familiar service recipients such as family or close friends are not used. A queue must be followed when serving everyone. "The employees here do not discriminate," says Pak Dabu. The serving order is the same for everyone. "The service here does not discriminate, everyone is considered equal," Ms. Bihu continued, "and I don't think I have ever seen an employee who prioritizes users who are close to him." The staff have performed their duties professionally and in accordance with public service standards because of their non-discriminatory attitude in serving the public.

5. CONCLUSION

This research was conducted to find out how the performance of employees in serving the community in the binjai lurah office and to find out the quality of service in the binjai lurah office whether it has provided the best service for the community in the binjai medan neighborhood and in accordance with government regulations, as stated in Law No. 1, the Binjai Village government has implemented public service standards that regulate public services. Here are the indicators and how they are implemented: Service Procedures: binjai urban village office has implemented a service SOP implementation of public services, which is the primary responsibility and accountability of the government. Regarding Completion Time, the head of the binjai lurah office has announced the implementation time to the community who will benefit from the service. Most of the services offered by the binjai lurah office are free of charge. Population services and licensing services in the field of Kelurahan, Facilities and Infrastructure are examples of administrative services or product services offered by the binjai urban village office to the community.

Employee performance can be seen in the way employees of the binjai lurah office provide good service and according to what citizens need in making letters, the quality of service provided at the lurah office is the dimension of form, reliability, responsiveness, jamilnan, and empathy of employees in the implementation of citizen needs. but there are still many citizens who still complain about needing letters because employees are not competent in doing so and long constrained so that residents have to go back and forth to the lurah office because the letter has not been completed.

The above conclusion can imply that the performance of employees is still lacking in being fast and responsive in serving the community, so that the effect on the head of the village office which is rated by other communities is not good, so that government regulations have not been perfectly implemented properly, and employees in the head of the village office must further maximize their performance in serving residents who need letters to be resolved in a fast way to.

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