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Analyzing public policy effectiveness in enhancing accountability and transparency in service quality

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ABSTRACT

Public policy serves as a framework to address public needs and interests, including the regulation of community services. Recognizing the critical importance of public services, governments are motivated to improve service quality through effective public policy implementation. This study aims to analyze the role of public policies in enhancing specific aspects of service quality, such as transparency, accountability, and professionalism. Using qualitative research methods, this study employs a literature study approach with a systematic selection of relevant sources, including peer-reviewed journals, government reports, and policy documents. Data analysis follows three stages: data reduction, data presentation, and conclusion drawing, ensuring a comprehensive understanding of the subject. The findings indicate that public policies are instrumental in setting minimum service standards, promoting accountability and transparency, empowering communities, enhancing the professionalism of service apparatus, integrating technology into services, and enforcing compliance through penalties for providers failing to meet standards. These measures collectively contribute to significant improvements in service delivery. This research highlights the importance of policy design and implementation in fostering a responsive and efficient public service system. The findings provide actionable insights for policymakers to optimize public service frameworks and ensure community satisfaction.



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Introduction

Accountability and transparency are key pillars in creating good governance. Accountability refers to the obligation of government and public institutions to account to the public for their actions, decisions and management of resources (Adil, 2022), while transparency refers to openness in providing accurate, relevant and easily accessible information to the public (Albu & Flyverbom, 2019). The integration of these two concepts is key in encouraging public participation, ensuring oversight of government performance, and minimizing the risk of abuse of power. When the public can see that public institutions act honestly, responsibly and openly, the level of trust in these institutions will increase. This not only strengthens the legitimacy of government, but also creates a conducive environment for collaboration between society and government in achieving sustainable development goals (Abhayawansa et al., 2021).

The table 1 above shows the percentage level of public satisfaction with public information related to government priority policies and programmes during the 2019-2022 period. Although there is an upward trend

from 75% in 2019 to 79% in 2022, the growth is relatively slow, only achieving an average increase of around 1.33% per year. This data reflects an improvement in the accessibility and quality of public information, but this moderate increase also indicates that there are still obstacles that hinder the optimization of government transparency and communication with the public.

Table 1. Level of Public Satisfaction with Public Information Related to Government Priority Policies and Programmes 2019-2022

Year	Percentage (%)
2019	75
2020	75.5
2021	77.7
2022	79

Source: (Kominfo, 2024)

The table 1 above shows the percentage level of public satisfaction with public information related to government priority policies and programmes during the 2019-2022 period. Although there is an upward trend from 75% in 2019 to 79% in 2022, the growth is relatively slow, only achieving an average increase of around 1.33% per year. This data reflects an improvement in the accessibility and quality of public information, but this moderate increase also indicates that there are still obstacles that hinder the optimization of government transparency and communication with the public. Based on this data, it appears that although the level of public satisfaction with public information is increasing, it is growing slowly. This raises questions about the extent to which government accountability and transparency have been effectively implemented in the delivery of information on priority policies and programmes.

Public policy is a policy related to the public, while according to (Hill & Hupe, 2021) suggests that public policy is part of a political decision in the form of a behavioral program to achieve the goals of the state community. The success of a country is strongly influenced by the existence of superior public policies. Therefore, public policy has a very vital role for a country. Relevant parties, especially the government, set public policies with a focus on meeting the needs and interests of the community. The implementation of public policy has a meaning as a linkage that allows the achievement of the ultimate goal of government activities. Public policies are usually published in response to the need to solve problems that arise in society (Knill & Tosun, 2020). The government produces various forms of public policy that can be enjoyed by citizens in various aspects of daily life. These aspects involve health services, education, protection, law, environment, economy, transportation, and more. This initiative is an effort from the government to become more involved in people's daily lives, both through the creation of legal and regulatory products and through the provision of direct services that interact with the community (Kraft & Furlong, 2020).

