DESIGN OF AN ONLINE APPLICATION FOR ADMINISTRATIVE DOCUMENTS TO IMPROVE THE QUALITY OF ADMINISTRATIVE SERVICES TO THE COMMUNITY OF PANIKI DUA VILLAGE, MAPANGET DISTRICT, MANADO CITY

Iyam L Dua[1], Deky Eko Wibowo Mundung[2], Selfy Manueke[3], Jeremia Paulus Imanuel Tumangkeng[4]

[1][2][3][4]Department of Business Administration, Manado State Polytechnic, Indonesia

Abstract

Paniki Dua Village is one of the sub-districts in Mapanget District, Manado City which provides administrative services to its residents, both residents who already live in this sub-district, who will move to another sub-district or move to another city or province or who will move to another sub-district or to this village. The aim of this research is to design an online application for administrative documents to improve the quality of administrative services to the people of Paniki Dua Village, Mapanget District, Manado City. The research method used is a qualitative method which uses interviews and document analysis as instruments to obtain information from sub-districts about the community service process and documents provided by sub-districts and which are needed by community members. The results achieved are the availability of an online application design for administrative documents to improve the quality of service to the people of Paniki Dua Village, Mapanget District, Manado City.

Keywords

Online Application Design, Administrative Documents, Service Quality

1. Introductıon

The sub-district office is the center for creating public administration needed by community members. Community members who live in certain sub-districts or who are planning to move to these sub-districts need to prepare various administrative documents that are required as community members. The administrative documents in question are anything related to the processing of community documents before community members proceed to the relevant office or service. Such administration includes correspondence, including a residence certificate, domicile certificate, business certificate, birth certificate, certificate of indigent family, micro and small business permit cover letter, married and unmarried certificate, cover letter for making certificate of good behavior, birth certificates, death certificates and other documents relating to population.

Paniki Dua Village is one of the sub-districts in Mapanget District, Manado City which provides administrative services to the public or its residents, whether they are already settled, those who will move to another sub-district or move to another city or province or those who will move to another sub-district. . Based on initial findings, the sub-district head and his staff are experiencing difficulties in fulfilling requests for administrative services from members of the community. Many community members complained that the availability of documents was not timely, resulting in delays in processing documents with the relevant offices. Residents also complained that they had to come to the sub-district office several times to process documents and had to queue while there was other work that had to be done urgently. This research is intended to find ways and strategies that can be used by sub-district heads and sub-district officials to deal with complaints from community members regarding the services provided. For this reason, the Research Team is interested in research with the title Online Application Design for Administrative Documents to Improve the Quality of Administrative Services to the Community of Paniki Dua Village, Mapanget District, Manado City. The aim of this research is to design an online application for administrative documents to improve the quality of administrative services to the people of Paniki

Dua Village, Mapanget District, Manado City. It is hoped that this application will minimize residents' complaints regarding the length of time it takes to obtain the best service/prime service.

2. Literature Review

2.1 Administration Concepts

Administration is everything related to activities carried out by people involved in an office or organization, which is carried out in collaboration between two or more people. Administration is really needed by offices or organizations. Without administration, work will experience serious obstacles because there is no evidence of work implementation by people involved in the office or organization.

Sondang Siagian (2014) defines administration as the entire process of cooperation between two or more people which is carried out rationally in order to achieve predetermined goals. Irra Chisyanti Dewi (2011) states that administration is defined as a form of writing or management or secretarial work whose activities start from receiving, collecting, recording, processing, procuring, sending and storing data/documents. Furthermore, George Terry in Sutha (2018) states that administration is office work which starts from planning and organizing, mobilization carried out by those assigned to achieve predetermined goals.

