
**Analysis of Public Services Quality in The Tourism Sector:
The Case Study of South Garut West Java Province**

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Abstract

Public services in the tourism sector are one of the essential parts to support increasing the Human Development Index (HDI) in the economic sector. This requires quality services based on the government's development strategy through public policies linked to regional potential, especially the tourism potential of the South Garut area. Based on the research results with a qualitative approach, the tourism potential of South Garut can become an economic barn if you get quality services. Self-esteem is a service that can grow tourism value by prioritizing local wisdom, of course, in collaboration with modernization. Meeting expectation is that every service performed can attract the customer's attention so that it gives a broad aroma. *Recovery* is a strategy where the influence of time can provide a pattern in bargaining power. *Vision* is that South Garut tourism has a new strategy that can have medium and long-term development plans that can attract attention, improvement is a service that has been carried out, of course, there are fundamental changes to tourism services, care of all forms of Existing tourism facilities, of course, all officeholders can give good attention, and *empower* is a new strategy in improving the quality of services in the tourism sector.

Keywords: *Public Service, Local Government, Human Development Index, Tourism Object*

Introduction

Public policy regulations (*public policy*) for tourism management in each potential Natural Resources (SDA) need relevant support, especially at the technical level, both nationally and regionally, especially in the South Garut region. South Garut is an area consisting of mountains, rice fields and the coast so that the site has considerable tourism potential. If it is developed, it will generate regional income and increase the community's economy, especially nationally in general.

One of the potential mountainous areas that have tourism value is Curug Orok, Pananjung Village and Sanghiang Taraje, Pakenjeng Village, located in Pamulihan District, Rawing Hill (Gunung Bulgir) Neglasari Village, Cikandang River Flow, Cikabuyutan Situ Panyindangan Village, Dayeuh Luhur Site (the guardian's cave). Neglasari Village is located in Pakenjeng District, the Cibodas River (tarunggang) in Sukajaya Village, Situ Ciawi Tiwu Genteng, Pamalayan Village, Cisewu District, Hamlet Village (indigenous people), Cikelet District, and others.

Likewise, coastal areas with tourism values that are still not appropriately managed include the Rancabuaya Beach, Caringin District, the Manalusu Beach attraction, Karangsari Village, Pakenjeng District, and the Santolo tourist attraction, Cikelet District, the Sayang Heulang tourist attraction, Pameungpeuk District, and others.

Some of the potentials of the South Garut area as a whole are still said to have not been managed optimally, so it has not been able to attract domestic and foreign visitors. Even though the birth rate, especially the people of South Garut, continues to increase every year, logically, the public interest in tourism is also growing. Still, tourism facilities do not yet have a fragrant aroma for enthusiasts.

Gaspersz (Hardiansyah, 2011) defines quality as everything that can meet the desires or needs of customers. Therefore, this depends on where the quality is placed, whether the quality is applied to services that are feelings or related to products. Sorokin and Laudén (Saefullah, 2010), in their writings "*Power and Morality*", state that, to measure the performance of a public official, morale is one measure that can determine. Suppose the same morals and mentality measure the morality and mentality of those who govern and are governed. In that case, the ethics and spirit of those who govern are marked by a much stronger dualism and a significant moral and mental illness than the morality and mentality of the citizens. The proportion of extreme mental types, both gifted and mentally ill, was more powerful in the commanding group than in the ruled subordinates. The behaviour of governing groups tends to be more criminal and sub-moral than the moral behaviour of the governed layers of the same society. The more remarkable, the more absolute, and the more coercive the power of those who govern, political leaders, business executives and other organizations in management, and the less freely this power is sanctioned by the managed population, the more likely it is to corrupt and criminal groups—governing groups and officials.

The quality of services provided by the government to the community will be assessed, seen and noticed by the community itself. Not only what is seen as a work value, but the morality and mentality of the government will also be a public concern.

Lovelock (Hardiansyah 2011) explains that service is an intangible product, lasts for a while and is felt or experienced. A service is a product that has no form so that no structure can be owned, and lasts for a moment or does not last long, but is experienced or felt by the recipient of the service. It can be interpreted that service is vital in the continuity of social interaction, whether carried out by an organization or individual. If a person feels happy for the gifts of others or a community feels safe in his socio-cultural life to provide government services, then this is called service. For example, a wife in a family feels happy when a husband provides spiritual and spiritual support according to household procedures.

There are several other opinions about the characteristic of service quality expressed by De Vreye (Rusli, 2013). First, self-esteem improves the quality to be a role model for employees and increase attention for them. Second, the Exceeded expectation is to Fulfill promises made to customers. Third, Recovery is responsive to customer complaints. Fourth, Vision is Long-term thinking about public service. Fifth, Improvement is Continuous improvement of services in the long term. Sixth, Care is paying close attention to customers. Seventh, Empowerment is Developing employee capabilities by providing training and education.

Service quality is inseparable from individual factors which have high self-esteem. The value of self-esteem can be determined by the morality and mentality possessed by humans because a person's performance cannot be separated from an inner drive.