Public policy also has a significant impact on service to society, which is one of the main aspects of government duties (Cairney, 2019). Public service delivery is the provision of services by the government, private parties on behalf of the government, or private parties to the community (Mamokhere et al., 2022). This service can be financed or provided free of charge to meet the needs or interests of the community (Ostrom & Ostrom, 2019). Through public services, the government can respond and fulfill the hopes and desires of the people, building trust which is the main capital in nation-building (Kasimon, 2020). Therefore, it is important to analyze the effectiveness of public policies in improving the quality of services.

The effectiveness of public policy has a close relationship with the quality of public services as both support each other in creating a responsive and people-orientated government (Draai & Zazi, 2021). Effective public policies ensure that policy planning, implementation and evaluation are carried out appropriately to achieve the set objectives. When a policy is designed and implemented efficiently, its impact is directly reflected in better quality of public services, such as easier access to services, faster response times, and satisfactory results for the community (Hill & Hupe, 2021). Conversely, the quality of public services is also a key indicator to assess policy effectiveness, as poor services often indicate weaknesses in the formulation or implementation of the policy. Thus, public policy effectiveness becomes the foundation for improving service quality, while good service quality strengthens the legitimacy and success of the policy itself (Ocampo et al., 2019).

The results of (Hendren & Sprung-Keyser, 2020) study indicate that a comparative welfare analysis of 133 historical policy changes in the United States over the past 50 years, covering social insurance, education, job training, taxes, cash transfers, and in-kind assistance, reveals that investments in the health and education of low-income children have the highest Marginal Value of Public Funds (MVPF), averaging above 5, often paying for themselves through increased tax revenues and reduced government transfers. In contrast, policies targeting adults exhibit lower MVPFs, typically ranging from 0.5 to 2, although their impact can increase if they produce

significant spillover benefits for children. This study highlights the importance of long-term investment-focused policies for optimizing social welfare while providing an integrated framework for evaluating the effectiveness of public policies.

Another study by (Sutmasa, 2021) stated that ensuring the effectiveness of public policy implementation is very important, that is, first of all by properly and correctly understanding the entire process of public policy, especially the factors that influence policy implementation. Some of the influencing factors are: size and policy objectives, resources, characteristics of implementing agents, attitudes / tendencies (disposition) of operators, communication, economic, social and political environment, whether the problems are easy or not, the ability of policies to structure implementation appropriately. Second, oversee the implementation of public policies with full responsibility through monitoring, evaluation and reward. The gap in this research lies in the lack of a holistic study on the relationship between public policy and the improvement of service quality through mechanisms of accountability and transparency. Most previous studies have focused more on evaluating the technical aspects of policies or the implementation of specific programs without thoroughly assessing the extent to which these policies have successfully created accountable and transparent systems across various service sectors. This study aims to fill that gap with a multidimensional approach that considers these variables to provide a more comprehensive insight.

The novelty of this research lies in an object that has never been studied before, namely the analysis of the effectiveness of public policies in improving service quality. The theoretical implications of this research include its contribution to helping governments and related parties to understand how public policies can effectively improve the quality of public services. This research provides a new and in-depth picture of the relationship between policy implementation and service quality improvement, so it is expected to make an important contribution to public policy and enable governments and other stakeholders to make more informed decisions. The purpose of this study is to analyze the effectiveness of public policies in improving service quality. The aim of this study is to examine the extent to which public policies can enhance accountability and transparency in public services and how these factors contribute to the improvement of service quality. This research aims to identify the elements of policies that are effective in promoting accountability and transparency in public service delivery. Through this approach, the study is expected to provide new insights that not only strengthen the theory related to the effectiveness of public policies but also offer practical recommendations for improving good governance and sustainable service quality.

Method

The research method employed in this study is qualitative, with a specific focus on a literature study approach. Qualitative research is chosen due to its capacity to explore and interpret the meanings and perspectives of various subjects within the context of public policy effectiveness. In this study, literature study is employed as the primary data collection method, where the researcher analyzes a range of secondary sources, including scientific journals, books, articles, and government reports. These sources are selected based on their relevance to the research topic, their credibility (such as peer-reviewed journals or government-issued documents), and their publication date to ensure the research reflects the latest insights into the subject matter. The choice of literature study is particularly suitable for this research as it aims to provide a comprehensive analysis of existing policies and frameworks without conducting field research.

