

## Comparative Analysis of Public Service Quality Between Private Organizations and Public Organizations

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### Abstract

*A comparative analysis of the quality of public services between private organizations and public organizations is a study that aims to determine the differences in the quality of services provided by private organizations and public organizations. In this study, service quality is influenced by various factors, such as organization, leadership, abilities and skills, appreciation and public knowledge of public services. This analysis will display the results of measuring public satisfaction with public services, which is measured using the Public Satisfaction Index (IKM). From this research, it is expected that several conclusions will emerge regarding the quality of public services provided by private organizations and public organizations, as well as the factors that influence the quality of public services. This research will assist the government and public organizations in improving the quality of public services, so as to increase public satisfaction with the public services provided. In addition, this research will also be a reference for private organizations in improving the quality of services provided to the community* Keywords: Public Service quality, Private Organizations

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### PENDAHULUAN

Quality public services are an integral part of the nation's efforts to realize the objectives of the state as stated in the Preamble of the 1945 Constitution. More essential is that quality public services cannot be separated from the fulfillment of human rights through the fulfillment of the basic needs of citizens in improving their degree of life worthy of humanity. The quality of service to the community is one indicator of the success of an institution as a service organization. When talking about public services, we will be faced with the position and role of public / government organizations and private organizations / private companies. Public/government organizations are certainly different from private organizations/private companies, where private organizations are more oriented towards benefit profit (profit acquisition) while public organizations have the function of providing services to the community. Economic, technological, social, human and political factors are a dynamic group of influences and constraints on organizations and their management. In the past management has focused on participative leadership to encourage creativity and innovation, or on project planning and monitoring techniques Uncertainty and change need to be considered as opportunities to create value more effectively in a dynamic environment, rather than as sources of nonconformity and tension. Today a larger share of an organization's resources needs to be deployed in the field of information management than in the past. Computers provide vast potential for achieving efficiency in information processing and for

improving the effectiveness of management performance. However, computers can also allow inefficiencies and ineffectiveness to arise if they are not implemented or utilized in the right way. (Sasoko, 2023).

## **METHOD**

This type of research is descriptive qualitative which aims to provide a description or explanation of "Comparative Analysis of Public Service Quality Between Private Organizations and Public Organizations.

## **RESULTS**

According to Ahmad Ainur Rahman, et al in Rohman (2010: 3) Public service is a service or provision to the community in the form of using public facilities, both services and non-services carried out by public organizations, in this case a government. In government, the party that provides services is the government apparatus and all its institutional completeness. (Oktaviani, 2018). Experts attribute this difference to the roles played by public and private organizations. Organizations in the private sector are involved in selling products or services to consumers in the market to create profits for shareholders. Meanwhile, government agencies that aim for the public good and are funded by taxes, such as state-level mental health departments, contract for services and collect information about the needs of the people who need them (Sasoko, 2023). The public and private sectors both have important roles in supporting economic growth and societal progress. While they have different objectives, they share a common interest in improving efficiency, transparency and accountability in their administration. As technology advances and societal demands change, evaluating differences and commonalities in administrative practices is important to inspire innovation and improvement. Organizations in the public sector, which generally have a focus on community service, often face high regulations and social responsibilities. On the other hand, private organizations, which aim to achieve profit, have a higher degree of flexibility in decision-making and resource management. Comparing the two can provide an understanding of how these differences are reflected in everyday administrative practice. The different roles between public and private sector organizations reflect a wide range of expectations and responsibilities, which may require different approaches to decision-making. Contextual influences arise from the role an organization plays in society, such as being an instrument of public policy or a tool of value for shareholders. These roles determine the governance structures needed to exercise control for different types of owners, such as elected officials or shareholders. This study has significant relevance especially in the face of a changing global context. Through a comparative analysis of administrative practices in the public and private sectors, insights can be gained into the potential for mutual learning and collaboration between organizations from both sectors. The findings from this study can be used as a basis for formulating policies, improving systems, and increasing administrative efficiency (Alfarol, 2023).

## **DISCUSSION**

The public sector service management model has different characteristics from the private sector, namely: the private sector is more based on individual choice in the market. Organizations in the private sector are required to be able to meet individual tastes and choices to meet the decisions of each individual customer. This situation is different from what happens in the public sector. The public sector is not based on individual choice in the market but collective choice in government. Public sector organizations are based on the demands of society which are collective in nature (mass). To meet individual demands is certainly different from meeting collective demands. Therefore, the service management used is of course also different (Fadhly, 2019).

The difference between the nature of the public sector and the private sector can be seen by comparing several things, namely: organizational objectives, sources of financing, patterns of accountability, organizational structure, budget characteristics, stakeholders affected, and the accounting system used. Although the public sector has a different nature from the private sector, there are some similarities, namely: 1). Both sectors, namely the public sector and the private sector are an integral part of the economic system. 2). Both face the same problem, namely the problem of scarcity of resources. 3). Both sectors require reliable and relevant information to carry out management functions, namely: Planning, organizing, and controlling. 4). both sectors produce the same products. 5). Both sectors are bound by laws and regulations and legal provisions. (Aman et al., 2012) Factors that influence the quality of public services are as follows: 1. Public Servant Friendliness Factor The author prioritizes the friendliness factor because it is very influential in maintaining the performance of the organization and the performance of the people in the organization. If friendly service is not applied by public servants both in private agencies and in public agencies, it will have an impact on the organization. 2. Discipline Factor Discipline in the organization will be built not only requires one member who carries out the rules in the organization. But from all parties in the organization. Indeed, to build organizational discipline, it must also start from each individual member of the organization. Discipline is important because it supports the quality of service in the organization. 3. Facilities and Infrastructure Factors In general, facilities and infrastructure are tools to support the success of an effort process carried out in public services, because if these two things are not available, all activities carried out will not be able to achieve the expected results according to plan (Rauf, 2015). Based on Manado City Regional Regulation Number 04 of 2002 concerning Amendments to Regional Regulation Number 12 of 2002 concerning the Establishment of Organizations, Regional Departments of Manado City, where the Manado City Population and Civil Registration Office was changed to the Manado City Population and Civil Registration Office. The Manado City Population and Civil Registration Office is one of the Service Agencies/Work Units. CV. NATIONAL MOTOR is part of PT ASTRA HONDA MOTOR which one of its duties is to provide the best service for Honda motorcycle consumers, for the satisfaction of Honda motorcycle consumers. CV. NATIONAL MOTOR Manado is an authorized Honda motorcycle dealer as well as an official AHASS, namely the provision of Honda motorcycle service services. (Sahoa, 2013) Public Perception of Comparison of Public Service Quality at Cv. National Motor and the Manado City Population and Civil Registration Office Public perception is very important to assess the quality of service in agencies or organizations involved in public services. Public assessment is very important because, public satisfaction is a benchmark for an agency or organization in maintaining consistency. (Sahoa, 2013).

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