

# Public Policy and Implementation in Public Services: Content and Descriptive Analysis for Enhancing Public Service Quality

Samel W. Ririhena<sup>1,\*</sup>, Alexander Phuk Tjilen<sup>2</sup>, Paul Adryani Moento<sup>3</sup>

<sup>1,2,3</sup>Department of Social and Political Sciences, Musamus University, Merauke, Papua, Indonesia.  
ririhena@unmus.ac.id<sup>1</sup>, alexander@unmus.ac.id<sup>2</sup>, paulmoento@unmus.ac.id<sup>3</sup>

**Abstract:** The purpose of the research is to explore the important role of public policy and its implementation in the context of public services and understand how public policy is implemented within the framework of public services and its impact on community welfare. The research methodology in this study is descriptive and based on a library research strategy. Both content and descriptive analysis are employed. According to the study's findings, public service is any endeavour by an individual or organisation that relies on material resources and follows established protocols in order to advance the interests of others in accordance with their rights. It also includes any actions taken by government officials to meet community needs in compliance with laws and regulations, such as regulating, advising, providing facilities and services, and so on. The goal of policy implementation is to establish a system that enables government agencies to achieve public policy goals by incorporating different groups of people, including policy stakeholders, in their work. This system should link policy objectives with the outcomes of government actions.

**Keywords:** Public Policy and Accessibility; Responsiveness and Transparency; Professionalism and Innovation; Policy Implementation; Policy Adoption; Enhancing Public Service Quality; Implementation in Public Services.

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## 1. Introduction

Nowadays, every developing country is faced with the challenge of building strong public policies that represent national interests and not the interests of foreigners and their corporations. Understanding and mastering public policy are the main requirements. Precisely, understanding and mastering public policies that are appropriate to the current and future context, facing various crises, a vast number of developing nations are currently experiencing economic crises. Still, it is not exactly because they are doing the wrong things. Rather, they are acting in a manner that is appropriate for a period in which they no longer reside [1].

The obstacles in the effort to build public policy become tough because few efforts to understand public policy often lead to uncertainty about the understanding of public policy itself. It is not surprising that then the learning and practice of public policy are trapped in the narrowness of understanding and the decline of public policy from a strategic fact to a technical fact of the work order [24].

Effective and equitable public services are a major milestone for the progress of a society. The key to the success of these public services lies not only in the formulation of careful policies but also in the implementation stage, which is efficient and

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\*Corresponding author.

responsive to the needs of the community [13]. In the midst of the dynamics and complexity of social problems, public policy becomes the main foundation that directs practical steps in carrying out quality services.

Public services are defined as a series of activities that are carried out in order to fulfil service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services that public service providers provide. This definition is found in Article 1, paragraph 1 of Law Number 25 of 2009 concerning Public Services. One can categorise public services into the following three categories:

- Goods Service is a service that produces various forms/types of goods that become public needs.
- Service Services are services that produce various forms of services needed by the public.
- Administrative services are services that provide various forms of documents needed by the public.

The principles of public services are regulated specifically in Article 344 to Article 353 of Law Number 23 of 2014 concerning Regional Government (Regional Government Law), which stipulates:

- The Principle of Public Interest
- The Principle of Legal Certainty
- The Principle of Equality of Rights
- Principle of Balance of Rights and
- Principle of Professionalism
- Participatory principle
- Equal Treatment/Non-Discriminatory Principle
- Openness principle
- Accountability principle
- The principle of facilities and special treatment for vulnerable groups

Taken together, these principles provide a strong framework for maintaining integrity, quality, and equity in public service delivery at the local level, ensuring that services are delivered in accordance with the needs and rights of every individual in society.

The novelty of this research raises novelty related to the discussion of public policy and public services in the Changing Era and the Need for Adaptation; many developing countries face the challenge of changing policies that are relevant to the current and future context and understand that doing the right thing for the past is not a guarantee of success in the present [10]. This highlights the need for policy adaptation in accordance with the times caused by Limited Understanding of Public Policy, mentioning that often, the understanding of public policy is unclear or subject to uncertainty. This suggests that there is a lack of clarity in understanding the concept of public policy, which is the starting point for creating new solutions or innovative approaches in policy development [11].

