

## **SERVICE PERFORMANCE OF PUBLIC ORGANIZATION CASE STUDY: KARTIKA HASANUDDIN COOPERATIVE CENTER IN MAKASSAR CITY**

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### **ABSTRACT**

This study aims to provide a description of the performance and factors that affect the Service Performance of the Kartika Hasanuddin Cooperative Center in Makassar City. The method of this research is qualitative, data collection techniques are generally carried out through observation, interviews, and documentation. The process of analyzing data through stages of data reduction, data presentation, and conclusion drawing. The results of the study show that the efficiency criteria are classified as good in meeting the planned targets in the work plan. The performance of the Kartika Hasanuddin Cooperative Center based on the criteria of effectiveness provides benefits felt by members of the cooperative in the form of material and non-material, namely the development of cooperative knowledge and financial management, materially namely the remaining results of the business. Business activities generally meet the target but need to be optimized or the target will be higher so that performance will continue to increase. The emptiness of officials in the organizational structure is due to the shifting of tasks that have become a consequence of multiple positions which of course is the main position to be a priority so that there is a vacancy in the cooperative. The number of personnel when viewed from the amount of workload is indeed not comparable, additional personnel are needed, especially personnel who have cooperative knowledge and financial management.

**Keywords:** Performance, Public Services, Cooperative.