According to Silalahi in Hamali (2019), administration in the narrow sense is the systematic preparation of data and information with the aim of providing information and making it easier to retrieve it as a whole and in relation to each other. In the same book (Hamali, 2019), Odway Tead states that administration is the activities of individuals in an organization who are tasked with organizing, proposing, providing facilities as a collaborative effort by a group of individuals to realize predetermined goals. Thus, administration is often associated with the availability of documents/data that must be provided by people involved in work in an office or organization. Documents are very important for an office or organization because these documents will be proof of the implementation of the activities of all parties involved in an office or organization internally as well as evidence that can be obtained and used by external parties. According to Rahman (2017), there are several characteristics of a job or administrative system, including 1) there is a specific goal; 2) there is a human group consisting of 2 or more people; 3) there is cooperation between groups; 4) there is a process or effort to achieve the goal; and 5) there is a hierarchy of leadership, supervision and goals.

Gunawan et al. (2022) stated that administration is a field of administrative activities which includes, among other things, data collection, correspondence, billing and collection. Provide information and make it easy for them to use it when needed. Administration is a branch of organizational management which includes collecting data and optimizing processes related to various aspects of the organization so that they can be optimized.

From the several definitions of administration above, it can be concluded that administration is a term that is used generally in the world of work, both in the public and private sectors. This administrative term relates to various office work activities such as registering, recording, processing, sending and storing. Good administration will facilitate management in making decisions. On the other hand, if administration is not carried out well, management will experience difficulties in making decisions. Apart from that, the availability of administration will support good and bad service to customers/community or parties who need the administration. The following is the concept of service quality that must be provided by the management/leader of the office or organization so that external parties who need good service that meets standards can be realized.

2.2 Service Concepts

2.2.1 Definition of Public Services and Services

Service has several meanings according to writers and experts. According to the Big Indonesian Dictionary, service is defined as an effort to help prepare (take care of) what other people need. Therefore, services function as a system that provides what society needs. Badu Ahmad (2012) explains that service is the key to the success of various businesses or service activities. The role of public services organized by the government cannot meet the expectations of all parties if the implementation does not meet actual service standards, in the sense that the quality of the service does not comply with procedures.

Public service is an effort to help or provide benefits to the public through the provision of goods and/or services needed by them. Public services are all public goods and services that are regulated and administered by the government to citizens (Badu Ahmad (2012). In an effort to improve the quality of service, Badu Ahmad (2012) put forward several principles in providing services in the public sector includes: 1) Establishing service standards, which means standards do not only concern standards for service products, but also standard service procedures in relation to providing quality services. Service standards will be able to show service performance. 2) Open to all criticism, suggestions and complaints, and provide all information used in the service. Service providers must have various instruments that enable the customer community to convey complaints, criticism or suggestions, and must provide variety information needed by the customer community proactively. 3) Treating all people as customers fairly. In providing certain services, where customers are transparently given choices, the meaning of fairness is

proportional to what is paid. 4) Facilitate access to the entire customer community. The service units provided by service providers must be truly easy to access by the public/customers. 5) Correcting something in the service process when it deviates. If something deviates or is out of place in relation to the provision of services, then every level of service personnel at all levels who is aware of the deviation must immediately correct it according to their capacity or if they cannot resolve the problem, they are obliged to report the deviation to their superiors. 6) Use all available resources to serve the customer community efficiently and effectively. Because the basic criteria for public services are efficiency, effectiveness and economy, the use of resources used in services must meet these criteria. 7) Always look for updates and strive to improve service quality. Service providers must continuously carry out updates and improvements, both responsively in accordance with input from the customer community and service performance assessments and proactively based on the wishes of management.

Every public service provider must have service standards and publications as a guarantee of certainty for service recipients. Service standards are standardized measures in the implementation of public services that must be adhered to by service providers and/or recipients. According to Minister for Administrative Reform (*Menteri Pendayagunaan Aparatur Negara*) Decree Number 63 of 2004, service standards include:

1) Service procedures; Service procedures are recorded for service providers and recipients, including complaints
2) Completion time; The settlement time is determined from the time the application is submitted until the completion of services including complaints
3) Service fees; Service costs/tariffs include details determined in the service delivery process
4) Service products; The service results that will be received are in accordance with the established provisions
5) Facilities and infrastructure; Provision of adequate service facilities and infrastructure by public service providers
6) Competence of service providers; the competency of service providers must be determined appropriately based on the required knowledge, expertise, skills, attitudes and behavior.

