



# Determination of Different Dimensions of Student Creativity Development Programme at UPA PKK Gorontalo State University, Indonesia

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## Authors' contributions

This work was carried out in collaboration among all authors. Author Jetriani designed the study, performed the statistical analysis, wrote the protocol, and wrote the first draft of the manuscript. Author UH and Author YNN managed the analyses of the study. Author YNN managed the literature searches. All authors read and approved the final manuscript.

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## ABSTRACT

The purpose of this study was to determine the dimensions of Tangible, Emphaty, Reliability, Responsiveness, Assurance in the quality of public services of the student creativity development programme at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University. This research uses a qualitative research approach. The data obtained includes primary and secondary data. Data collection techniques in this research are observation, interview, and documentation. The results showed that: (1) the *Tangible* dimension shows that the appearance of employees has not shown a professional appearance in serving, the

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comfort and completeness of the place of service has not given a good and adequate impression, (2) *Emphaty* shows that employees already have good attention in providing services but not maximally (3) *Reliability* shows that employees have not shown optimally or reliability in the use of technology and information system services, (4) *Responsiveness* shows that employees have been responsive in providing services but not yet effective, (5) *Assurance* shows that employees have provided guarantees in excellent service.

*Keywords: Quality; public service; PKM development.*

## 1. INTRODUCTION

[The quality of public services has an important role in assessing a performance where good and quality services provide implications for satisfaction to the public because the public directly assesses the performance of the quality of services provided even at the extreme it can be said that services cannot be separated from public life. Service quality is a service activity provided to a person or other person, organisation or government / private (social, political, NGO, etc.) in accordance with applicable regulation (Qudrat et al. 2019). For this reason, the quality of public services is all forms of service activities carried out by public service providers as an effort to fulfil public needs and implement statutory provisions. UPA PKK is one of the public service provider units at Gorontalo State University.

The quality of public services for the student creativity development programme at UPA PPK Gorontalo State University in the last three years has continued to decline. Tangible (tangible) which includes the appearance of officers in serving, the comfort and completeness of the place of service, the ease of carrying out the service process (Muh et al. 2018). UPA PPK has not fully given a good impression to students, inadequate facilities and infrastructure are contributing factors. *Emphaty* (attention) attentive attitude of employees towards students (Yuni et al. 2019). UPA PPK has not fully run well, employees have not maximally communicated directly and paid attention to students so that students are less willing to participate in PKM. *Reability*, the reliability of employees in providing services owned by UPA PPK is not yet effective and efficient, especially in the use of IT and information and inadequate human resources. *Responsiveness*, owned by UPA PPK, the quality of services carried out is not optimal, this is when students feel difficulties in administration, UPA PPK is less responsive in serving student complaints. *Assurance* (guarantee), owned by UPA PPK has been running well, this is

evidenced in providing services, UPA PPK serves with a good, polite, and friendly attitude, but has not provided the right service or guarantee, this can be seen that employees lack communication with students who do not understand the administrative process. *Tangibels*, *Emphaty*, *Reability*, *Resvonsiveness*, and *Assurance* are dimensions of indicators in measuring service quality and are measures of aspects of performance assessment at UPA PPK Gorontalo State University.

To support observations during the field related to the quality of service at UPA PPK, the following data on student creativity programme proposals that have entered the Unit Penunjang Akademik Pengembangan Karir Dan (UPA PPK) in the last 3 years include: in 2021 the number of proposals entered was 221, in 2022 there were 167, and in 2023 there were 152. In line with the number of data on student creativity programme proposals from 2021 to 2023 that entered UPA PPK, if measured and seen from the number of active students of Gorontalo State University from 2021 to 2023 totalling 23,968, it is not balanced with the number of data on student creativity programme proposals that entered that year.

Based on this data, it shows that the number of active students at Gorontalo State University with the number of PKM proposal data submitted by students at UPA PPK is still relatively low so it is necessary to improve the quality of maximum public services in the academic support unit for career development and entrepreneurship at Gorontalo State University including human resources, which requires a strategy and innovation that can support the quality of public services, including design strategies, excellent service, human resource quality management.