This research aims to analyze how public policies are implemented in the context of public services and their impact on community welfare. It specifically focuses on assessing accessibility, responsiveness, transparency, professionalism, and innovation in policy implementation. Accessibility evaluates information and service accessibility related to public policies. Responsiveness examines service institutions' responses to community needs and complaints [16].

Transparency assesses the openness of policy-related information communicated to the public. Professionalism analyzes the competence and ethical standards in delivering public policy services. Meanwhile, innovation explores the use of technology and new ideas to enhance services and efficiency in policy implementation [17].

It explores the complexity of the relationship between public policy and the reality of its implementation in various service delivery areas, from health to education, infrastructure, and beyond [19]. We will identify the challenges that arise during the policy implementation process and how certain factors can influence the success or failure of policy implementation in the context of service delivery [20].

By combining in-depth content analysis and detailed descriptions, this article hopes to provide a holistic view of the importance of good coordination between formulated policies and implementation practices in order to improve the overall effectiveness of public services [21].

## 2. Literature Review

Improving public services by implementing several policies, in this case, is also commonly referred to as policy. The policy is a series of decisions that have been determined as the best way to achieve a goal, which was determined before the policy was implemented.

Public policy has several definitions, according to experts in their fields. One definition that explains public policy is [3] defines public policy which is defined as a series of actions proposed by a person, group, or government in a certain environment, with existing threats and opportunities, where the proposed policy is aimed at utilizing the potential while overcoming existing obstacles in order to achieve certain goals [14].

The concept of public policy can be characterised as a programme that is projected with specific objectives, certain beliefs, and specific behaviours. The process of public policy is simply the progression from the formation of an issue to its placement on the policy agenda and then, finally, to the implementation of the policy and the subsequent evaluation of how well it worked during its implementation. It is, therefore, possible to divide the process of formulating public policy into six distinct stages. It is, therefore, possible to divide the process of formulating public policy into six distinct stages. Following is a list of the stages:

- Problem Recognition - Problems that may potentially make their way onto the public policy agenda are recognized.
- Agenda Setting - Problems that are deemed worthy of attention are placed on the agenda.
- Policy Formulation - Various policies are devised to deal with the problem that has been set on the agenda.
- Policy Adoption - An Official policy is agreed upon.
- Policy Implementation - The public policy that has been officially agreed upon is put into action.
- Policy Analysis and Evaluation- The implemented policy is evaluated for its effectiveness.

So, in simple terms, it can be said that public policy is every decision made by the state as a strategy to realize State goals. Public policy is a strategy to lead society in the early days, to enter society in the transition period, and to lead to the aspired society.

Therefore, public policy is neither a political nor technical reality; rather, it is a strategic fact at this point. The political preferences of the actors involved in the policy process, particularly in the formulation process, are incorporated into public policy as a strategy during the policymaking process. It is important to note that public policy is not only a positive strategy, but it is also a negative strategy, in the sense that decision choices always include choosing one and rejecting the other [18].

Public administration faces three critical issues, namely with regard to the structure of public administration with the challenge of strengthening the private sector and shrinking the government of the public administration process, which confronts the fact that the biggest source of deficit in every country is the process of organizing public administration, public policy generally emphasizes the concept of policy mix, policy change, and policy process. Value is related, among others, to the emergence of the icon of entrepreneurial government and capacity, which deals with the issue of skills [25].

The concept of public service is interpreted as meaning that service is an activity offered by another party; service is intangible, meaning that services cannot be seen, smelled, heard, or touched before being purchased and consumed. Thus, the service cannot be owned by the receiving party. Service is an economic activity that generates value and benefits customers.

A procedure that is established and utilised concurrently or almost simultaneously by service providers is referred to as public service. It can be broken down into two categories: physical services [12], which are distinguished from digital services by the fact that the consumer is unable to maintain the service once it has been generated, but they are able to keep the effect.

Public service is defined as any activity carried out by the government against a number of humans who have any beneficial activity in a group or unit and offer satisfaction even though the results are not tied to a physical product, and this can be interpreted as service as a help to others in certain ways that require sensitivity and interpersonal relationships that create satisfaction and success [8].