The data analysis is performed in three stages: data reduction, data presentation, and conclusion drawing. In the first stage, data reduction involves filtering and categorizing relevant literature, removing any information that is not directly related to the research question or topic. The second stage, data presentation, entails organizing and synthesizing the remaining data to highlight key themes and patterns related to the effectiveness of public policies in improving service quality. Finally, conclusion drawing involves interpreting the findings from the presented data to offer insights into the current state of public service policies, identify gaps, and provide recommendations. The analysis follows a systematic and structured approach to ensure the research remains focused and coherent. To ensure the validity of the data, the study carefully selects reputable sources, verifies the credibility of publications, and cross-checks findings where possible to maintain high research standards. This approach enables the researcher to gain a deep understanding of public policy effectiveness and its impact on service quality.

Results and Discussions

From the very beginning of existence from the womb to the funeral, one cannot escape his involvement with public services. Starting from population administration, health, education, to other aspects of life. Government

in this case, in essence has a role in providing services to the community, the goal is not to meet the needs of the government itself, but to serve the interests of the community and create conditions that support each individual in society to develop their potential and creativity, so as to jointly achieve common goals (Lumpkin & Bacq, 2019). The legal basis for this role is mandated in the 1945 Constitution that the state must meet the basic needs of every citizen for the welfare of the people and educate the life of the nation.

By definition stated in Law Number 25 of 2009, public services can be defined as a series of activities aimed at meeting service needs in accordance with legal provisions for every citizen and resident. This activity involves the provision of goods, services, and/or administrative services by institutions or entities that provide public services, in accordance with applicable regulations. According to (Farida et al., 2020), the implementation of public services is an effort made by the state to meet the basic needs and civil rights of every citizen related to goods, services, and administrative services. This implementation establishes an obligation for the state to meet the basic needs of each of its citizens, which aims to improve welfare. Therefore, the effectiveness of a government system is greatly influenced by the quality of public service delivery. In this case, public service providers in Indonesia include various state organs, including the Central Government and Regional Governments.

The importance of public services is a basic aspect of governance, considered a crucial indicator in evaluating government performance, both at the national and local levels. Government administration is considered successful if the public services held focus on the interests of the community. Good and superior service quality has a positive impact on community satisfaction, because of the direct assessment from the community on the performance of the services provided (Brusa & Bahmani-OSkooee, 2022); (Alkrajji & Ameen, 2022). This means that the quality of service directly affects people's perception of the state, and if the quality of service is not satisfactory, then the public's response to the government is also less likely to be positive.

The phenomenon that occurs today, public services provided by the government are often faced with a number of adverse problems, such as complicated procedures, uncertainty about time and price, thus making services difficult to access by the public optimally. As a result, people lose trust in the government system and are forced to look for alternatives by paying additional fees. In addition, the way of service received by the community is often degrading to their dignity as citizens, where the community is considered as a client who must obey the rules and will of government officials. This creates a culture that emphasizes power rather than service orientation, resulting in dissatisfaction (Head, 2022); (Hanisa & Firdaus, 2023); (Amin & Achmad, 2020). Problems that arise related to these services, should not be allowed to occur because the impact in the future can create trauma on the community in interacting and dealing with government officials. This has the potential to give a negative label, reduce authority, and damage the credibility of government officials who should act as dedicated servants for the state and society (Nkyabonaki, 2019). Therefore, efforts to improve and ensure the quality of public services are a must, along with their significant influence on public perception of government performance.

One of these efforts is through the implementation of government authority in making public policies. Government policy, as an instrument within the office environment, includes various state equipment such as executive positions, legislative positions, judicial positions, and other supra-structures. These positions create a work environment that has certain authority. The government uses regulatory functions to manage all sectors through policies that manifest in the form of laws, government regulations, and other regulations. The purpose of this function is to maintain the stability of the country and ensure growth as desired (Sarjito, 2023). This means that public policy can be an effective tool in improving public services to better meet the needs of the community.

