

## **CHAPTER I INTRODUCTION**

### **1.1 Background**

The Ministry of Religious Affairs is the government agency responsible for religious affairs in a country. The functions and roles of the Ministry of Religious Affairs vary between countries, depending on their respective systems of government and constitutions. In Indonesia, the people are very attached and guided by religion, for that the community cannot be separated from the interests related to religion. The Ministry of Religious Affairs is one of the institutions that accommodate the needs of the community regarding religious activities.

The Ministry of Religious Affairs has an important role in regulating and supervising various aspects of religion in society, including the regulation of religious activities, religious education, protection of religious rights, preservation of cultural and religious heritage. The main function of government is to serve the community, so it is fitting that the government needs to continue to strive to improve the quality of services.

In public services, the government has the main role to fulfill all the needs of the community, including facilities, tools, and information needs. Providing good service to the public or community is a form of government responsibility as an organizer in its implementation in accordance with the provisions of laws and regulations. The 1945 Constitution explains that the state is obliged to serve every citizen and resident to fulfill their basic needs in order to improve the welfare of the community and in Law No.25 of 2009 concerning Public Services article 18 explains that the public is entitled to quality services in accordance with the principles and objectives of service.

The main purpose of public services is to meet the needs and achieve community satisfaction. Satisfaction can be realized if the services provided are in accordance with what the community expects and the service standards that have been set. Service standards according to Article 1 Paragraph (7) of Law. No. 25 of 2019, is a benchmark used as a guide for service delivery and a reference for assessing service quality as an obligation and promise of organizers to the community in the context of quality, fast, easy, affordable and measurable services.

In improving the quality of public services, there are several components that need to be considered including: a) Service procedures, which are standardized for providers and recipients of services including complaints, b) Completion time: set at the time of submission of the application until the completion of the service including complaints, c) Service fees in this case the cost / service tariff including details stipulated in the service delivery process, d) Service products, service results to be received in accordance with the provisions that have been applied, e) Facilities and infrastructure must be provided adequately by public service providers, f) Competence of service delivery officers, must be determined appropriately based on the required knowledge, expertise, skills, attitudes and behavior (Mulyadi et al., 2014). , 2016: 43 in Rahanyamtel et al., 2023).

The quality of public services is a demand that must be realized optimally by organizers and implementers of public services from the center to the regions with reference to public service standards. Based on the Decree of the Minister of Administrative Reform Number 63 of 2004, there are four service patterns and as an effort made to improve various weaknesses and anticipate shortcomings in service quality, the government established the One Stop Integrated Service (PTSP) institution.

With the One-Stop Integrated Service (PTSP), it is expected to shorten the service process, realize a fast, easy, cheap, transparent, certain and affordable service process and provide wider services to the community. In accordance with the Decree of the Minister of Religion of the Republic of Indonesia Number 90 of 2018 concerning Implementation Guidelines for the Implementation of Integrated Services of the Ministry of Religion that integrated services are organizing activities whose management process starts from the application stage to the issuance of documents in one door or or one place according to established and applicable work standards.

Quality in One-Stop Integrated Services (PTSP) is inseparable from the role of public relations in building a positive image, Public Relations is a management function in building and maintaining good relationships with its public. The definition of relation according to the cambridge dictionary is a word used to define whether two things are connected or not, while relationship is defined as the way two things are connected. It can be concluded that relation only means that two things are connected, but relationship is always accompanied by the right context, describing the type of relationship or quality of relationship that two things have Therefore, the level of community satisfaction is one of the benchmarks for the success of the government in carrying out its duties and functions. This is in line with one of the regulations contained in Law Number 25 of 2009 which calls on all public service units to conduct a Community Satisfaction Survey on public services that have been carried out. Strengthened by the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 16 of 2014 concerning Guidelines for Community Satisfaction Survey on Public Service Implementation and updated with the Ministerial

Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017.

According to data from the public satisfaction survey of the DIY Ministry of Religious Affairs Regional Office Services reported on the website ([diy.kemenag.go.id](http://diy.kemenag.go.id)) there are nine elements of service in accordance with the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017. Points 2, 6 and 7 are elements that affect the quality of One-Stop Integrated Services (PTSP) and reflect the image of the Regional Office of the Ministry of Religious Affairs of Yogyakarta Special Region.