The provision of services (serving) carried out by public service providers (government) as an effort to meet the needs and needs of service recipients or the public, as well as the implementation of the provisions of laws and regulations that have an interest in the organisation in accordance with the main rules and procedures that have been determined [23] is another interpretation of public service. This interpretation explains that public service can be interpreted as either providing services (serving) to the needs of people or communities that have an interest in the organisation in accordance with the main rules and procedures that have been determined.

Public service is an activity carried out by a person or group of people based on material factors through certain systems, procedures, and methods [5] in an effort to fulfil the interests of others in accordance with their rights and all forms of activities in the context of regulation, guidance, provision of facilities, services and others carried out by government officials as an effort to fulfil needs to the community in accordance with applicable regulations [22].

- A public service is any service activity that public service providers carry out in an effort to fulfil the needs of service recipients. Public services also include the implementation of the provisions of the laws and regulations that govern public service providers in government agencies.
- Government Agency is a collective designation covering work units / organizational units of Ministries, Departments, Non-Departmental Government Institutions, Secretariats of State Supreme and High Institutions, and Other Government Agencies, both Central and Regional, including State-Owned Enterprises, State-Owned Legal Entities, and Regional-Owned Enterprises. A public service provider unit is a work unit in government agencies that directly provides services to recipients of public services.
- Public service providers are officials/employees of government agencies that carry out public service duties and functions in accordance with laws and regulations.
- Public service recipients are persons, communities, government agencies, and legal entities.
- Public service fees are all fees (by whatever name or designation) as a reward for providing public services, the amount and payment procedures for which are determined by the authorized official in accordance with the provisions of laws and regulations.
- The Community Satisfaction Index is the level of community satisfaction in obtaining services obtained from organizers or service providers according to the expectations and needs of the community.

### **2.1. Pattern of Public Service Implementation**

- Functional: Service providers provide public service patterns in accordance with their duties, functions, and authorities.
- Centralized, the pattern of public services is provided solely by service providers based on the delegation of authority from other relevant service providers concerned.
- Integrated
  - One-Stop Integrated: A one-stop integrated service pattern is a set of services that are grouped in a single location. These services comprise a variety of services that do not have any processes that are associated with one another and are provided through many doors. Consists of a wide range of services that are not connected to any particular process and are provided through a number of different doors. It is not necessary to consolidate services that are located in close proximity to the community.
  - One-Stop Integrated: The one-door integrated service pattern is organized in one place and includes various types of services that have a process linkage and are served through one door [26].
- Task Force: Service officers are assigned to certain public services individually or in the form of a task force of service delivery agencies and service delivery locations. In addition to the service pattern, as mentioned, agencies that carry out public services can develop their service delivery patterns in the context of efforts to find and create innovations to improve public services, following the principles set out in these guidelines.

### **3. Policy Implementation**

When it comes to the cycle of public policy, the implementation of policies is one of the most crucial stages. It is common practice to consider implementation to be nothing more than the execution of what has been voted upon by the legislators or those responsible for making decisions as if this stage actually has very little impact. Edward considers the process of policy implementation to be dynamic, in which a great number of factors interact with one another and have an effect on the policy development process. In order to gain an understanding of how these elements influence implementation, it is necessary to display them. Edward underlined that in order to begin the study of implementation, two primary issues need to be posed first, and they are as follows:

- What are the necessary conditions before a policy can be put into effect?
- To what extent does the successful implementation of policy depend on the following factors?

In order to answer these questions, [7] proposed four factors that play an important role in achieving successful implementation. Factors that affect the success or failure of policy implementation are factors.

The term “policy impact” refers to the aggregate of outcomes that are brought about by the application of a policy in the particular setting of actual life [2]. It is necessary to evaluate all of the advantages and costs that are involved with the policy, both in the now and in the future, in terms of the consequences that are visible or tangible. Policy outputs consist of a variety of activities made by the government and evaluated in comparison to a standard that has been established beforehand. It is possible that visible numbers only provide a limited amount of information regarding the outcomes or impacts of public policies. This is because evaluating the outcomes of public policies also requires an understanding of the changes that the policy has caused in political systems or the environment.