The effectiveness of public services, as emphasized in Law Number 25 of 2009, lies in the ability of public service providers to deliver goods, services, and administrative assistance in a manner that meets the expectations and needs of the people. According to Parasuraman et al., the quality of service is determined by the gap between customer expectations and perceptions, often referred to as the SERVQUAL model, which evaluates dimensions such as reliability, responsiveness, assurance, empathy, and tangibles (Siyum, 2024). Studies by (Salam, 2023) highlight that the quality of public service delivery in Indonesia still faces challenges, including bureaucratic inefficiency and a lack of transparency, which hinder the achievement of citizen satisfaction. This aligns with the findings of (Satika, 2024), who argued that improving accountability and responsiveness in public service institutions is critical to ensuring effective governance and citizen trust. Hence, addressing these challenges requires not only adherence to the regulatory framework but also the adoption of modern service management practices and continuous evaluation mechanisms to enhance service effectiveness and public welfare.

Public policy is a series of decisions and actions taken by the government, designed to overcome various problems related to public services, by taking into account all interests involved (Christensen et al., 2020). Public policy that produces laws and regulations is part of the political community related to the public interest. However, public policy can be improved if there are dynamics that affect the policy. Therefore, public policies are flexible that can be improved and adjusted based on development development. The process of improvement and adjustment is influenced by the assessment carried out by the community (Suprayitno et al., 2024); (Talitha et al., 2020).

The presence of Law Number 25 of 2009 concerning Public Services provides guidance for all service providers, including government entities, SOEs, BUMDs, BHMNs, private companies, and individuals, to provide services that meet certain standards by taking into account the components of service standards. According to the provisions of Article 15 of the Public Service Law, service providers have a number of obligations as follows: (1) Develop and set service standards. (2) Sorting, setting, and modifying service information. (3) Placing competent executors. (4) Provide facilities, infrastructure, and/or public service facilities that support the creation of an adequate service climate. (5) Providing quality services in accordance with the principles of public service delivery. (6) Carry out services in accordance with service standards. (7) Actively participate and comply with laws and regulations related to the implementation of public services. (8) Provide accountability for services provided. (9) Assist the community in understanding its rights and responsibilities. (10) Responsible for managing public service organizations. (11) Provide accountability in accordance with applicable law if you resign or release responsibility for the position or position. (12) Fulfill a summons or represent an organization to attend or execute an order of a legal action at the request of an authorized official from a state agency or government agency that is entitled, authorized, and lawful in accordance with laws and regulations.

Based on the Law, the policy can clearly improve service quality by setting minimum standards that must be complied with by public service providers, increasing the level of accountability and transparency in service implementation, and empowering the community. First, in setting minimum standards, public service implementers must behave fairly, non-discriminatory, carefully, courteously, friendly, firmly, reliably, and not give protracted decisions. In addition, professionalism, indifficulty, obedience to the orders of legitimate and reasonable superiors, upholding the values of accountability and integrity of the organizing institution, as well as the prohibition of leaking confidential information or documents in accordance with laws and regulations, are part of these standards. It also involves openness, measures to avoid conflicts of interest, non-misuse of facilities and infrastructure, as well as public service facilities. The standard also includes the prohibition of providing false or misleading information, being proactive in meeting the interests of the public, not abusing information, position, and/or authority, and compliance with propriety and procedures (Article 34).

The presence of public policy in setting minimum standards acts as a guide for public service providers to continue to prioritize service quality. Logically, minimum service standards can be applied to achieve various objectives. First, to be able to give a clear definition of the service in question. Second, provide information to plan to provide services for the community at the local level. In addition, this information can also be a benchmark in monitoring and evaluating public service performance. Furthermore, the existence of this standard also allows the Central Government to give emphasis to services that are national priorities. Finally, existing standards can be a necessary element to estimate financing needs to provide services (Sahadi, 2021).

