Building a Cultural Model of Excellent Service at the Polytechnic Pelayaran Surabaya in welcoming the era of Society 5.0

Trisnowati Rahayu[1], Muhammad Dahri[2], Bugi Nugraha[3*]

Politeknik Pelayaran Surabaya, Indonesia | trisjafar@gmail.com
Politeknik Pelayaran Surabaya, Indonesia | mdahri0161@gmail.com
Politeknik Pelayaran Surabaya, Indonesia | bugi.nugraha@poltekpel-sby.ac.id
Correspondence Author*

Abstract

Polytechnic Pelayaran Surabaya (POLTEKPEL) in 2019, As part of government services that have successfully gained recognition as a Zone of Integrity Free from Corruption (WBK), this agency continues to take steps to achieve the title of Clean and Serving Bureaucratic Area (WBBM), in accordance with the concepts of bureaucratic reform and *good governance*. After experiencing a period of becoming a WBK predicate from 2019 to mid-2023, Surabaya Poltekpel continues to develop and create new innovations so that it can achieve the WBBM title and build a culture of excellent service in welcoming the era of *Society* 5.0.The type of research used in this study is Mixed methods research, This research adopts a Mixed Methods Research approach that combines quantitative and qualitative methods in the process of data collection and analysis. This approach provides assumptions that make it possible to direct how to obtain data from both types of approaches. The results showed that there was a change in the mindset of public services towards the era of Society 5.0, Public services by utilizing technology that can improve the quality and efficiency of services provided.in the Surabaya Poltekpel institution environment has been implemented E-OFFICE, Innovative Service: by developing innovation in providing better and more effective services, and the existence of data-based services and information openness so that it is necessary to create a model to build a culture of excellent service at the Surabaya Shipping Polytechnic, in welcoming the era *of Society* 5.0

Keywords: Good governance, Work culture, Excellent Service, Society 5.0 era

Introduction

As a result of the implementation of reforms that occurred in the Indonesian state, the government continues to make breakthroughs so that bureaucratic reform can be created on an ongoing basis in order to serve the community to obtain rights as citizens in obtaining public services. (Wouters et al., 2023)

In terms of public services, the Indonesian government after the reform began to show an upward trend in providing quality services, as evidenced by the results of the implementation of SPI in 2022, the National SPI index score of 71.94 was launched, which means that there is an increase in value in providing public services towards quality services. The results of this Integrity Assessment System (SPI) have the ability to assess several important factors in an agency, including transparency in providing information on service procedures, integrity in carrying out tasks that include prevention of gratification, bribery, and extortion; management of Procurement of Goods and Services (PBJ) which includes tender arrangements and markups of Self-Estimated Prices (HPS); Human Resources (HR) management including the practice of buying and selling positions; Practice influence trading involving external intervention to influence the granting of technical licenses or recommendations; budget management that may include misuse of official travel budgets; and the effectiveness of anti-corruption socialization.(Morgan et al., 2022)

Politeknik Pelayaran (POLTEKPEL) In 2019, as one of the government service agencies that succeeded in achieving the title of Zone of Integrity Free from Corruption (WBK), it continues to take various steps in realizing towards the title of Clean and Serving Bureaucratic Area (WBBM), which is in line with the concept of bureaucratic reform. Bureaucratic reform as a provider of public services is a process that aims to provide various types of services that cover everything needed by the community, including the fulfillment of civil rights and the fulfillment of basic needs of the community. The main objective of public services is to ensure that people's needs are properly met and their rights are respected.

Politeknik Pelayaran Surabaya As an educational and training institution that aims to meet the needs of the community in obtaining quality services, there are three main targets that must be achieved, namely first, creating a clean and transparent bureaucracy, where integrity is a core value in carrying out duties and services to the community. Second, achieve accountability in the use of resources and decision-making processes within the bureaucracy, so that all actions can be clearly accounted for. Third, achieve effectiveness and efficiency in the implementation of bureaucratic tasks, so that public services can run optimally and on time, and in accordance with the needs of a quality community. By achieving these three goals, it is hoped that bureaucracy can serve as a prime driver in improving the welfare of society as a whole.(Anderson, 2023).