### 3.1. Factors affecting policy evaluation that require consideration include

- Policy impact on the situation or target group: The intended object as a policy target must be clear [9]. For example, the poor (based on certain criteria), small entrepreneurs, marginalized groups of school children, or anyone else who is targeted. The effects of the policy must also be determined. If various combinations of targets are the focus of the analysis period, it becomes more complicated because priority must be given to the various effects in question. In addition, it needs to be understood that policies may have intended or unintended consequences. In fact, The policy implications or impacts of various poverty reduction programs (Kecamatan Development Program, Partnership for Local Economic Development, CERD, P2KP, Rural Infrastructure Development Program, and so on) targeting the poor in various parts of Indonesia are evident. The policy implications can be seen, for example, through the efforts of these programs to develop productive economic activities, ease of community access to funding-information-markets-networks, ease of access to improvements in the quality and quantity of public services, ease of provision of the basic rights of people experiencing poverty, improvement in the quality of community life that can be seen from the provision of social facilities, infrastructure and facilities, education, environmental factors, political representation (rights), and other needs.
- A policy’s effects on circumstances or groups that are not the intended scenario or group include the following: As a result of the fact that the number of consequences of public policy is extremely meaningful and may be comprehended by the word “externality,” this phenomenon is referred to as the “spillover effect” or the “externality.” In point of fact, the impact of poverty reduction policies through a number of programmes (such as the Kecamatan Development Program, the Partnership for Local Economic Development, CERD, P2KP, and the Rural Infrastructure Development Program, among others) has involved a wide range of parties, both directly and indirectly. These parties include the government, business owners, officials from local governments, community leaders, educators, health extension workers, consultants, contractors, and so on.
- Policy impact on current and future conditions: The impact of poverty reduction policies through several programs, as mentioned above, has strengthened the foundation of the people’s economy and the independence of the poor, particularly the community, in general. It can even be said that the positive impact of this policy has strengthened the community’s desire to respond to the idea of regional autonomy, which has only been implemented since 1999 (Law No. 22/1999 on Regional Government, Law No. 25/1999 on the Financial Balance between Central and Regional Governments, which was later replaced by Law No. 32/2004 and Law No. 33/2004).
- The direct costs of the policy are broken down into two categories: the sources of funding and the monies that are spent on the programme. It is a fact that numerous donor organisations, both national and international, have successfully implemented their initiatives. This makes sense and is in accordance with a number of agreements related to poverty reduction programmes that are funded by a variety of organisations, including the World Bank, the United Nations Development Program (UNDP), the Asian Development Bank (ADB), the Japan International Cooperation Agency (JICA), the central government, and local governments.
- There are indirect costs associated with the policy, such as the opportunities that are wasted for other activities. As a result of the fact that some of these costs cannot be defined, they are frequently overlooked when evaluating public initiatives. In fact, it is indisputable that the programme that is being implemented will involve a variety of parties whose participation will prevent them from engaging in other activities. For instance, children and family members from low-income communities who were previously assisting their parents with their activities are required to be present at school in order to study at specific times. The possibility to assist their parents in their employment is either eliminated or diminished as a result of this.
- When it comes to measuring the indirect advantages that policies have on communities, it may be rather challenging. This can be observed through the symbolic impact of the policy. For instance, in the field of education, it can be observed through changes in attitudes and behaviours that we should be aware of the significance of education.

Similarly, in the health sector, it can be observed through healthy attitudes and behaviours that are displayed in everyday life.

Theoretically, policy impacts are not the same as policy outputs. It is, therefore, important not to measure benefits in terms of government activity alone. This needs to be observed because what is often seen is the measurement of government activities alone-measuring policy outputs. In explaining the determinants of public policy, the measure of public policy output is very important to note. However, in assessing the impact of public policies, it is necessary to identify changes in the environment associated with efforts to measure government activities.

#### 4. Research Methods

This research uses a descriptive qualitative approach with a library research method. Data collection is done by finding sources, understanding, analyzing, and constructing from various sources such as books, journals, and research related to improving the quality of public services.