The implementation of minimum service standards (SPM) not only serves as a technical guideline but also as an instrument to ensure accountability in the delivery of public services. According to the Results-Based Management (RBM) theory proposed by Kusek and Rist (Migai, 2023), minimum service standards can be used to direct the focus of institutions on the tangible results expected by the public, thus improving the effectiveness and efficiency of services. Research by (Madubun, 2024) also supports the importance of these standards in creating uniformity in service quality across different regions, especially in countries with diverse geographical and demographic conditions like Indonesia. By setting SPM, the government can minimize service disparities between regions while strengthening coordination between the Central Government and Regional Governments. Therefore, SPM is not only a regulatory tool but also a strategic component in achieving good governance.

Furthermore, public policies can increase the level of accountability and transparency in the implementation of services. The operator has the obligation to compile, establish, and publish service information, as well as provide accountability for the services provided (article 15). This means that organizers must announce information related to their services, including service standards, fees, and performance. In addition, organizers can provide mechanisms that allow communities to provide feedback and raise complaints. Furthermore, organizers can be responsible for their performance in providing services to the community, especially in responding to complaints that may arise. These measures overall aim to create a higher level of transparency

and accountability, as well as facilitate more open interaction between service providers and the communities served.

The integration of mechanisms for accountability and transparency as outlined in Article 15 of public service regulations underscores the principles of good governance, which emphasize openness, responsiveness, and responsibility in public administration. According to (Lee & Ospina, 2022), accountability is not merely about reporting performance but also about creating a relationship of trust between service providers and the community, where feedback and complaints are acknowledged and addressed constructively. Transparency, as highlighted by (Kulal et al., 2024), fosters an environment where stakeholders can access essential information about service delivery, thereby reducing the risk of corruption and inefficiency. These combined efforts strengthen the social contract between the state and its citizens, driving better service outcomes and governance practices.

Furthermore, public policy can empower the community by helping the community understand their rights and responsibilities (article 15). This includes providing information to the public about their rights in accordance with service standards, as well as support for community participation in decision-making processes and public policy formulation. Community rights are specifically regulated in Article 18 of the Public Service Law, including the right to know the content of service standards, supervise the implementation of service standards, get responses to complaints filed, get advocacy, protection, and/or fulfillment of services, notify service non-conformity with standards to the operator, notify the executive to improve service, complain the executor and organizer who deviate from the standard service, as well as receiving quality service in accordance with the principles and objectives of service. Therefore, this step aims to provide insight and strength to the community in interacting with public services, while encouraging their active participation in the service process and decision-making.

The empowerment of communities through public policy, as outlined in Article 15 and Article 18 of the Public Service Law, is pivotal in fostering a participatory governance model where citizens are not merely recipients but active contributors to public service delivery and policy formulation. According to (Arnstein, 2019) Ladder of Citizen Participation, empowering citizens through access to information and opportunities for participation enables a shift from tokenistic involvement to genuine partnerships in governance. Additionally, theories of participatory democracy, as discussed by Pateman (Nene, 2019), emphasize that informed and empowered communities are better positioned to hold public service providers accountable, ensuring services align with public expectations and standards. By guaranteeing community rights, including oversight, complaints, and advocacy mechanisms, public policies not only strengthen transparency and accountability but also build the capacity of citizens to engage effectively in governance processes, thereby enhancing the overall quality and fairness of public services.

Furthermore, in addition to the Public Service Law, other laws also have a significant role in improving service quality, especially in terms of improving the professionalism of public service apparatus. One of the contributing laws is Law No. 5 of 2014 concerning the State Civil Apparatus, which aims to create a high level of professionalism within the bureaucracy and improve the quality of public services to the community. To achieve this goal, the Training and Development Center and the State Civil Apparatus Competency Mapping (Puslatbang PKASN) and the State Administration Institute (LAN) continue to strive so that this goal can be realized in accordance with the provisions stipulated in the law (Yuningsih & Rejeki, 2022). This policy involves providing training and professional development to the apparatus responsible for the provision of public services. In addition, this policy also aims to build a work culture oriented towards public service and reward apparatuses that show good performance.