Public management involves the process of how activities that have been designed can be implemented (mobilised, organised, and controlled) to achieve organisational goals through management principles. This can be

analogous to the heart and vein system that channels the blood of the whole body including to its organs in order to move and function. Management is a distinctive process consisting of the acts of planning, organising, directing, and controlling (Ida et al. 2021, Angelita et al. 2019, Zindar 2015). It determines and achieves predetermined means through the utilisation of other human resources.

Public management is interrelated and essential to the success of the organisation in achieving the objectives set, as well as meeting the needs and expectations of the people served. Stoner and Wankel explain that *management is the process of planning, organising, leading, and controlling, the efforts or organising members and of using all other organizational resources to achieve stated organizational goals* (Sukatin et al. 2022).

Public service can be defined as providing services (serving) the needs of people or communities who have an interest in the organisation in accordance with the main rules and procedures that have been established. Government is essentially a service to the community, because of the importance of providing good and professional services.

Public service is an activity that is absolutely owned by higher education institutions to ensure the basic needs of the campus community in everyday life (Eka et al. 2022). According to Law Number 25 of 2009 concerning public services (Afriansyah 2023). what is meant by public service is an activity or series of activities in order to fulfil service needs in accordance with statutory regulations for every citizen and resident or goods, services, and / or administrative services provided by public organisers.

This is reinforced by the Decree of the Minister of Administrative Reform No. 63/Kep/M.PAN/7/2003 dated 10 July concerning general guidelines for public service delivery services, which contains the principles of service delivery which are simplicity, clarity, certainty, accuracy, security, responsibility, completeness of facilities and infrastructure, easy access, discipline, comfort.

In accordance with MENPAN Decree No. 63/2003 service delivery must fulfil the principles, among others: (1) Transparency, is open, easy and accessible to all parties who need it and is

provided adequately and is easy to understand, (2) Accountability, can be accounted for in accordance with the provisions of laws and regulations, (3) Conditional, in accordance with the conditions and capabilities of the service provider and recipient while still berprinsip on efficiency and effectiveness, (4) Participatory, encouraging community participation in organising public services by taking into account the aspirations, needs and expectations of the community, (5) Equality of rights, non-discriminatory in the sense that it does not distinguish between race, religion, class, gender and economic status, (6) Balance of rights and obligations, providers and recipients of public services must fulfil their respective rights and obligations.

Good and efficient public services can build public trust and improve the quality of public life (Daraba et al. 2023). Public service is essentially a fulfilment of the rights of basic needs of service providers, to service recipients where it is expected to provide quality service (Djakit 2023). state that service is an activity or a series of activities that are invisible (not palpable) that occur as a result of interactions between consumers / customers (Zubaidah and Sari 2021).

Public services are often in the spotlight in every service delivery. Forms of services, both in the form of public goods and public services which in principle are the responsibility and are carried out by government agencies in an effort to fulfil community needs and in the context of implementing the provisions of laws and regulations (Bambang et al. 2020). Service recipients are citizens who have rights and obligations to public services. Public service is the provision of services to people who have an interest in agencies according to established rules and procedures. Public service as any activity carried out by the government against a number of humans who have any beneficial activity in a group or unit, and offers satisfaction even though the results are not tied to a physical product (Dian 2023).

Efforts to improve service quality must be carried out jointly, integrated, programmed, directed, and consistent by taking into account the needs and expectations of the community, so that services provided to customers can be provided appropriately, quickly, openly, simply and easily implemented and not discriminatory. Service quality as a dynamic condition that is closely

related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality (Titien et al. 2020). This is an effort to fulfil needs coupled with customer desires and the accuracy of the delivery method in order to meet customer expectations and satisfaction.

A service will be considered satisfactory if the quality of service provided can meet the needs and expectations of the community (Lestari 2022). Because a service that is provided properly, the service can be ensured to be effective and efficient. Quality public services refer to the provision of services that meet certain standards in terms of speed, accuracy, availability, and responsiveness to community needs (Utami 2023). Service quality is the level of excellence expected and control over that level of excellence to fulfil customer desires (Isyanto and Wijayanti 2022).

Service quality is the company's ability to satisfy the needs and desires of consumers (Fauji et al. 2020). Service quality is determined by the company's ability to meet the needs and desires of consumers in accordance with consumer expectations. To be able to assess the quality of the services provided, it is necessary to have a dimensional criterion that shows that a public service is said to be good or bad. the concept of service quality is a complex notion of quality, about satisfying or not satisfying. Service quality in five dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Emphaty (Lupiyoadi and Rambat 2006).