Another thing explained by Atmosoeprapto (Makmur, 2008) is that efficiency must always be quantitative and *measurable*, while effectiveness also contains a qualitative understanding. Effective more leads to the achievement of goals. Efficient use of inputs will result in high productivity, which is the goal of every organization regardless of its field of activity. Therefore, services in the tourism sector must be more complete and can make guarantees for all people because the community has the right to receive optimal services from the government.

The word tourism comes from Sanskrit, consisting of two words, namely *ray* and *tourism*. The term "*pari*" means together or around, while *tourism* means to travel. So, tourism travels around from one place to another, which becomes a tourist destination with careful planning. Based on this theory, tourism is an activity carried out by a person or group to go to a place with various goals in a limited time situation. What is meant by multiple interests are those who take advantage of this tourism activity to talk about a particular business, hold educational activities such as those carried out by educational institutions, religious gathering activities and others. The coastal area has a specific character and aggregates various ecological and physical components that are interrelated, influence each other, and are ecologically fragile. Therefore, the coast is an area that is vulnerable to changes, both changes that occur due to natural processes and changes due to human intervention.

According to the Ministry of Forestry, tourism development is a series of development activities for nature tourism, which includes land use management in accordance with spatial use so that it is balanced and sustainable (Ministry of Forestry, 2007). The mountainous area is a nature conservation area that all parties must protect because it is a potential for the resilience of all elements that require water. One of the forest protections is the management of forests or mountainous areas to be used as tourism sites. In addition to building water demand resilience, tourism will add value to the economy.

Based on the above background, the main problem studied is the quality of public services in the tourism sector. Therefore, the purpose of this study was to determine the quality of public services in the tourism sector by the Garut Regency Tourism Office as a servant and holder of power at the organizational level. The strategy to improve the quality of services carried out by the Garut Regency Tourism Office provides concrete steps in establishing service accountability and credibility in the eyes of the public because the demands of public administration through public policy are things that continue to be in the public spotlight itself, whether public policies can be implemented according to procedures, and whether the policy is in line with shared expectations and goals.

Methods

This research was conducted with a qualitative approach. The reason for choosing this method is that the problem to be analyzed and studied concerns things in life. With a description of the phenomenon that appears in the field, the more profound meaning and content of the data collected can be interpreted by paying attention to and maintaining its quality.

Data collection techniques used by researchers include (1) Observation; (2) Informants; (3) Interviews; and (4) Documentation Studies. It is hoped that these three techniques can complement and support each other in obtaining the required data. In addition,

qualitative research is processed and analyzed during the study or is called triangulation. The aim does not determine the truth about some social phenomena. Instead, the purpose of triangulation is to increase one's understanding of whatever is being investigated Stainback in (Sugiono, 2011). The purpose of triangulation is not to find the truth about some phenomena but rather to increase the researcher's understanding.

Results and Discussion

Self-Esteem

Based on the results of interviews that the existing tourism management in both coastal and mountainous areas, it can be concluded that for its command, it is necessary to have professional and proportional managers. Professions are tourism managers given to experts who are qualified in the tourism sector, while proportionate means that these experts work in accordance with science and in that sector. The coast of South Garut is a nature conservation area that, if appropriately developed, will become the economic barn for the community.

Cahyadinata (2009) states that coastal areas are transitional areas between land and ocean ecosystems. This area towards the land includes areas that are still influenced by marine processes, such as tides, seawater intrusion, waves, and sea breezes, and towards the sea consists of areas of marine waters that are still influenced by land processes and the impact of human activities such as river water flow, sedimentation, and pollution. This zone can develop into a panoramic value to give birth to art and culture. Humans can process it into an area that can build socio-cultural development, especially tourism development. Optimal management can give birth to an expected result, where this result can make a real contribution to the quality of service.

Richard (2007) explains that the management function can be said to be the same as the management function because management is the process of regulating an organisation's path to achieving the goals of an organization. Conversely, management is achieving organizational goals effectively and efficiently through planning, organizing, directing and controlling organizational resources.

Exeed Expectation

However, all of this has not been managed correctly or adequately or has not fulfilled expectations. Yoeti (2001) explains that a tourism object must meet three criteria so that the object is of interest to visitors. The first is *to see* that the tourism object must have something that can be seen or used as a spectacle by tourist visitors. In other words, the tourism object must have a unique attraction that can attract the interest of tourists to visit the thing. Second, *something to do* is so that tourists who do tourism there can do something practical to give a feeling of pleasure, happiness, relaxation in the form of recreational facilities, whether it's a playground or a place to eat, especially the typical food of the area to make tourists more comfortable living there. Third, *something to buy* is a facility for shopping tourists, which is generally a characteristic or icon of the area, so that it can be used as souvenirs.

Based on this theory, which is associated with the tourism potential of South Garut, it is seen that it is still not optimally able to provide an outstanding contribution for visitors in general to the country. Therefore, Murray, (2012) views that the preparation of a community-based tourism development plan must pay serious attention to four primary considerations, namely; 1) Accessibility with the central issue of comfort and reliability 2) Environmental Conservation, the main issue of authenticity and friendliness 3) Economic progress, the main

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issue of benefits and the business cycle 4) Management ongoing issues of the main objectives and methods.