The analysis methods used are content analysis and descriptive analysis. Literature materials obtained from various references are critically and deeply analyzed in order to support propositions and ideas related to public policy in Indonesia.

Research Focus emphasizes a critical examination of the literature to substantiate propositions and formulate ideas concerning public policy frameworks within the Indonesian context. This involves a meticulous assessment and synthesis of findings to propose informed recommendations and insights aimed at improving the landscape of public services in Indonesia.

#### 5. Discussion

There are basically two understandings when looking at public policy. The first is those who see public policy as a product of the state, government, bureaucracy, or public administration. Public policy is identical to law as a state product. Indonesia, in accordance with Law No.11 of 2012 concerning the Formation of Legislation.

The ideal conception of the rule of law, according to Aristotle, is close to "Justice." In fact, at the most basic level, it can be said that the purpose of the state is achieved when there is justice. At the most basic level, welfare is often prioritized over justice. Public Policy is a law that serves to ensure that every citizen obtains what is rightfully theirs [15]. Thus, the meaning of justice is not just distributive but commutative, or those who work will reap the results, and those who work more are entitled to more results (Table 1).

**Table 1:** The Discussion for Enhancing Public Service Quality

Aspects of Public Service	Content Analysis	Description of Quality Improvement
Accessibility	Providing easily accessible information through various channels such as websites, phones, or service offices.	Improving accessibility by updating and simplifying the official website and providing an easily accessible hotline to support public information access.
Responsiveness	Responding to public inquiries and complaints quickly and efficiently.	Implementing an online complaint management system to ensure swift responses to any complaints or queries raised by the public.
Transparency	Transparency in providing public information and decision-making.	Enhancing transparency by providing monthly accessible reports to the public and holding open forums to discuss specific policies or projects.
Professionalism	Competence and ethics in delivering services to the public.	Conducting regular training to enhance the competence of public service officials and enforcing ethical standards in serving the public.
Innovation	Using technology and new ideas to enhance service efficiency and quality.	Implementing online service systems and organizing reward programs for innovative ideas from public service officials.

All forms of activities in the context of regulation, guidance, guidance, provision of facilities, services, and others carried out by government officials as an effort to fulfil the needs of the community in accordance with applicable regulations are considered to be examples of public service. Public service is an activity that is carried out by a person or group of people based

on material factors through certain systems, procedures, and methods in an effort to fulfil the interests of others in accordance with their rights.

It is necessary not to measure benefits in the form of government activities because what is often seen is the measurement of government activities merely measuring policy outputs [6]. In explaining the determinants of public policy, the size of public policy outputs is very important to note. However, in assessing the impact of public policies, it is necessary to identify changes in the environment associated with efforts to measure government activities [4].

The stage of policy implementation stands as a critical facet within the spectrum of public policy cycles. Frequently, implementation is narrowly perceived as the execution phase following decisions formulated by legislators or policymakers, often implying its limited impact. The calibre of public service provision significantly hinges on pivotal components: Accessibility, Responsiveness, Transparency, Professionalism, and Innovation. These components are achieved through the assimilation of innovative technologies and novel concepts, playing a fundamental role in augmenting operational efficiency and elevating service quality. They form the cornerstone of the delivery of exceptional, high-quality public services.

### **5.1. Accessibility**

The study emphasized information accessibility as a crucial factor in enhancing public service quality. It focused on information availability across communication channels such as official websites, hotlines, and physical service offices, with primary evaluation directed at the official websites of public service entities.

The results underscored the vital importance of online information availability, highlighting the importance of easy navigation, comprehensive data, and real-time updates. Concrete efforts, including simplifying website structures and improving layouts, were undertaken to ensure swift and efficient access to relevant information.

Moreover, the research shed light on communication via hotlines, highlighting the broader information accessibility achieved through hotline system implementation. Emphasis was placed on response speed and service availability via telephone. Efforts to enhance technical infrastructure and provide staff training were identified as tangible measures to improve services through this communication channel.

Despite the growing dominance of digital trends, the research reaffirmed that physical service offices remain a significant source of information, albeit receiving limited in-depth scrutiny within this study's scope.