Gorontalo State University is currently carrying out organisational transformation towards a State University with Legal Status. Therefore, the purpose of this study is to obtain an overview of service quality in the Academic Service Unit of Career Development and Entrepreneurship of Gorontalo State University, as an important pillar of academic quality.]

## 2. MATERIALS AND METHODS

[The research method used a qualitative research method with a descriptive approach to describe the problems and research focus. This research was conducted at UPA PKK Gorontalo

State University. The data sources used in the implementation of this research are primary data where researchers collect data directly from the source or place of the research object and secondary data where researchers collect data through data documents, relevant journals/articles, as well as literature and other supporting references (Azizah et al. 2022). The data collection techniques used by researchers in research are observation, interviews, and documentation. descriptive analysis, meaning that data analysis is not with numbers but with words, sentences or paragraphs expressed in descriptive form and is carried out with several components, namely data reduction, data presentation, and conclusion drawing. Data validation was done by triangulation, including data source triangulation and method triangulation. While instrument validation uses validators who have expertise in the field of research topics.]

## 3. RESULTS AND DISCUSSION

**Tangibels (tangible):** The *Tangible* dimension in the quality of public services at UPA PKK Gorontalo State University, on the indicator of the appearance of employees in serving students has not shown a professional appearance in serving. In addition, the indicators of comfort and completeness of the place of service have not given a good and adequate impression, the completeness of facilities and infrastructure is not adequate, especially in the coaching rooms. The informants hope that UPA PKK Gorontalo State University will pay more attention to the availability of adequate facilities so that the comfort and completeness of the facilities can support the course of the coaching programme optimally so that the ease of the service process to students does not experience obstacles and obstacles in fostering student creativity programmes.

**Emphaty (attention):** The *Emphaty* dimension (attention) in the quality of public services at UPA PKK Gorontalo State University has shown that all indicators in this dimension have gone well, where employees pay attention and understand student complaints, serve students in a non-discriminatory manner (discriminating) and serve and respect every student, but indeed in the indicator employees pay attention in the service process not yet maximally.

**Table 1. Data on student creativity programme proposal**

Skim	Usulan		
	2021	2022	2023
PKM - Kewirausahaan	71	71	51
PKM – Video gagasan konstruktif	1	3	1
PKM – Karya inovatif	0	0	3
PKM – Riset sosial humaniora	19	11	16
PKM – Riset eksakta	49	21	15
PKM – Pengabdian masyarakat	41	28	39
PKM – Penerapan iptek	5	5	4
PKM – Karsa cipta	21	15	14
PKM – Gagasan futuristik tertulis	7	7	6
PKM – Artikel ilmiah	7	7	3
<b>Total</b>	<b>221</b>	<b>167</b>	<b>152</b>

Source: List of PKM proposals submitted to UPA PKK Gorontalo State University in 2021-2023

**Table 2. Data on the number of employees of UPA PKK Gorontalo State University**

No	Name	Jabatan
1	ZC. Fachrusyah, S.St.Pi., M.Si	Kepala UPA PKK
2	Rachmawaty D. Hunawa, S.Kep., Ns, M.Kep	Ketua Bidang Karir dan Bursa Kerja
3	Muhammad Rezky Friesta Payu, S.Pd., M.Si	Ketua Bidang Kreativitas
4	Agustinus Moonti, S.E., M.M	Ketua Bidang Alumni dan Tracer Study
5	Yulinda L. Ismail, S.Pd., M.Si	Ketua Bidang Kewirausahaan
6	Sandra Triyani, A.Md.Ak, S.Pd, M.AP	BPP UPA PKK (bendahara)
7	Fikri Wantu, SH	RBA UPA PKK
8	Sulastri Abas, ST	Staf
9	Suleman Haleda, S.Pd	Staf
10	Hendra Tahir	Staf
<b>Total</b>		<b>10 orang</b>

Source: PKM.ung.ac.id

**Table 3. Number of active students of gorontalo state university**

Jumlah Mahasiswa Aktif	Year		
	2021/2022	2022/2023	2023/2024
	21.796	21.876	23.968
<b>Total Keseluruhan Jumlah Mahasiswa Aktif</b>	<b>23.968</b>		

Source: Siat.ung.ac.id

**Reliability:** The *Reliability* dimension in the quality of public services at UPA PKK Gorontalo State University, on indicators of the use of technology and information systems in services is running but has not shown optimally or employee reliability, besides that it is not updated in providing information services to students. In the indicator of employees in providing socialisation to students regarding PKM policies, it is good enough to show reliability. Then the discipline of employees in carrying out services has gone well, but there needs to be an evaluation for employees regarding operational working hours so that service time is not interrupted.

