REALIZING GOOD GOVERNANCE IN IMPROVING THE QUALITY OF PUBLIC SERVICES

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ABSTRACT

Governance is a conceptual framework that includes public philosophy and management. Good governance emphasizes the principles of accountability, transparency, excellent service, democracy, participation, efficiency, and the rule of law. However, currently there are many public services that are efficient in serving the community, therefore it is necessary to improve good governance. This research method uses a qualitative literature study to understand Good Governance in Public Services. The results show that to create good governance, it requires the involvement of all stakeholders. In addition, the existence of responsive public services and the ability to adjust to the needs of the community are the main keys in achieving effective and sustainable governance.

Keywords: governance, good governance, public service, accountability, participation

INTRODUCTION

Realizing good governance in public sector governance is a complex and multidimensional challenge. The concept of good governance is the dream of many people in Indonesia. *Governance* itself is a conceptual framework that involves philosophy, theory, and analysis related to ideology, paradigm, culture, and public management. Governance that not only focuses on the internal orientation of the organization, but also pays attention to external aspects, as well as producing expected *outputs, outcomes*, and impacts. The goal is to create just prosperity and provide welfare for the community. This is an important parameter in running a high-performance-oriented government.

Good governance, with the principles of transparency, accountability, participation, and responsibility, is a crucial foundation in improving the quality of public services. However, the problems faced by the Indonesian people are increasingly complicated and filled with various problems. The existence of good or ordinary government is glorified and the existence of other governments is still a dream and only a mere jargon limit. Changes in every aspect must be made because every result is only for the benefit of political parties, or factions and groups of people. Meanwhile, according to Islamy (1998), there are several problems in public services that are suspected to be caused by several variables, including:

1. The increasing demands from the community for the government to be able to realize the principles of good governance are very important. Good governance itself refers to a purely clean and professional bureaucratic management system.
2. The public is now increasingly critical of the declining quality of public services received.
3. Every government should have a sense of crisis, so service officials are required to be able to do more with fewer resources.
4. In addition, the interests of the community must be a priority in every policy.

In realizing good governance, there are three main reasons that are important foundations in encouraging the application of good governance principles through public services in Indonesia. First, improving and improving public service performance is seen as very crucial by all stakeholders,

including the government, the community, and the business world. Second, public services are a sector in which the three main pillars of governance, civil society, and the private sector—interact intensively. Third, the values that are the main characteristics of good governance practices can be implemented more clearly and concretely through the implementation of public services.

One of the main issues is the long-winded procedure, in addition to the uncertainty about time and cost that makes access to services difficult for the public. As a result, people often lose trust in public services, and many of them seek other alternatives, such as using the services of brokers by paying additional fees. This situation occurs because the culture that has evolved in the bureaucracy so far is more likely to prioritize power, rather than the culture of service that should be a priority.

To answer these problems, the author formulates two main questions: how to apply the principles and concepts of good governance in realizing the quality of public services, and to what extent is the quality of public services able to provide satisfaction to the community? This article aims to examine the application of the principle of good governance in improving the quality of public services, as well as assess whether the services provided by the government are able to meet the expectations and needs of the community. Based on this background, the author is interested in compiling an article entitled "Realizing Good Governance in Improving the Quality of Public Services."

METHOD

Sugiyono (2018) states that this is a theoretical research method along with other references related to values, cultures, and norms that exist in the social situation being studied. The data collected in this study was collected through relevant literature research on efforts to realize good governance to improve the quality of public services. Data was collected using the keywords "*good governance*" and "*public service*" from a variety of sources, including books, scientific journals, articles, research reports, and other sources. The aim of this technique is to provide a better understanding of *Good Governance* in Public Service by providing a summary of the theory and results of previous research.

RESULT

Good governance, or better known as *good governance*, is a concept that emphasizes the importance of principles such as transparency, accountability, community participation, and the rule of law in the governance process. In public services, *good governance* aims to provide services that are fair, open, and responsive to the needs of all levels of society.

More than just normative principles, *good governance* also plays a role as a framework in the implementation of responsible public services. Through the application of this principle, service institutions are expected to increase transparency, strengthen accountability, ensure justice and equality in access to services, and build a system that is truly oriented to the interests of the community.

DISCUSSION

The principles of good governance have actually been applied for a long time in the practice of government, the private sector, and civil society. In general, the term governance can be understood as a form of management in the administration of government. However, its meaning is not limited to the structure and management of executive institutions alone. In this context, government is one of the three main pillars of governance, along with the private sector and civil society.

To understand governance in its entirety, it is necessary to see how the three parties work together within the framework of mutually agreed rules. The government is tasked with creating supportive conditions in various aspects of economy, politics, social, culture, law, and security. The private sector plays a role in driving the economy and creating jobs, while civil society becomes a critical and constructive partner in public oversight and participation. The addition of *the word "good"* to governance indicates that this governance is carried out optimally and with integrity. Its characteristics include maximum resource utilization, synergy from all parties, and collective awareness of the common vision.

Principles of *Good Governance*

According to Government Regulation No. 101 of 2000, the principles of good governance include::

1. Professionalism, with the aim of improving the ability and morality of government apparatus to be able to provide fast, precise, and affordable services.
2. Accountability, which is demanding responsibility from decision-makers for all actions that affect the public interest.
3. Transparency, which is providing clear and easily accessible information so that the public can understand the government process as a whole.
4. Democracy and Participation, which encourages active community involvement in decision-making, both directly and indirectly.
5. Efficiency and Effectiveness, which is to ensure that public services are carried out optimally by using resources wisely.
6. Rule of Law, namely by enforcing the law fairly and respecting human rights and social values that apply in society.