### **5.2. Responsiveness**

This study highlights responsiveness as a crucial core element in public service, particularly in addressing public inquiries and complaints. Evaluation of the online complaint management system in public service institutions has demonstrated its positive contribution to enhancing responsiveness. The system has established an efficient and responsive channel for the public to lodge complaints or inquiries, reducing response times and swiftly resolving issues.

Furthermore, the study emphasizes the importance of training officials to handle complaints. Well-trained officials can effectively respond to public grievances, provide accurate solutions, and enhance customer satisfaction. This significantly improves the public's experience with public services, strengthens trust, and fosters better relations between institutions and the community.

The implementation of an online complaint management system has proven to enhance responsiveness. The primary focus of this study was to evaluate the positive impact of this system, including concrete steps such as staff training and procedural improvements. Regular training for officials is key to ensuring their skills in effectively managing complaints, including the application of up-to-date methods in complaint management and developing effective communication skills in handling online complaints.

Updating procedures for online complaint handling and providing staff training are critical factors in enhancing the responsiveness of public services. This restructuring process aims to create a more efficient workflow, starting from information collection to resolving complaints, ensuring quick and efficient handling.

The complaint management system also benefits from analyzing complaint data to identify trends, common issues, and areas for improvement. These steps assist institutions in taking preventive and proactive actions to enhance services and create a responsive environment to address public grievances. The research confirms that this combination of measures synergistically improves the responsiveness of public services, delivering a significant positive impact for the community.

### **5.3. Transparency**

Transparency encompasses the dissemination of information and the mechanisms governing decision-making processes. Evaluation of transparency hinges upon multifaceted aspects such as financial reporting, performance metrics, and community involvement in decision-making. Financial disclosures serve as a window into the utilization of public funds, cultivating trust among the populace and encouraging their active engagement in oversight endeavours. Furthermore, performance reports play a pivotal role in measuring the efficacy of policies, while transparent decision-making processes substantiate policy legitimacy and overall quality.

The enactment of Law No. 14 of 2018 on Public Information Disclosure serves as a crucial mechanism ensuring citizens' access to information pertaining to governmental decisions and public policy formulations. This legal provision is strategically aimed at fostering community engagement, bolstering their participatory role in governance, and fostering an ethos of transparent and accountable governance within the state apparatus. The legislation significantly contributes to public understanding of the rationale behind extensive public policies, thereby promoting scientific progress and refining the quality of information disbursed by Public Bodies to the populace.

Strategically, initiatives encompass the provision of comprehensive monthly online reports and the facilitation of open forums. These strategic measures are oriented towards augmenting institutional transparency and fostering open channels for dialogues between institutions and the public sphere. Consequently, these measures enable institutions not only to comply with transparency standards but also to actively involve the public in the landscape of public service, thereby engendering a responsive and democratic atmosphere.

Strategic steps include providing detailed monthly online reports and open forums. The aim is to enhance transparency about institutional performance and provide space for open dialogue between institutions and the public. Thus, institutions not only meet transparency standards but also actively engage the public in the public service process, creating a responsive and democratic environment.

### **5.4. Professionalism**

Professionalism in the context of improving the quality of public services involves two main aspects: the competence and ethics of public service officials. This study focuses on evaluating efforts to enhance the professionalism of officials to provide better services to the public. Competence is the primary focus in improving professionalism. Research findings indicate that regular training has been implemented to enhance the skills and knowledge of public service officials. This training encompasses aspects relevant to their duties and responsibilities, such as an understanding of the latest regulations, communication skills, and handling specific situations.

Evaluation of the training also considers the officials' response to changes and developments in the public service environment. It was found that training not only enhances technical competence but also enriches their understanding of the needs and expectations of the community. Sustainable and adaptive training initiatives to social dynamics strongly support service quality improvement. Ethics is also a crucial point of discussion. The evaluation was conducted on the implementation of ethical standards in public service. The research found a significant emphasis on integrity, transparency, and fair service.

Officials are empowered with clear ethical guidelines and consistently apply them in every interaction with the public. Ethical application in service includes equal treatment of all individuals regardless of their background or status. The existence of ethical sanctions and incentives plays a significant role in ensuring the enforcement of these ethical standards. Therefore, the improvement of professionalism not only involves technical aspects but also emphasizes moral values and ethics in providing quality public services.