Sinambela (2014) believes that there are five indicators of public services, namely reliability which is characterized by providing appropriate and correct services; tangibles which are characterized by adequate provision of human resources and other resources; responsiveness, characterized by the desire to serve consumers quickly; assurance, which is characterized by the level of attention to ethics and morals in providing services, and empathy, which is characterized by the level of willingness to know consumers' wants and needs.

The aim of public service is basically to satisfy society. According to Sinambela (2014), achieving satisfaction requires service quality which is reflected in:

1) Transparency, namely services that are open, easy and accessible to all parties who need them and are provided adequately and easily understood;
2) Accountability, namely services that can be accounted for in accordance with statutory provisions;
3) Conditional, namely services that are in accordance with the conditions and abilities of the service provider and recipient while adhering to the principles of efficiency and effectiveness;
4) Participation, namely services that can encourage community participation in the implementation of public services by taking into account the aspirations, needs and hopes of the community;
5) Equal rights, namely services that do not discriminate in any aspect, especially ethnicity, race, religion, class, social status, etc.
6) Balance of rights and obligations, namely services that consider aspects of justice between providers and recipients of public services.

2.2.2 Quality

The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or demands, suitability for use, continuous improvement, freedom from damage or defects, meeting customer needs, doing everything that makes people happy. In the TQM (Total Quality Management) perspective, quality is viewed more broadly, namely not only the results aspect is emphasized, but also includes processes, the environment and people. The concept of quality is often considered as a relative measure of perfection or goodness of a product or service consisting of design quality and conformity quality. Quality is a dynamic condition that influences products, services, people, processes and the environment that meet or exceed expectations. Quality is very diverse and contains many meanings. Quality is a word that for service providers is something that must be done well. Sunyoto (2019), quality is a measure to assess that a good or service has the desired use value, or in other words, a good or service is considered to have quality if it functions or has the desired use value. Tjiptono (2019) defines quality as a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Kotler and Keller (2016) state that quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need.

Furthermore, Kasmir (2017) defines quality as the actions or actions of a person or organization that aim to provide satisfaction to customers or employees. Meanwhile, Gaspersz in (Sinambela, 2014) stated the definition of quality that basically quality refers to the main meaning, namely:

1) Quality consists of a number of product features, both direct features and attractive features that fulfill customer desires and provide satisfaction with product use;
2) Quality consists of anything that is free from strength or damage

2.2.3 Service Quality
Service quality is all forms of activities carried out by the organization to meet customer expectations. Service as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and friendliness which is aimed at attitudes and characteristics in providing services for consumer satisfaction. Aria and Atik (2018) stated that service quality is an important component that must be considered in providing excellent service quality. Arianto (2018) said that service quality can be interpreted as something that focuses on fulfilling needs and requirements, as well as timeliness to meet customer expectations. Furthermore, Nasution (2015) defines service quality as the expected level of excellence and control over this level of excellence to fulfill consumer desires. Service quality can be determined by comparing consumers' perceptions of the service they actually receive/obtain with the service they actually expect/want regarding the service attributes of a company. If the service received or felt (perceived service) is as expected, then the quality of service is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the quality of service is perceived as very good and of high quality. Conversely, if the service received is lower than expected, then the quality of service is perceived as poor.

According to Tjiptono & Chandra (2017) indicators of service quality consist of: 1) Reliability is defined as the ability to provide promised services immediately, accurately and satisfactorily. 2) Responsiveness, namely the desire and willingness of employees to help customers and provide responsive service. 3) Guarantee (Assurance) includes the knowledge, competence, politeness and trustworthiness of employees/employees; free from physical danger, risk, or doubt. 4) Empathy, namely ease of establishing relationships, effective communication, personal attention and understanding of customers' individual needs. 5) Physical evidence (Tangibles), which includes physical facilities, equipment, employees, and communication facilities.

With regard to this research, the research team collect data and information from research objects to design an online application for administrative documents so that the Village Head and Village Officials as well as the community who need administrative services can quickly realize it. The results of this research can also be applied to offices other than sub-districts, such as in the private sector (MSMEs).