Recovery

Suwantoro (2004) reveals that the tourism component can be a tourism product because it includes everything offered to tourists. The tourism products include attractions, accessibility, amenities, components that function as a tourism driver. These drivers can be in the form of research activities, learning activities, special interest tours and other activities that support these activities. Infrastructure that supports tourism activities is in the form of public transportation, especially those that operate along routes that connect tourist transit points with tourist destinations—supporting facilities which include tourist facilities and infrastructure aimed at providing comfort to tourists for the smooth running of tourism activities.

Wahab (1996) defines marketing as a policy that relates to many parties to the promotion and a tourism system with four functions: a. Formulation, both actual and potential markets and severe research in marketing, b. Communication, attracting requests by convincing tourists, presenting existing attraction data, c. Development, planning and developing tourist attractions and services that meet the needs of the community Supervision, evaluate, measuring and calculating various research methods from promotional activities, utilization of facilities and budgets.

Vision

In the post-Covid 19 periods, tourists need communication facilities that allow them to stay connected and be able to quickly access information related to their vacation plans, which can be a distinct advantage for travel agencies if they can provide these facilities because, as we all know, things can often happen. In the rapidly changing situation of Covid-19, travellers need to be reassured by a travel agency with suggestions that ensure they stay in a safe zone from the pandemic. In fact, future predictions about the tourism culture of South Garut are possible to develop along with the process of district expansion. Here the government should have a very strategic vision.

Beach (1993) defines the vision as the ideal future, perhaps implying retention of the current culture and the activities or possibly implying change. (The vision represents a perfect future, perhaps indicating memories of present culture and activities or suggesting change. In the framework of tourism in the future, it is known as Sustainable Tourism Development. Sustainable development is part of sustainable development by considering the needs of the present without compromising the ability of future generations to meet their needs. Likewise, the WTO (*World Trade Organization*) puts forward the principles of development, including Ecological Sustainability; Social and Cultural Sustainability, and Economic Sustainability, both for the present and future generations.

Improvement

Suwena categorizes a tourism activity as sustainable if it fulfils the following conditions: "First, it is ecologically sustainable, namely tourism development does not cause harmful effects on the local ecosystem. In addition, conservation is a necessity that must be pursued to protect natural resources and the environment from the negative impact of tourism activities: Second, it is socially acceptable, which refers to the ability of residents to absorb tourism businesses (industry and tourists) without causing social conflict. Third, it is culturally acceptable, for instance, the local community can adapt to a pretty different tourist culture

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(tourist culture). Fourth, it is economically profitable in which the profits obtained from tourism activities can improve the welfare of the community.

In addition, collaboration with the surrounding community is also needed in sustainable tourism development. The presence of the participation of the surrounding community will contribute to full responsibility for maintenance and security. Therefore, community-Based Tourism is a critical point in the concept of sustainable tourism development, namely how local communities can be empowered and be included in the tourism activity itself to derive benefit from tourism activities. In addition, considering the role of the community is so important in maintaining environmental conditions where the tourism object is located, the researchers will present several concepts (definitions) from several theories regarding the concept of community-based tourism development.

Care

Rusli (2013) explains that one of the leading indicators to see the process of achieving goals as expected by a policy is to see how the public service process is implemented and how the results are achieved and felt by the community or service recipients. There is a very close relationship between the two, so that if public policy is likened to the brain in the human body, then public services are other organs that play a role in carrying out the brain's commands.

In fact, it is not difficult for all parties to pay attention to social media, meaning that all forms of foreign information are easily accessible. It is just that the government can present professionalism in the tourism sector to be authorized in its management. Give them the authority to make strategic plans in managing the natural potential in the South Garut area.

Empowerment

Tourism as one of the development activities is strived to be in line with the concepts and principles of sustainable development. Therefore, it is necessary to apply the following principles: benefits equitably for all. 2. Development of tourism in accordance with the character of the region, environmental conditions, social context and cultural dynamics. 3. The creation of harmony and synergies between tourists' needs and providers by the local community creates a reciprocal relationship and mutual respect for values, customs, habits, heritage, culture, and others.

Community-based tourism finds its rationality in the properties and unique features and characters that are more uniquely organized on a small scale. This type of tourism is inherently ecologically safe and does not cause as many negative impacts as it produces—conventional types of tourism 2. Community-based tourism has a better chance of developing small-scale tourist objects and attractions and, therefore, can be managed by local communities and entrepreneurs. 3. Very closely related and as a consequence of the two more than conventional tourism, where local communities enjoy the benefits of tourism development, and therefore empowering the community more (Nasikun, 2000).

Conclusion

Research on the quality of public services in the tourism sector in South Garut, West Java Province can be concluded as follows South Garut has tourism potential both on the coast and in mountainous areas. However, this potential is still unable to make a wider contribution due to the absence of a Garut Regency government strategy underlies its development. The results

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of this study can be developed more deeply, especially for academic development. The results of this study would be a recommendation for the local government, especially for the Garut Regency Tourism Office, in general for the Garut Regent to make a development strategy creation of new policies for South Garut tourism management.

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