After experiencing a period of becoming the WBK predicate from 2019 to early 2023, Surabaya Poltekpel continues to develop and create new innovations so that it can achieve the WBBM title and build a culture of excellent service in serving students. so that the above things become the basis for this research is to find and build excellent service to support the

realization of the WBBM title in welcoming the era of Society 5.0 launched by the Surabaya Poltekpel institution.(Ha, 2022)

Literature Review

In this regard, bureaucratic reform has the meaning of a major transformation in the paradigm and governance of Indonesia. In addition, bureaucratic reform is also a big challenge for the Indonesian nation in facing the era of Society 5.00. If successfully implemented, bureaucratic reform will achieve various expected goals, such as reducing or even eliminating abuse of public authority by officials in related agencies, making Indonesia have the most improved bureaucracy, improving the quality of services to the community, and making the Indonesian bureaucracy an anticipatory, proactive, and effective institution in facing the challenges of globalization and changes in the strategic environment.(Marwan and Bonfigli, 2022)

Efforts to realize a clean government and follow the principles of good governance in the implementation of the Indonesian government are still faced with challenges around corruption, collusion, and nepotism (KKN) spread across various sectors of life. This can be seen from the results of the national transparency survey which shows that Indonesia ranks 96th with a score of 38 out of a scale of 100 in the 2021 Corruption Perception Index (GPA.) Not something to be proud of because GPA is a reference for assessing the level of corruption in a country. The smaller the GPA score, the less public trust in the country.(Zainal Arifin Mochtara and Kardiansyah Afkara, 2022)

Research Method

The type of research used in this study is Mixed Methods Research described by Creswell, John W. and Vicki Clarck (2008).

Mixed methods research is focused on the process of collecting and analyzing data by combining information from quantitative data and qualitative data, either in a single research scenario or in a series of research series.

Sampling in this study was done by Random Sampling by Area, also known as Cluster Random Sampling, is a group sample approach. In this sampling method, specific groups or areas are selected to represent variations of different parts within an organization. This is done with the aim of investigating certain aspects in different parts that exist within an entity.For samples in this study will be taken per unit and part in the structure of the Surabaya Poltekpel. The samples taken include:

Tabel 1. Part/Unit Respondent Data Politeknik Pelayaran Surabaya

No.	Part	Sum
1	Department of Academic and Cadet Administration	1

2	Information Technology Section	1
3	General Affairs and Finance	1
4	Development and Character Center Section	1
5	Program/Department Section	
6	Bagian Divisi Pengembangan Usaha	1
7	Sea Practice Cadet Placement Section	1
8	Household and State Property Section	1
9	Skills Training and Improvement Section	1
10	Library Section	1
	Jumlah	10

Data source: Politeknik Pelayaran Surabaya, Th 2023.

Meanwhile, as a comparison to obtain responses and responses from service users by taking supporting informants as follows:

Tabel 1. Data Responden Pasis, Taruna, dan Peserta Didik

No.	Nama Peserta	Jumlah
1	Pasis (ANT I)	25 orang
2	Taruna (smt 8)	166 orang
3	Students (who come directly at the service office	25 orang
	Jumlah	216 orang

Data source: Politeknik Pelayaran Surabaya, Th 2023.

Data Collection Techniques, which are used through activities: Interviews, Questionnaires, Observatories, Document studies. Data analysis techniques follow the process that must be carried out by researchers as in other types of research which in general is preparing the type of data to be analyzed, exploring data, analyzing data to answer research questions.