**Table 1. 1 Data on the Community Satisfaction Index of the Regional Office of the Ministry Religious Affairs of Special Region of Yogyakarta Semester 1 year 2023**

| <b>N<br/>U</b> | <b>Service<br/>Element</b>                        | <b>CS<br/>I</b> | <b>CONVERSI<br/>ON</b> | <b>QUALITY</b> | <b>ELEMENT<br/>PERFORMAN<br/>CE</b> |
|----------------|---|-----------------|------------------------|----------------|-------------------------------------|
| 1              | Requirements                                      | 3,7             | 92,5                   | A              | EXCELLENT                           |
| 2              | Systems,<br>Mechanis<br>ms, and<br>procedure<br>s | 3,7             | 92,5                   | A              | EXCELLENT                           |
| 3              | Completion<br>Time                                | 3,7             | 92,5                   | A              | EXCELLENT                           |
| 4              | Cost Rate   | 3,9             | 97,5                   | A              | EXCELLENT                           |

|   |  |          |      |           |           |
|---|--|----------|------|-----------|-----------|
| 5 | Product Specification<br>Type of Service           | 3,6      | 90   | A         | EXCELLENT |
| 6 | Implementer Competency                             | 3,7      | 92,5 | A         | EXCELLENT |
| 7 | Executor Behavior                                  | 3,7      | 92,5 | A         | EXCELLENT |
| 8 | Handling of Complaints,<br>Sugesstion and Feedback | 3,6      | 90   | A         | EXCELLENT |
| 9 | Facilities and infrastructure                      | 3,6      | 90   | A         | EXCELLENT |
|   |  | 33,<br>2 | 830  |           |           |
|   | CSI VALUE  |          |      | 3,69      |           |
|   | CSI COVERSION                                      |          |      | 92,3      |           |
|   | SERVICE QUALITY                                    |          |      | A         |           |
|   | SERVICE UNIT                                       |          |      | EXCELLENT |           |

|  |                 |  |  |  |  |
|--|-----------------|--|--|--|--|
|  | PERFORMAN<br>CE |  |  |  |  |
|--|-----------------|--|--|--|--|

Based on the table above, it can be concluded that the services at the Regional Office of the Ministry of Religious Affairs DIY get very good service quality. The service elements consisting of 9 scopes in accordance with the established service standards get quality A. The following is community satisfaction survey data in semester 1 which means covering quarter I and quarter II, from January to June which shows that the Community Satisfaction Index reached a result of 92.3.

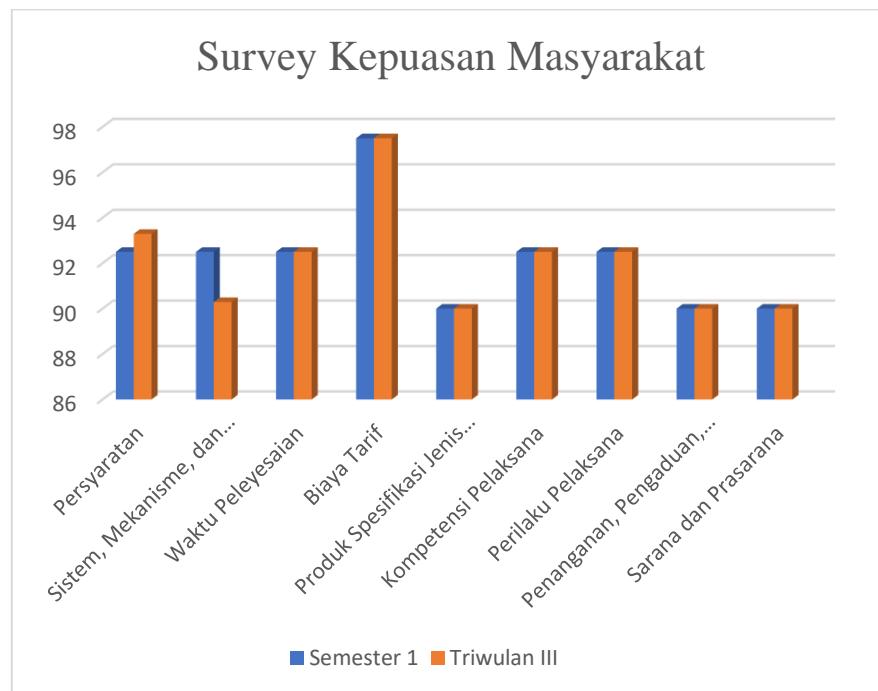
**Table 1. 2 Data on the Community Satisfaction Index of the Regional Office of the Ministry Religious Affairs of Special Region of Yogyakarta for the Third Quarter 2023**