Challenges in the Implementation *of Good Governance*

Although the principles of good governance have been well formulated, their implementation on the ground still faces various obstacles, especially in developing countries. These challenges must exist and arise today such as the existence of bureaucratic reforms that are not optimal, the complexity of public problems that make it difficult to find solutions, the still rampant practice of abuse of authority and weak supervision systems, the increasing demands of public participation, the low commitment to the principles of transparency, accountability, and legal compliance, and the urgent need for delegation of authority in the context of decentralization. To answer these challenges, bureaucrats need to work in an environment that upholds the basic values of public service such as justice, openness, equality, sustainability, participation, innovation, and efficiency.

The Relevance of Good Governance in Public Services

One of the reasons why public services are a strategic issue is because of the low quality of services, which reflects weak governance. As a result, the public loses confidence in the government's performance. There are several factors that cause the low quality of public services in the government, namely, policies that are more in favor of the political elite than the general public, service institutions that are too technocratic and lack of a humanistic approach, bureaucratic practices that prioritize informality for personal interests.

Implementation of Good Governance in Public Services

In the context of development and public services, the good governance approach does not only focus on the legality aspect, but also on the involvement of all stakeholders in the policy-making process. Transparency at every stage, from planning to implementation, is the main key. The implementation of effective government requires collaboration between the bureaucracy and the community. The closeness between the government and the people and the ability to provide relevant services are benchmarks for the success of good governance. In the long term, the application of good governance principles can contribute to the eradication of KKN, the elimination of illegal levies, and the prevention of discrimination in services. Therefore, the paradigm of good governance should be the basis for the formulation of public service policies, especially in the era of regional autonomy. The ultimate goal is to create high-quality public services that are able to increase overall community satisfaction.

Public service efforts to increase community satisfaction

Public demand for public service government is sure to increase. In this context, the credibility of the government is highly dependent on its ability to deal with various existing problems, This is in line with the implementation of satisfactory public services and available capacity. Here are ways you can overcome these challenges:

1. The development and determination of service standards plays a crucial role in improving the quality of public services. In order for these standards to meet community expectations, it is critical to engage community participation through surveys and discussion forums. In addition, training for service officers is crucial so that they can meet the standards that have been set. Regular

evaluation and feedback are also needed to update the standards according to the needs masyarakat.ini ensure that the services provided remain relevant and effective. In addition, important processes that must be carried out include the formulation of vision and mission, analysis of service procedures, and evaluation of the facilities and costs used. These processes not only provide an overview of the management of the institution, but also ensure that services can be carried out in accordance with the standards that have been set together.

2. The preparation of Standard Operating Procedures (SOP) aims to ensure consistency in the service process. With the SOP, each service unit has clear guidelines, so that the implementation of services can be carried out in a more structured and standardized manner. Some of the benefits of implementing SOPs include the following:

    a. For the process to be able to take place without interruption, it is important to anticipate various possibilities. For example, if the officer assigned to handle a particular process is unable to attend, another officer must be ready to take his place. In this way, the service can continue to run.

    b. In addition, it is also necessary to ensure that services are carried out in accordance with the sop.

    c. In the event of a procedure error, it is important to provide accurate information so that the search can be carried out appropriately.

    d. Similarly, when there is a change in service procedures, clear and accurate information must also be conveyed.

    e. To provide an explanation of the duties and loyal authority of the employee actors involved in the service. Thus, all officers will have a clear understanding of their respective responsibilities.

3. The development of customer satisfaction surveys is very important to improve the credibility and quality of public services. Therefore, it is necessary to fill out the customer satisfaction form regularly, either monthly or once or twice a year. This step aims to prevent public dissatisfaction and improve public services for the better. Thus, customer satisfaction surveys play a crucial role in improving public services and realizing effective good governance practices.

4. The development of a public complaint management system is very important, because these complaints are a valuable source of information for service providers. Organizers can consistently improve the quality of service to remain in accordance with the standards that have been set by taking into account public opinion.

In addition, it is hoped that the application of the concept of good governance in public services can facilitate the provision of quality services for the community without having to burden large costs. The three main pillars of government, the private sector, and civil society can support each other, maintain synergy, and actively participate in the governance process through the application of good governance principles.

CONCLUSION

Basically, good governance requires the active participation of all stakeholders. Providing public services must be tailored to the needs and desires of the community because of the importance of participating in the community. The improvement in the performance of government management is shown by good public services. In addition, it shows that the mindset has changed, which has a positive impact on the attitudes and behaviors of government officials, who are now more focused on public services. Some important things that need to be considered in an effort to improve the public service sector include accelerating the implementation of laws regulating cost transparency in the management of public services, developing Standard Operating Procedures (SOPs), and reforming employees involved in public services.

RECOMMENDATIONS AND DEVELOPMENT

To realize an increase in good governance in public services, several efforts or recommendations have been made to achieve good governance in public services. The government must strengthen the principle of transparency by providing fast and reliable access to information to the public. In addition to being implemented through clear reporting systems and effective maintenance

mechanisms both internal and external, it is important to encourage public participation by involving the community in policy evaluation and implementation. This is very important so that public services can be adjusted to the needs and desires of the wider community

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