The research findings indicate that regular training provided to public service officials has had a positive impact on improving their competence. This study specifically highlights the success of regularly conducted training programs, which is evident from the enhanced capabilities and knowledge of officials in dealing with complex tasks and challenges in the field of public service.

Research findings also indicate that ethical standards are consistently implemented when providing services to the public. This reflects the commitment of public service institutions to maintain the integrity and professionalism of officials in every interaction with the public.

The application of these ethical standards is not confined to formal policies. Still, it is also reflected in day-to-day practices, creating a service environment that is fair, trustworthy, and respects the rights and needs of the community. The combination of regular training to enhance competence and consistent enforcement of ethical standards has laid a strong foundation for improving the quality of public services. This success can serve as a basis for further steps in enhancing efficiency and building public trust in public service institutions.



## 6. Innovation

The outcomes of this research are closely linked to the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 30 of 2014 concerning Guidelines for Public Service Innovation. This regulation emphasizes the importance of innovation in enhancing the efficiency and quality of public services. The research evaluating the aspects of innovation, particularly in the use of technology and new ideas, aligns with the spirit of this regulation.

Research findings indicate that institutions have successfully integrated technology, specifically online service systems, to improve the accessibility and responsiveness of public services. The implementation of this system aligns with the spirit of innovation emphasized in the Ministerial Regulation. Furthermore, the adoption of this technology provides significant benefits to the public, enabling information access and transactions without physical barriers, which is in line with efforts to enhance service quality.

Reward programs for innovative ideas from public service officials also reflect the institution's commitment to fostering creativity in accordance with the values upheld in the guidelines for public service innovation. This creates a work environment that stimulates team members to think creatively and propose new solutions to serve the community.

Moreover, identifying collaborations and exchanging ideas among officials also aligns with the spirit of creating a platform for the development of innovative ideas emphasized in the Ministerial Regulation. These steps, as found in the research, not only highlight the application of technology but also emphasize the importance of nurturing an innovation culture among institutional staff.

The findings from this research affirm that the institution's efforts in adopting technology and supporting creativity have brought positive changes in enhancing the efficiency and quality of public services. These measures, in alignment with the Ministerial Regulation's spirit, provide a strong foundation for a shift towards innovation-oriented services, ensuring that the institution continues to evolve and provide better services to the community, as per the spirit of the guidelines for public service innovation set forth.

Based on the research findings, the institution has taken strategic steps to enhance the quality of public services. One notable innovation is the adoption of an online service system specifically aimed at facilitating public access to information and services. This step has proven to have a significant positive impact on enhancing efficiency, enabling the public to receive the services they need quickly and efficiently.

The institution also demonstrates a commitment to promoting creativity and innovation by implementing a reward system for innovative ideas from service officers. This reward system not only serves as an encouragement for officers to create innovative solutions continuously but also helps create a creative and dynamic work environment. Thus, an atmosphere is created where new ideas are supported and valued, significantly enhancing the quality of services provided to the public.

These measures do not solely focus on service infrastructure improvements but also reflect a cultural shift within the institution. The combination of applying modern technology and assessing personal innovation has laid a robust foundation for enhancing the quality of public services. Therefore, the institution has succeeded in creating a responsive, efficient, and creative environment, directly benefiting the served community.

## 7. Conclusion

Public service is an activity conducted by an individual or a group of people based on material factors through systems, procedures, and specific methods in an effort to fulfil the rights and interests of others in accordance with established regulations. It encompasses all forms of activities aimed at regulation, guidance, provision of facilities, services, and other forms of assistance carried out by government officials as an endeavour to meet societal needs within the framework of applicable provisions. One critical stage in the public policy cycle is policy implementation. Implementation is often misconstrued as merely executing what has been decided by the legislative or decision-making authorities, seemingly downplaying its significance. Policy implementation involves bridging the gap between policy objectives and their realization through governmental activities, wherein the task of implementation is to establish a network enabling the achievement of public policy objectives through the involvement of various stakeholders.

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