2.3 Information System
An information system is a system consisting of a collection of system components, namely software, hardware and brainware that process information into an output that is useful for achieving a certain goal in an organization (Kuswara & Kusmana, 2017) An information system is a combination of hardware, software, people, databases, and procedures that work together to collect, store, manage, and disseminate information relevant to an organization. From a socio-technical perspective, information systems are structured by four components: tasks, people, structures (or roles), and technology. So, in general, Information Systems combine human activities and the use of technology to support management and operational activities.

2.4 Online
Online is a term when we are connected to the internet or cyberspace, whether it is connected to our social media accounts, email and various other types of accounts that we use or use via the internet (N. Soran. 2015). Online refers to more than just having an internet connection; it also refers to being connected, active, and ready to be used to interact with or be managed by a computer. Another definition of "online" is a state in which a computer or other equipment is connected to another device, usually via a modem. When we are online, it means we have an electronic device, such as a laptop, computer, or smartphone, that is connected to the internet. We can use social media, search for information online, and communicate with other people when we are online. So, simply put, online means having an internet connection and being able to access cyberspace

3. Research Methods

a. Research sites
This research was carried out in Paniki Dua Village, Mapanget District, Manado City with the research object being the Village Head and Village officials.

b. *Research methods*

The research method adopted in this research is a qualitative method. Sugiyono (2016) said that qualitative research methods are research methods used to examine the conditions of natural objects where the researcher is the key instrument. Sugiyono (2016) also stated that the qualitative research method is an artistic method because the research process is more artistic (less patterned), and is called an interpretive method because the research data is related to the interpretation of data found in the field. Furthermore, Sugiyono (2016) explains that qualitative research is holistic (comprehensive, cannot be separated), so that qualitative researchers will not determine their research only based on research variables, but the entire social situation being studied which includes aspects of place, actors (actors), and activities that interact synergistically. Qualitative methods are used to develop convincing narrative analysis based on perfection, complexity, and detail rather than statistical logic (Baker and Edwards, 2012). Qualitative research is also descriptive research, Arikunto (2019) said that descriptive research is research that is intended to investigate circumstances, conditions or other things that have been mentioned and the results are presented in the form of a research report.

Qualitative data will be obtained through interviews and document analysis. To analyze qualitative data obtained through interviews and document analysis, the analytical tools used are manual coding and narrative description which are used to design online applications for administrative documents. In qualitative research, determining the focus in research is based more on the level of novelty of the information to be obtained from social situations (the field). The actual focus of the research is obtained after the researcher conducts interviews through questions called general exploration and document analysis. In this research, the Research Team set the research focus on the availability of administrative documents provided by the sub-district as a form of service to its residents.

c. *Participants/Informants*

Population is all objects or items that are limited by certain criteria. According to Sugiyono (2018), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population determined in this study was the Village Head (1 person) and his staff (7 people). This population will be the informants in this research. To obtain data and information, the stages that carry out in this research are:

Research Stages
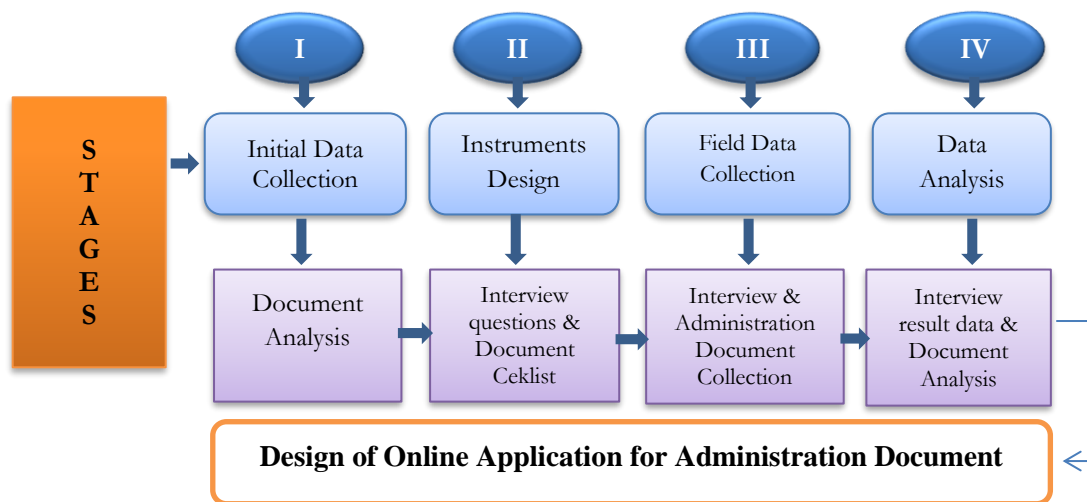
Figure 3.1 Research Stages