**Responsiveness:** The *Responsiveness* dimension in the quality of public services at UPA

PKK Gorontalo State University, has shown *responsiveness* from all indicators in this dimension, where employees are aware of their duties and responsibilities in service, employees pay attention to the speed of the service process and employees are responsive in serving student interests and complaints, but not optimally, especially in employees paying attention to the speed of the service process not yet effectively.

**Assurance:** The Assurance dimension in the quality of public services at UPA PKK Gorontalo State University has shown that all indicators in this dimension have been running well, employees understand the types of student requests, provide services to students and the obligation of employees to be able to communicate well with students. In this

dimension, overall employees have provided guarantees in excellent service. Guarantees are closely related to the competence of employees in providing services (Lupiyoadi and Rambat 2006).

With good service quality in understanding the implementation of public services in the student creativity development programme (Azizah et al. 2022). In this case PKM at UPA PKK Gorontalo State University, especially in PKM coaching services for students in the Gorontalo State University environment which can be seen from the dimensions of measuring the quality of public services including the dimensions of Tangible (tangible), Empathy (attention), Reability (reliability), Responsiveness (responsiveness), Assurance (guarantee), all of which are dimensions of the quality of public services for the PKM coaching programme, each of which has indicators that become a measure to determine whether public services in the PKM coaching programme for students at UPA Career Development and Entrepreneurship Gorontalo State University can provide satisfaction for students in this case the quality of public services for student creativity coaching programmes provided or received by students at Gorontalo State University, besides that, quality is determined at the time of service delivery (Sulle 2022).

The first indicator of the tangible dimension sub-focus is the appearance of officers in serving customers at UPA PKK Gorontalo State University in terms of this indicator, based on research on the appearance of officers in serving customers / students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, It can be seen from the results of interviews with informants above that the appearance of officers or employees in serving students at UPA PKK Gorontalo State University has not shown a professional appearance as an admin of UPA PKK services to students, seen in terms of identity, employees do not have identity attributes, students often find employees using T-shirts, when providing services in a state of smoking, using sandals, personal tidiness. Based on employee confirmation, they use T-shirts and sandals when they have just finished their break time, while students have come to be served. Things like this are important points so that later it does not reduce student interest in participating in PKM coaching. The strategy to optimise public

services in this case the apparatus that provides services to the community / students must be able to position themselves as good servants so that the community / students do not get a negative impression of the image of the agency (Hamim et al. 2022).

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University seen from the indicator of the appearance of officers or employees in serving students according to the informants, appearance is very important in service, UPA PKK employees must really pay attention to their appearance. Thus, a neat and professional appearance creates a positive first impression for everyone, creates trust where people feel more comfortable interacting with staff who look professional, the appearance of employees is a representation of the image of the agency more specifically in the UPA PKK unit of Gorontalo State University.

While the second indicator of the sub-focus problem of the comfort and completeness of the place of service at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University where researchers get findings, based on this indicator about the comfort and completeness of the place of service at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University can be seen from the results of research with informants above that the comfort and completeness of the place of service at UPA PKK Gorontalo State University has not given a good and adequate impression according to the informants in the service, and the informants hope that it is important to pay attention again to provide adequate facilities and infrastructure. For example, computers and printer devices that are sufficient in quantity and quality, chairs for services that are in accordance with student needs, air-conditioned service rooms. and worship facilities. Thus it is hoped that the comfort and completeness of the facilities can support the student creativity programme or PKM coaching for students more optimally.

While the third indicator of the problem sub-focus on the tangible dimension, namely the ease of carrying out the service process at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University where researchers get findings from the research results that seen from this indicator

about the ease of carrying out the service process at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University the results of research with the informants above show that the ease of carrying out the service process at UPA PKK Gorontalo State University still experiences obstacles and obstacles in the PKM coaching process for students, and it is important to pay more attention to providing adequate facilities and infrastructure so that the ease of carrying out the PKM coaching service process for students does not experience obstacles or obstacles in order to achieve superior quality and competitive services.