Results and Discussion

In this study there are categories of research respondents, namely; from institutions (service providers) totaling 10 people, from service recipients totaling 216 people, in table 2

Tabel 3. Description of the service provider's respondent's answer

No	Item pertanyaan	kategori jawaban responden				
		SB	B	C	K	SK
1.	Overall Education service quality	5%	90%	5%	-	-
2.	Quality of service keg Teaching and learning	5%	90%	5 %	-	-

No	Item	SB	B	C	K	SK
3.	Quality of infrastructure services	-	80%	20%	-	-
4.	Quality of educators, lecturers, staff	5%	85%	10%	-	-
5.	Transparency, communication, policies on education services	-	85%	15%	-	-
6.	Digital service innovation	5 %	80%	10%	-	-
7.	Library services	10%	85%	5%	-	-

Data source: Politeknik Pelayaran Surabaya, Th 2023.

From the table above shows that most of the overall service quality, teaching and learning activities, sarpras services, educators, lecturers, staff, transparency, communication, policies on education services, digital service innovation, library services are in the good category and in the sufficient category while the rest are in the very good category. This indicates that respondents mostly stated that the quality of education services as a whole and teaching and learning activities were in the good category (90%), for the quality of educators, lecturers and staff and transparency, communication, policies on education services were in the good category (85%), while in the sarpras service quality item, digital service innovation was in the good category (80%), while the rest in items no. 1 to 7 categories were quite in the range (20%), while the rest in items no. 1 to 7 categories were quite in the range (20%, 15%,10%).

Tabel 4 Description of the service recipient respondent's answer

No	Item pertanyaan	kategori jawaban responden				
		SB	B	C	K	SK
1.	Overall Education service quality	5%	80%	15%	-	-
2.	Quality of service keg Teaching and learning	5%	80%	15%	-	-
3.	Quality of infrastructure services	-	70%	30%	-	-
4.	Quality of educators, lecturers, staff	5%	85%	10%	-	-
5.	Transparency, communication, policies on education services	-	85%	15%	-	-
6.	Digital service innovation	-	80%	20%	-	-
7.	Library services	5%	80%	10%	-	-

Data source: Politeknik Pelayaran Surabaya, Th 2023.

From the table above shows that most of the overall service quality, teaching and learning activities, educators, lecturers, staff, transparency, communication, policies on education services, digital service innovation and library services are in the good category (in the ≤ 80% category, and specifically for infrastructure services are in the good category 70%.

From the results of research and observations that have been carried out show that excellent service culture is an important thing in building an organization. Excellent service culture can be built by setting targets for each unit, establishing work role models, and building excellent service commitment Changes in public service mindset towards the era of Society 5.0 can increase public trust in the government in the following ways: Oriented to the needs of the community, public services can provide friendly, fast, and easy services, so that people feel valued and accommodated well.

Utilizing Technology: by utilizing technology, public services can improve the quality and efficiency of services provided, so that people feel that the government is trying to provide the best service.(Noja and Cr, 2023)

In the Surabaya Poltekpel institution, E-OFFICE has been implemented such as for example in SIK (Personnel Information System) office services, e-Mail, SiManset, online IKP, in the financial sector there are applications in the form of BIOS (BLU Integrated), -Performance, e-Monev while in services for registration for students in the form of SI POPEYE applications (Online Registration System), for services in obtaining library literacy in the form of applications e-Library, services in the academic field of cadets in the form of siakad applications and e-Learning, Tracer Study.

Integrated Service System: a service system that is integrated with other service systems, public services can provide coordinated and integrated services, so that the public feels that the government has a good and organized system, in this case at the Surabaya Polytechnic institution seen in the siakad with the finance department, Sipopeye with the finance department, siakad with sisters, siakad with smeralda (Pala Prada Monitoring System).

Innovative Services: By developing innovations in providing better and more effective services, public services can provide better solutions in dealing with existing problems, so that people feel that the government has the ability to solve problems well. In anticipation of the development of technology and the variety of similar service units from various regions, Surabaya Poltekpel also developed service innovations, in the form of SINear (Certificate Delivery System, SiManset (Asset Management Information System). (Wouters *et al.*, 2023)