The following is a description of the research stages and outcomes in order to achieve the research objectives, namely:

Stage 1:

At this stage, initial data collection was carried out, namely by identifying administrative documents managed by the Village Head and Paniki Dua Village staff, Mapanget District, Manado City.

Stage 2:

In Stage 2, instruments for collecting field data, especially interviews, are designed. The design of the instrument in question is in the form of a list of questions related to administrative documents available at the sub-district and at

the same time asking about service procedures carried out at the sub-district office. Checklist of required documents is prepared.

Stage 3:
In stage 3, field data collection, namely interviews and document data collection, was carried out. In accordance with the research objectives, the data collected is qualitative data and information obtained through interviews with the Village Head and his staff as informants, and collecting administrative documents.

Stage 4:
Stage 4 is the final stage of the design of this research method, namely comprehensive data analysis from interview results and document analysis results. Then the research results will be formulated and input into the application.

4. Results and Discussion

Based on the results of the research conducted, several findings can be described in designing an online application for administrative documents to improve the quality of administrative services to the people of Paniki Dua Village, Mapanget District, Manado City. The applications that have been designed are as follows:
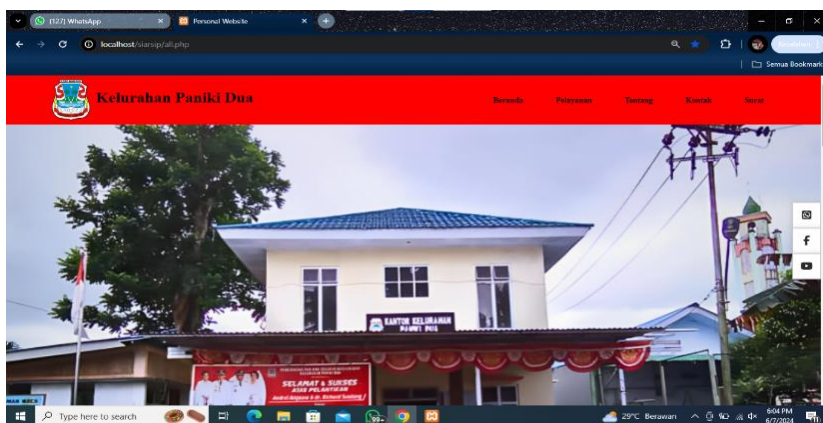
4.1 Functions and how it Works