| <b>N<br/>U</b> | <b>Service<br/>Element</b>                | <b>CSI</b> | <b>CONVERSI<br/>ON</b> | <b>QUALITY</b> | <b>ELEMENT<br/>PERFORMAN<br/>CE</b> |
|----------------|---|------------|------------------------|----------------|-------------------------------------|
| 1              | Requirements                              | 3,73       | 93,29                  | A              | EXCELLENT                           |
| 2              | Systems,<br>Mechanisms,<br>and procedures | 3,63       | 90,74                  | A              | EXCELLENT                           |
| 3              | Completion<br>Time                        | 3,60       | 92,5                   | A              | EXCELLENT                           |
| 4              | Cost Rate                                 | 3,59       | 97,5                   | A              | EXCELLENT                           |
| 5              | Product<br>Specification                  | 3,61       | 90                     | A              | EXCELLENT                           |

|   |   |           |      |           |           |
|---|---|-----------|------|-----------|-----------|
|   | Type of Service                                 |           |      |           |           |
| 6 | Implementer Competency                          | 3,71      | 92,5 | A         | EXCELLENT |
| 7 | Executor Behavior                               | 3,70      | 92,5 | A         | EXCELLENT |
| 8 | Handling of Complaints, Sugestion, and Feedback | 3,59      | 90   | A         | EXCELLENT |
| 9 | Facilities and Infrastructure                   | 3,69      | 90   | A         | EXCELLENT |
|   |   | 32,8<br>3 | 830  |           |           |
|   | CSI VALUE                                       |           |      | 3,65      |           |
|   | CSI COVERSION                                   |           |      | 91,2      |           |
|   | SERVICE QUALITY                                 |           |      | A         |           |
|   | SERVICE UNIT PERFORMANCE                        |           |      | EXCELLENT |           |

In the third quarter from July to September, the Community Satisfaction Index at the Regional Office of the Ministry of Religious Affairs of Yogyakarta obtained results that reached 91.2. This shows that the quality of service and performance of service units get category A (Very Good) within 3 months the quality of service has increased which is the difference from semester I (January-June) has a difference of 1.1 in quarter III (July-September).

**Figure 1. 1 Community Satisfaction Survey**



Based on the explanation above, the author is interested in examining how Organization Public Relationships carried out by the Regional Office of the Ministry of Religion of the Special Region of Yogyakarta in maintaining the quality of PTSP services and the factors that influence it.

### 1.2 Problem Formulation

Based on the background previously described, the researcher formulated the following problems:



1. How is the Organization-public relationship (OPR) of the Regional Office of the Ministry of Religion DIY in the Quality of PTSP Services?
2. What factors influence the Organization-public relationship (OPR) of the Regional Office of the Ministry of Religion of Yogyakarta in the Quality of PTSP Services?

### **1.3 Research Objective**

Based on the purpose of the problem, the following research objectives can be formulated:

1. To find out the Organization-public relationship (OPR) of the Regional Office of the Ministry of Religion of Yogyakarta in the Quality of PTSP Services
2. To find out what factors influence the Organization-public relationship (OPR) of the Regional Office of the Ministry of Religion DIY in the Quality of PTSP Services

### **1.4 Research Benefits**

The benefits of this research are expected to be information material for academic and practical purposes:

#### **1. Theoretical Benefits**

This research is expected to be a pilot model in improving the quality of integrated services that are effective and efficient through organizational relations with the public. In addition, this research can be used as a learning process for government agencies as in accordance with public service theories.

#### **2. Practical Benefits**

- a. The author hopes that the implementation of this research can contribute ideas for the Regional Office of the Ministry of Religion of the Special Region of Yogyakarta in the sustainability of quality PTSP services.
- b. This research is expected to provide a basis for developing the best model in building organizational relations with the public in the government environment, especially at the regional office level of the Ministry of Religion.

### 3. Policy Benefits

In this study, researchers hope to provide significant benefits in optimizing the efficiency and effectiveness of public services, evaluation materials about problems that often arise in PTSP services and their level of criticality, providing a basis for developing more efficient policies, improving service quality, and solving problems with the right target. So that it can have a greater positive impact on PTSP at the Regional Office of the Ministry of Religious Affairs of the Special Region of Yogyakarta.

#### **1.5 Problem Limitation**

Related to the formulation of the problem under study, the author conducts research restrictions to clarify the focus of the research conducted. As for the time aspect of the research, the author limits the research related to the organization of public relations of the Regional Office of the Ministry of Religion of Yogyakarta in maintaining the quality of PTSP services in the January-September 2023 timeframe.