The implementation of Law No. 5 of 2014 on State Civil Apparatus highlights the importance of fostering competence, professionalism, and accountability among public service officials to improve public service delivery. According to (Tauhid et al., 2023), bureaucratic professionalism serves as the foundation for achieving effective and efficient governance, as it ensures that civil servants possess the necessary skills and ethical orientation to meet societal needs. Moreover, the competency-based approach mandated by this law aligns with human resource management principles outlined by (Armstrong & Taylor, 2023), emphasizing continuous learning, performance-based rewards, and career development as critical factors for enhancing organizational effectiveness. These initiatives aim not only to improve individual performance but also to foster a culture of excellence and responsiveness within the bureaucracy, bridging the gap between policy objectives and the public's expectations.

The focus on building a service-oriented work culture and rewarding exemplary performance is equally important in motivating civil servants to prioritize quality and responsiveness in carrying out their duties. However, the effectiveness of these measures depends on consistent implementation, alignment with practical

needs, and the availability of adequate resources. Ensuring that these programs reach all levels of public service and are supported by a transparent evaluation system will be crucial in achieving the desired improvements in service quality and fostering a bureaucracy that genuinely serves the public interest.

There is also a Presidential Regulation that aims to improve the quality of public services by utilizing technology, namely Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems. This policy emphasizes the use of technology as a means to improve the efficiency and effectiveness of public services. In its implementation, this policy encourages the use of technology with the aim of increasing the efficiency and effectiveness of public services. This is done by providing access to the public to get public services through online platforms and utilizing technology to collect and analyze data to improve the quality of public services. The use of technology, especially in digital public services, can contribute greatly to superior service quality. The use of information technology aims to improve public service management and interaction between government, business, industry, and society. In addition, the automation of repetitive and time-consuming administrative tasks, such as document verification, archiving, and data processing, can be accomplished through the use of electronic document management systems, automated processing tools, and artificial intelligence. Therefore, technology is the key to improving the efficiency, responsiveness, and overall quality of public services (Sudrajat, 2024).

The implementation of Presidential Regulation No. 95 of 2018 on the Electronic-Based Government System (SPBE) represents a transformative step toward modernizing public services by integrating technology into government administration. This regulation aligns with (Malodia et al., 2021), which emphasizes the potential of technology to enhance efficiency, reduce bureaucratic barriers, and provide citizens with easier access to services. By enabling online platforms, the SPBE policy allows citizens to interact with public services anytime and anywhere, thereby reducing the time and costs associated with traditional service delivery methods. Furthermore, the use of data collection and analysis tools supports evidence-based decision-making, consistent with the principles of performance measurement in public administration, as outlined by (Mills et al., 2021). A study by (Didin et al., 2024) demonstrates that well-implemented e-Government systems can improve public trust and satisfaction by making services more transparent, user-friendly, and responsive.

Finally, public policy can improve service quality by imposing sanctions or penalties on operators who do not meet standards or violate service policies. This regulation is regulated in Chapter VIII of the Public Service Law, which establishes various forms of sanctions in response to such violations. Types of sanctions that can be imposed include written reprimand, exemption from office, salary reduction by one periodic salary increase for a maximum of 1 (one) year, demotion at a lower rank for a maximum of 1 (one) year, honorable dismissal not at one's own request, dishonorable dismissal, suspension of missions and/or permits issued by government agencies, revocation of permits issued by government agencies, as well as criminal sanctions. The existence of this policy, gives a warning to public service providers to always comply with applicable standards and policies to maintain the quality and integrity of services provided to the community.