When opening the website after that the main page will appear, as shown below.
To manage community letters, you must log in first, click on the letter, and then the login screen will appear. If the community does not have an account, the community must create an account with the sub-district officer.
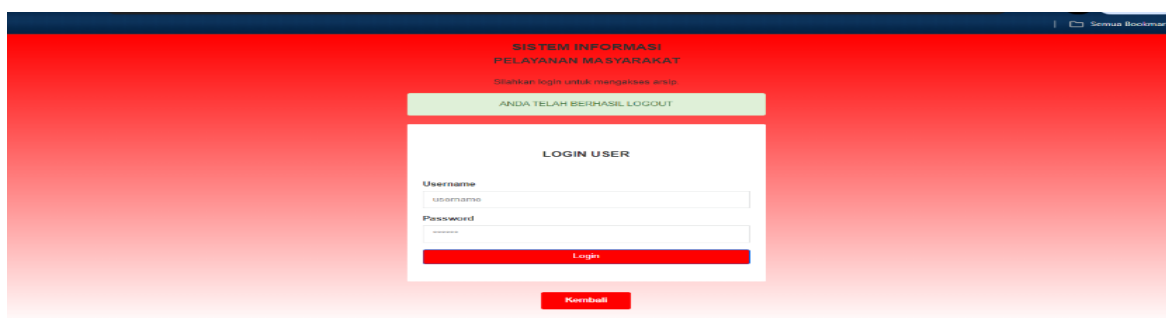
Figure 4.1 Website Main Page
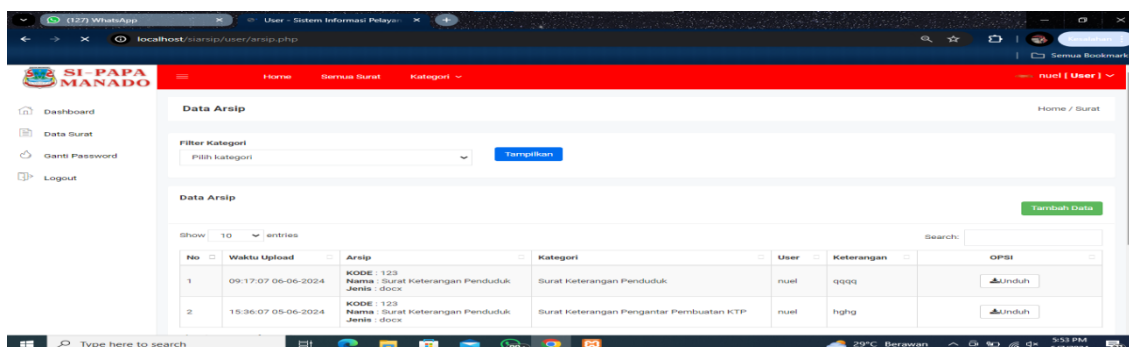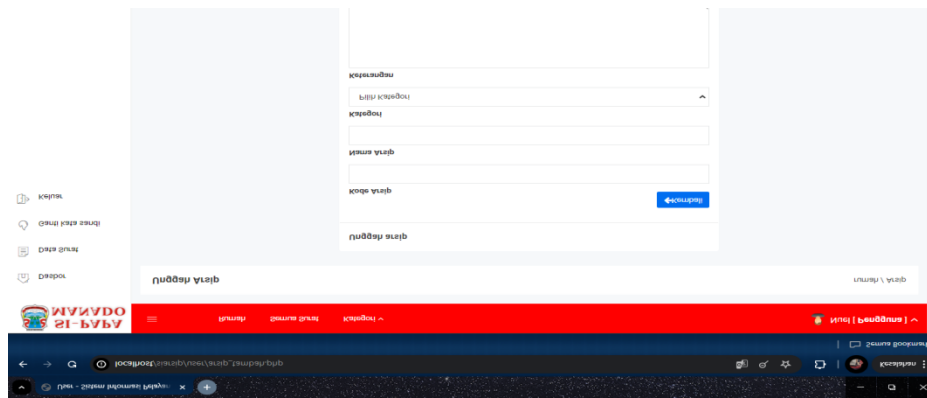

Figure 4.2 Login Page

Figure 4.3 Letters data page

Figure 4.4 Upload Letters Page

Next, click upload, after which the uploaded letter will appear, as shown in figure above. If people want to take the letter, click download to take the letter

5. Conclusion

In conclusion, the design of an online application for administrative documents is a need for the Paniki Dua Subdistrict Office to meet the public's demand for accurate and fast service. In this way, the design of this application will help the village head and sub-district officials in serving the community so that complaints from the community will be reduced. The quality of service will also be better and more reliable. To anticipate accurate and fast service quality, this application must be socialized, both to sub-district officials starting from employees and environmental officials to the entire community in Paniki Dua Sub-district. Apart from that, training for sub-district officials and environmental officials must also be carried out so that the ability to use the application can be properly understood by these parties.

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