

THE IMPLEMENTATION OF SERVICE EXCELLENCE IN PUBLIC SECTOR: A PHENOMENOLOGICAL APPROACH OF PUBLIC SERVICES IN JAKARTA

DIANA PRIHADINI, S.Sos, M.Si

Director of STIAMI- Institute of Social Sciences and Management
Bekasi- INDONESIA

ABSTRACT

The quality of public service is a means to restore public trust to the government that declined due to the global crisis. Indonesia reform has been rolling since 1998 and demanded that the government understands the importance of improving the quality of services to its people. The improvement of government services is aimed not only to provide a conducive climate for the national business world but also to increase the attractiveness of investment flows to Indonesia due to the increased credibility and accountability of government as parts of good governance, democratization and transparency. However, until now, public services in government offices in Indonesia are still under the spotlight, especially in the Ministry offices. The research is carried out to know what aspects are complained by customers and how to implement the service excellence in the Ministry offices. To obtain a clear point of view from the participants as they experienced the phenomenon, in-depth interviews were employed in this study. This study also employed questionnaires to triangulate the instruments. In-depth interviews were conducted to obtain the perception of the participants on the service delivery while questionnaires were distributed to support the data gained by interviews. The research proved that service excellence has not been implemented well in the Ministry offices and urgently needs to be reformed.

Keywords: Service excellence, public sector, customer.