The enforcement of sanctions as outlined in Chapter VIII of the Public Service Law underscores the importance of accountability in public service delivery. By establishing a clear framework for punitive measures, this policy serves as a deterrent against negligence and misconduct among public service providers. The tiered nature of sanctions, ranging from written reprimands to criminal penalties, ensures proportionality and fairness in addressing violations. This mechanism not only safeguards the integrity of public services but also reinforces trust between the government and the community by demonstrating a commitment to upholding standards. However, the effective implementation of these sanctions requires robust monitoring systems and transparent enforcement processes. Without consistent application, the deterrent effect may weaken, potentially undermining efforts to ensure high-quality and reliable public services. This regulatory approach ultimately reflects the broader principle of good governance, where accountability mechanisms are integral to maintaining the efficiency and credibility of public institutions.

Furthermore, the existence of sanctions as a regulatory tool not only ensures compliance but also encourages a culture of continuous improvement among public service providers. Service operators are incentivized to meet and exceed established standards to avoid penalties and maintain their reputation. This approach aligns with the principle of results-oriented governance, where performance is closely tied to accountability measures. Additionally, the transparency of these sanctions when communicated effectively to the public can empower citizens to play a more active role in monitoring and reporting service deficiencies. This participatory element enhances the reciprocal relationship between the government and its citizens, fostering a shared responsibility in achieving service excellence. To maximize the impact of these sanctions, it is essential to integrate them with capacity-building initiatives for service providers, ensuring that any punitive actions are complemented by opportunities for correction and growth. This balanced approach can ultimately create a sustainable framework for delivering high-quality public services while upholding the rights and trust of the community.

Through the establishment of clear standards, the adoption of technology, mechanisms for community involvement, and enforcement of sanctions, public policies provide a comprehensive framework for improving service delivery. However, the success of these policies depends not only on their formulation but also on their effective implementation, monitoring, and adaptation to societal needs. By fostering transparency, professionalism, and community participation, these policies aim to build trust and ensure that public services meet the expectations and rights of citizens. As public service challenges evolve, continuous evaluation and refinement of these policies are essential to achieving sustainable governance and service excellence. This study contributes to the understanding of these dynamics and provides a foundation for future research and policy innovation in enhancing public service quality.

Limitation

This study acknowledges several limitations that may influence its findings and interpretations. First, the research relies heavily on secondary data and policy analysis, which may not fully capture the on-ground realities and perceptions of public service delivery. Second, the study focuses on general policy frameworks without delving deeply into sector-specific challenges or variations across different regions, which could affect the applicability of its conclusions. Third, the rapidly evolving nature of technology and governance practices may render some policy implications time-sensitive, requiring continuous updates to remain relevant. Lastly, the absence of direct empirical validation through fieldwork or stakeholder interviews limits the study's ability to provide nuanced insights into the practical challenges faced by service providers and recipients. These limitations highlight the need for further research that incorporates primary data, comparative analyses, and real-time evaluations to complement and expand upon the findings of this study.

Conclusions

Public policy can be an effective legal basis in improving service quality, public policy can improve service quality with the role of public policy in setting minimum standards in service, increasing accountability and transparency, empowering the community, and providing penalties to providers who do not meet standards or violate service policies. Law Number 25 of 2009 concerning Public Services is the main legal basis governing these aspects. Furthermore, public policy also strengthens the professionalism of the service apparatus through Law No. 5 of 2014 concerning the State Civil Apparatus. The use of technology in public services is also enhanced through Presidential Regulation No. 95 of 2018 concerning Electronic-Based Government Systems. This means that these public policies affirm the role of the government in providing optimal services to the community, while emphasizing that good governance is one that focuses on the interests of the community.

This conclusion confirms the importance of public policy as a key instrument in creating governance that focuses on the public interest. The practical implications of these findings are the need for consistent enforcement of minimum service standards by public service providers, as well as optimal utilisation of technology to improve service efficiency and transparency. In addition, policies that strengthen the professionalism of the apparatus through training and competency development must be implemented on an ongoing basis. Another implication is the importance of monitoring and evaluation of policy implementation, especially in enforcing sanctions for service providers that do not meet standards. For policymakers, these results provide strategic guidance for designing policies that are not only based on regulations, but also encourage community participation in service supervision. Overall, this research strengthens the argument that good governance requires synergy between regulations, technology and community empowerment to achieve optimal public service quality.

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