In the quality of public services seen from the Tangible dimension on the indicators of the appearance of employees in serving, the comfort and completeness of the place of service, which are the results or findings in the research described above, this is not in accordance with the opinion or theory of Parasuraman in (Antonius, 2020) where tangible is the ability of an organisation or agency to show its existence to the public in the form of the appearance of professional officers in providing services, the ability of infrastructure facilities and tangible evidence of services such as equipment and equipment used for maximum service, so that the PKM program coaching can run optimally and the ease of service process to students does not experience obstacles and obstacles in PKM coaching. Thus the appearance, comfort and completeness of infrastructure facilities not only support operational efficiency, but also contribute to the loyalty of students, lecturers and off-campus partners and the success of student creativity development programmes at UPA PKK Gorontalo State University.

The first indicator of the empathy dimension sub-focus (attention) is that officers pay attention and understand student complaints at UPA PKK Gorontalo State University, based on the results of research on officers paying attention and understanding student complaints at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, It can be seen from the results of interviews with informants above that officers pay attention and understand the complaints of students who carry out the PKM coaching service process at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University well, it can be

seen from some of the results of interviews with informants above that officers or employees have provided wholehearted and attentive service and have sufficient ability to understand every complaint of students. Employees have carried out well what is their duty and priority in providing the best service to all students and lecturers, although there are still informants who give answers that if employees at UPA PKK improve the issue of understanding student complaints and the needs or interests of students, such as giving optimal attention to the PKM coaching administration process because sometimes the format of the correspondence is different even though the service door is one door.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from the indicator of officers paying attention and understanding customer complaints, according to the informants, paying attention and understanding various kinds of complaints from students is the main form of service in fulfilling the needs or interests of students. Empathy (attention) in public services refers to the ability of service providers to understand and respond to needs, wants, and feelings well, empathy is the main key in building good relationships between institutions and the community. Meanwhile, the informant said that it is very important in service because by listening and understanding complaints (Fitrianingsih et al. 2024). Students feel valued and cared for, this helps build trust between students and officers or employees at UPA PKK Gorontalo State University.

While the second indicator of the empathy dimension sub-focus (attention) is that officers serve students in a non-discriminatory or discriminating manner at UPA PKK Gorontalo State University, based on the results of research on officers serving students in a non-discriminatory or discriminating manner at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, It can be seen from the results of interviews with informants that officers serve students in a non-discriminatory manner (discriminating) in the services of the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University to students, then the results of research with informants above that officers or employees have provided the same service to all

students, providing the same service indiscriminately, regardless of student background. Employees have carried out well what is their duty and priority in providing the best service to all students and lecturers to achieve effective and efficient services.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from the indicator of officers serving students by not discriminating or discriminating, according to informants that employees at UPA PKK Gorontalo State University have indeed shown good service to students without indiscriminate or looking at ethnicity, race and culture, they provide the same and equitable service to all students who take part in student creativity programme coaching activities.

While the third indicator of the empathy dimension sub-focus (attention) is that officers serve and appreciate every student who comes to UPA PKK Gorontalo State University, based on the results of research on officers serving and appreciating every student at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, It can be seen from the results of interviews with informants that based on the explanation above about officers serving and respecting every student in the service of the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University to students, officers or employees have provided services by respecting every guest, student or lecturer who conducts PKM coaching services. Employees have carried out well what is the main task in providing the best service to all students and lecturers to achieve effective and efficient services.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from the indicator of officers serving and appreciating every student, according to informants that employees at UPA PKK Gorontalo State University have indeed shown good service in appreciating students without indiscriminate or looking at ethnicity, race and culture, they provide the same and evenly distributed services to all students who take part in student creativity programme coaching activities.

In the quality of public services seen from the Emphaty dimension in the indicators of employees paying attention and understanding student complaints, serving non-discriminatively (discriminating), serving and respecting, showing that all of these indicators have gone well. Emphaty is the ability of the organisation to provide sincere and individual or personal attention given to customers by trying to understand and respect the wishes of customers by not discriminating, officers are able to know the wishes of customers specifically (Lupiyoadi and Rambat 2006). In this way, attention and understanding of student complaints is not only important for solving problems or obstacles, but also for the growth and sustainability of better PKM coaching programmes so as to produce more achievements in the field of student creativity.