Data-based services and information disclosure: By utilizing data to improve service quality and provide accurate and reliable information to the public, public services can provide transparent and accurate information, so that people feel that the government has good credibility. In welcoming the era of Society 5.0, excellent service is becoming increasingly important because people increasingly demand fast, easy, and efficient services. Therefore, organizations must build a strong culture of excellent service to be able to compete and meet the needs of the community. Public services based on digitalization and efficiency in the era of Society 5.0 have significant benefits for society and government. Here are some of the benefits of digitalization-based public services and efficiency in the era of Society 5.0(Nicholson *et al.*, 2022)

1. Ease of access: Digitalization-based public services can provide easy access for people to get information and public services without having to come to government offices. This can save time and costs needed by the community.(Anderson, 2023)

2. Cost efficiency: Public services based on digitalization can reduce the costs required by the government in providing public services. This can help the government to allocate budgets more effectively and efficiently.(Nicholson *et al.*, 2022)

3. Improving service quality: Digitalization-based public services can improve the quality of public services by speeding up service processes and reducing errors in data processing.(Hyytinen, Tuimala and Hammar, 2022)

4. Increased transparency: Digitalization-based public services can increase transparency in the management of public services. This can help the public to monitor and supervise the use of public budgets.(Morgan *et al.*, 2022)

5. Increased public participation: Digitalization-based public services can increase public participation in public decision making. This can help the government to obtain input and feedback from the public in decision making.(Kolotouchkina, Abad and Viniegra, 2023)

Conclusion

Changes in the mindset of public services towards the era of Society 5.0 can improve educational services to students by utilizing technology that is integrated with other service systems, public services can provide coordinated and integrated services, so that the community as recipients of services have benefits in ease of access, cost efficiency, improvement of service quality, transparency, participation of service recipients.

References

Anderson, C. (2023) 'Understanding accountability in practice : Obligations , scrutiny , and consequences', 41(December 2022), pp. 1–17. Available at: https://doi.org/10.1111/dpr.12687.

Creswell J.W., Research Design (Pendekatan Kualitatif, Kuantitatif, dan Mixed), Edisi ke-3, terjemahan. Ahmad Fawaid, (Yogyakarta: Pustaka Pelajar, 2007)

Ha, L.T. (2022) 'Are digital business and digital public services a driver for better energy security ? Evidence from a European sample', *Environmental Science and Pollution Research*, pp. 27232–27256. Available at: https://doi.org/10.1007/s11356-021-17843-2.

Hyytinen, A., Tuimala, J. and Hammar, M. (2022) 'Enhancing the adoption of digital public services : Evidence from a large-scale field experiment', *Government Information Quarterly*, 39(3), p. 101687. Available at: https://doi.org/10.1016/j.giq.2022.101687.

Kolotouchkina, O., Abad, M.V. and Viniegra, L.M. (2023) 'Digital Ageism : Emerging Challenges and Best Practices of Age - Friendly Digital Urban Governance', 11(3), pp. 6–17.

Marwan, A. and Bonfigli, F. (2022) 'Detection of digital law issues and implication for good covernance policy in Indonesia', 10(1), pp. 22–32.

Morgan, D. *et al.* (2022) 'Transparency and accountability in digital public services : Learning from the Brazilian cases', *Government Information Quarterly*, 39(2), p.

101680. Available at: https://doi.org/10.1016/j.giq.2022.101680.

Nicholson, B. *et al.* (2022) 'Digital public goods platforms for development : The challenge of scaling', *The Information Society*, 38(5), pp. 364–376. Available at: https://doi.org/10.1080/01972243.2022.2105999.

Noja, G. and Cr, A. (2023) 'Advanced Modelling of the Interplay between Public Governance and Digital Transformation : New Empirical Evidence from Structural Equation Modelling and Gaussian and Mixed-Markov Graphical Models'.

Wouters, S. *et al.* (2023) 'Strategies to advance the dream of integrated digital public service delivery in inter-organizational collaboration networks', *Government Information Quarterly*, 40(1), p. 101779. Available at: https://doi.org/10.1016/j.giq.2022.101779.

Zainal Arifin Mochtara, 1 and Kardiansyah Afkara (2022) 'Bestuur', *Bestuur*, 10(1), pp. 68–83.