The first indicator of the reability sub-focus dimension is the use of technology and information systems in services to students at UPA PKK Gorontalo State University, based on the results of research on officers in the use of technology and information systems in services to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, It can be seen from the indicators of the use of technology and information systems in services at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University based on the results of research with informants showing officers in the use of technology and information systems in services in UPA PKK Gorontalo State University has been running but has not shown optimal or reliable in the use of technology and information as coverage of several informants, besides that the information system at UPA PKK is not updated in providing information. According to informants, there is a need for training or provision for human resources at UPA PKK so that they are qualified in operating IT in PKM coaching for students so that the PKM activity implementation programmes at UPA PKK run optimally, especially in the use of technology and information systems.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from indicators of the use of technology and information systems, according to several informants in discussions with researchers said



that technology and information systems are a form of operational efficiency in the implementation of activities. The information system helps automate the process so as to increase operational efficiency optimally in the implementation of student creativity programme coaching activities at UPA PKK Gorontalo State University.

Good use of technology and information systems can improve service quality. Many new technologies in information systems can create opportunities for innovation in the way services are delivered, such as the use of mobile applications or online platforms. Overall, information and technology systems are an important tool in improving the effectiveness and efficiency of services and meeting student expectations in this digital era.

While the second indicator of the reability dimension sub-focus is the socialisation carried out to customers related to policies at UPA PKK Gorontalo State University. Based on the results of research on socialisation carried out to customers related to policies at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, it can be seen from this indicator about the socialisation carried out to students related to new policies at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University above that the socialisation carried out to students related to the socialisation of new policies by officers / employees of UPA PKK Gorontalo State University has gone well, Although there are some informants in their interviews said that it needs to be improved again and there needs to be training or debriefing for human resources periodically so that they are more qualified in implementing PKM programmes or policies for superior and competitive Goorntalo State University students.

Socialisation is a form of providing information or improving service policies. Students feel more confident and comfortable when they know what to expect. In addition, when there are changes in policies or services, good socialisation helps students adapt quickly and understand the reasons behind changes in service policies. Good socialisation creates better relationships between service providers and service recipients, increasing student loyalty and retention.

While the third indicator of the reliability sub-focus dimension is the discipline of officers in providing services at UPA PKK Gorontalo State University. Based on the results of research conducted by researchers on informants about indicators of the discipline of officers or employees in providing services to students, it can be seen from this indicator about the discipline of officers in providing services at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University can be seen from some of the results of interviews with informants above that the discipline of officers in providing services to students has been going well, although there are indeed several informants in their interviews said that it needs to be improved again and there needs to be an evaluation for UPA PKK employees regarding office operational working hours so that service time is not interrupted.

Discipline helps staff to manage their tasks better, discipline in following procedures and quality standards can result in better services that meet students' expectations. In emergency or problem situations, discipline helps the team provide a quick and effective response, minimising the negative impact on students. Overall, discipline is key to creating a positive service experience, supporting agency growth and building student loyalty.

The quality of public services seen from the Reability dimension in this study shows different results from the opinion of Hardiansyah (2011). According to Hardiansyah, reability is the ability of officers or apparatus to use tools in the service process. Meanwhile, in this study, reliability covers the expertise and accuracy of officers in providing services in accordance with operational standards. Especially related to the services provided to students in fostering creativity programmes so that the results are maximum.

The first indicator of the resvonsiveness dimension sub-focus is that the officer realises his duties and responsibilities in providing services to students at UPA PKK Gorontalo State University, based on the results of research on officers realising their duties and responsibilities in services to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, Based on the results of research with informants, it shows that officers or employees at UPA PKK Gorontalo State

University are aware of their duties and responsibilities in PKM coaching services to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University, it can be seen from some of the results of interviews with informants above that officers or employees are very aware of their duties and responsibilities in carrying out and providing excellent service for students who take part in PKM coaching or who do not take part in PKM coaching. Employees are quick and responsive in providing administrative services and other PKM coaching services that can support the achievement of a quality service. Employees also volunteer to provide services and help students even though it is outside working hours, so indeed employees have shown good duties and responsibilities in carrying out their duties and tasks as service providers.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from the indicator of officers realising their duties and responsibilities as service providers in providing services. According to informants in discussions and interviews, officers or employees as a whole have shown self-awareness and responsibility as service providers for students, lecturers and partners of UPA PKK Gorontalo State University. This condition shows that UPA PKK services from the officer aspect are quite good.

Awareness and responsibility in one's role as a service provider in providing optimal service is very important as both contribute to the quality of service provided as well as student satisfaction. Service providers' awareness and responsibility of students' needs and expectations help service providers to provide more appropriate and effective solutions. When employees or officers are aware of their roles, they are more likely to provide quality services.

While the second indicator of the responsiveness dimension sub focus is that officers pay attention to the speed of the service process to students at UPA PKK Gorontalo State University, based on the results of research on officers paying attention to the speed of the service process in services to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, Based on the results of research with informants, it shows that officers pay

attention to the speed of the service process at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University for students has not been effective and efficient, it can be seen from some of the results of interviews with informants above on the indicators of officers paying attention to speed in providing services. Employees have not been quick in paying attention to the service process up to where, such as in managing administration to the highest leadership of student affairs, sometimes the administrative process is slow, but overall employees have carried out well what is their duty and priority in providing the best service to all students, although there are several informants from the total number of informants saying that they have not been optimal in paying attention to the service process to students or things that are the needs or interests of students in PKM coaching, but in general employees have carried out and provided services wholeheartedly.

Paying attention to the speed of the service process is very important because it has a direct effect on student satisfaction, operational efficiency, and agency reputation. Students tend to value fast and efficient services. When students get services in a short time, they feel more satisfied, which can encourage loyalty and increase the likelihood of students returning to the PKM coaching programme every year.

Service processes and efficiency not only benefit students but also the agencies concerned as service providers. By reducing waiting time and streamlining the flow of the service process, employees can serve with more calm and focus. Thus, paying attention to the speed of the service process is not only about providing fast service, but also creating added value for students and agencies or organisations in this case UPA PKK Gorontalo State University as a whole.

While the third indicator of the responsiveness sub-focus dimension is that officers are responsive in serving the interests and complaints of students at UPA PKK Gorontalo State University, based on the results of research on officers being responsive in serving the interests and complaints of students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, Based on the results of research with informants, it shows that the officer is

responsive in serving the interests and complaints of customers at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University towards students has been going well, it can be seen from some of the results of interviews with informants above that officers or employees have been fast in serving student interests and complaints. Employees are quick and responsive in responding to various complaints or difficulties in PKM coaching services for students. Employees have carried out well what is their duty and priority in providing the best service to all students, although there are several informants from the total number of informants saying that they have not been optimal in providing or swift in responding to complaints or difficulties in PKM coaching services. But in general, employees have carried out and provided services wholeheartedly and prioritised the interests of service needs and interests of students.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from the indicator of fast and responsive officers in serving the interests and complaints of students as service providers in providing services. Based on informants in discussions and interviews, officers or employees as a whole have provided services quickly and responsively in serving the interests and needs of students, although not optimally.

Officers or employees who are quick and responsive in serving student interests and complaints are essential for a variety of reasons that have a direct impact on the student experience. A quick and responsive response to students' complaints and needs increases their level of satisfaction. When students feel that their concerns are addressed quickly, they will feel more valued and cared for. When officers or staff are able to respond quickly, it builds trust between students and staff. When their complaints are handled well, students feel more empowered and valued. This encourages them to be more active in providing input and participating in campus activities. Students are more likely to believe that the institution, in this case UPA PKK Gorontalo State University, is serious about their welfare. Institutions that are known to have fast and responsive services will more easily attract students.

The quality of public services is seen from the Responsiveness dimension in the results / findings of the study, where this is in accordance with the opinion of Hardiansyah (2018). According to him, Responsiveness is the ability of the apparatus to respond to every customer who wants to get service, the apparatus provides services quickly, precisely, carefully, with the right time and all customer complaints are responded to by the apparatus. So that the services provided to students, especially in creativity programme coaching, can be provided optimally.

The first indicator of the assurance dimension sub-focus is that the officer understands the type of customer (student) request at UPA PKK Gorontalo State University, based on the results of research on this indicator in services to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, from the results of research with informants show that officers have understood well the types of student applications by officers/employees at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University, it can be seen from some of the results of interviews with informants above that officers or employees have understood well all types of applications or types of PKM programs and employees have provided fast service to students. Employees have provided the best service and good treatment to all students and tried to give trust to students. Employees have carried out well what is their duty and priority in providing the best service to all students and lecturers.

Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University in service quality when viewed from the indicator of officers understanding the type of student application in providing services. According to informants in discussions and interviews, officers or employees as a whole have provided services quickly and responsively in serving the interests and needs of students in this case understanding the types of student requests.

Understanding the types of student requests is very important for officers or employees at agencies that organise services. By understanding the various types of requests, officers can provide services that are more

appropriate and in accordance with student needs, be it regarding administration or submitting PKM proposals. A good understanding of the type of request helps officers process documents more quickly and efficiently. When officers understand the context and type of request, they are better able to provide effective solutions if problems or obstacles occur. By knowing the type of application, officers can reduce errors in administrative and document management.

While the second indicator of the assurance sub-focus dimension is that officers provide services to completion to students in services at UPA PKK Gorontalo State University, based on the results of research on this indicator in services to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, from the results of research with informants show that officers provide services to completion at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University to students very well, it can be seen from some of the results of interviews with informants above that officers or employees have provided services to completion and can complete all forms of service processes well. Employees have carried out well what is their duty and priority in providing the best service to all students and lecturers.

Thorough service to students is an important aspect in ensuring student wholeness and academic success, especially in PKM coaching. Building rapport with students through a friendly and empathetic attitude makes them feel comfortable and heard. Providing regular updates on the status of students' applications, so that they feel involved and not worried about waiting uncertainly. By following procedures well, officers can ensure that each type of student application is handled thoroughly, creating a positive experience and increasing the satisfaction of students so that they tend to continue to participate in PKM coaching activities.

While the third indicator of the assurance dimension sub-focus is the officer's obligation to be able to communicate well with students in services at UPA PKK Gorontalo State University, based on the results of research on this indicator in services to students at the Academic Support Unit for Career Development and

Entrepreneurship (UPA PKK) Gorontalo State University which became the findings of researchers, from the results of research with informants show that the obligation of officers to be able to communicate well to students at the Academic Support Unit for Career Development and Entrepreneurship (UPA PKK) Gorontalo State University towards students, can be seen from some of the results of interviews with informants above that officers or employees have been good at communicating to students in PKM coaching services. The staff has done their job and priority in providing the best service to all students and lecturers.

The importance of the officer's obligation to be able to communicate well to students in the service. Effective communication helps create a positive relationship between officers and students. This increases student trust and comfort in accessing available services. According to informants, officers or employees who are able to communicate well can convey information clearly and precisely. This is important so that students understand the procedures, policies, and services provided, thereby reducing confusion and misunderstanding.

The quality of public services is seen from the Assurance dimension in the research results/findings, where this is in accordance with Parasuraman's opinion or theory where assurance or guarantee is the behaviour of officers who are able to foster customer trust in the organisation or agency can create a sense of security for its customers (Hartanto and Tjahjono 2020). Assurance also means that officers are always polite and master the knowledge and skills needed to handle any questions or types of requests and provide services to completion, so that the services provided to students, especially in creativity programme coaching, can be provided optimally. Overall, it provides a guarantee of excellent service. Public service is a term for services provided by government organisations or agencies to their citizens (society), either directly or indirectly (Fitrianiingsih et al. 2024), this statement is part of the officer's behaviour.]

#### **4. CONCLUSION**

[Based on the results of research obtained by researchers related to the Quality of Public Services for the Student Creativity Development Programme at the Academic Support Unit for

Career Development and Entrepreneurship (UPA PKK) Gorontalo State University, it shows that the quality of service at UPA PKK needs to be improved, and evaluated regularly based on the results of the researcher's sub-focus related to the quality of public services for the creativity development programme for students where researchers obtained results that showed: (1) the Tangible dimension shows that the appearance of employees has not shown a professional appearance in serving, the comfort and completeness of the place of service has not given a good and adequate impression, (2) Emphaty shows that employees already have good attention in providing services but not maximally (3) Reliability shows that employees have not shown optimally or reliability in the use of technology and information system services, (4) Responsiveness shows that employees have been responsive in providing services but not yet effective, (5) Assurance shows that employees have provided guarantees in excellent service.]

#### DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of this manuscript.

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#### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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