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## **PUBLIC'S VIEW ON THE EXTENDED SERVICE HOUR IN SINGKAWANG PUBLIC SERVICE MALL FROM 19.00-21.00 WEST INDONESIA TIME**

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### **ABSTRACT**

*Public service malls are established to enhance the quality of public services, and the Singkawang City government has implemented a policy for nighttime services at these malls. This study aims to assess public perceptions of the nighttime service policy (19:00-21:00) at Singkawang City's public service malls. The research is qualitative, utilizing data collection methods such as observations, surveys, and interviews. Both primary and secondary data sources are employed, with the collected data analyzed descriptively through qualitative and quantitative methods. This includes grouping, simplifying, and presenting the questionnaire results in simple diagrams, as well as analyzing and comparing interview findings. The survey, conducted with 130 respondents, revealed that 68% find public service malls useful, 37% frequently visit them, and 72% prefer visiting during the day. Additionally, 71% support the nighttime service policy, and 57% agree with extending service hours. The data indicates that the community values the nighttime service policy, as it accommodates their daytime activities.*

*Keywords: Public Service Mall, Public Perception, Night-Integrated Services.*

### **ABSTRAK**

Mall pelayanan publik dibuat untuk meningkatkan kualitas pelayanan publik terutama kebijakan pemerintah terkait pelayanan malam hari di mall pelayanan publik Kota Singkawang. Maka dari itu, penelitian ini bertujuan untuk mengetahui persepsi publik terhadap kebijakan pelayanan malam hari (pukul 19.00-21.00) pada mall pelayanan publik di Kota Singkawang. Adapun jenis penelitian ini adalah kualitatif dengan teknik pengumpulan data berupa observasi, survey, dan wawancara. Sumber data yang digunakan adalah data primer dan sekunder. Data yang diperoleh kemudian dianalisis secara deskriptif (kualitatif dan kuantitatif) berdasarkan pengelompokan, penyederhanaan, dan penyajian dalam bentuk diagram sederhana dari hasil kuesioner, dan hasil wawancara akan dianalisis dan disimpulkan serta sebagai pembandingan antara satu dan lainnya. Dan didapati hasil dari survey 130 responden, sebanyak 68% responden menjawab bahwa mall pelayanan publik berguna, 37% sering mendatangi mall pelayanan publik, 72% responden sering mendatangi mall pelayanan publik disiang hari, 71% responden setuju terhadap kebijakan pelayanan malam hari, untuk waktu pelayanan dan kinerja pegawai sudah sangat baik, 57% responden setuju dengan

perpanjangan jam pelayanan malam hari. Dari hasil yang diperoleh dapat disimpulkan bahwa masyarakat senang akan kebijakan pelayanan malam hari di mall pelayanan publik dikarenakan masyarakat banyak beraktivitas disiang hari.

Kata Kunci: Mall Pelayanan Publik, Persepsi Publik, Pelayanan Malam Hari.

## INTRODUCTION

In the era of globalization, characterized by increasingly advanced technology and information, the government is innovating to provide better services to the public. The presence of inadequate and ineffective services necessitates improved government performance. Government Regulation Number 96 of 2012, which implements Law Number 25 of 2009 on Public Services, defines public services as activities or series of activities aimed at fulfilling service needs according to laws and regulations for all citizens and residents. This includes the provision of goods, services, and administrative assistance by public service providers. Public services are a right for every citizen, and the state is obligated to fulfill these basic rights and needs, as mandated by the 1945 Constitution of the Republic of Indonesia. The government is expected to offer high-quality, transparent public services with clear procedures and concise timelines to ensure they are efficiently delivered. Providing good service is crucial, as it significantly impacts public trust in the government.

Various creative initiatives and innovations have been undertaken to develop and enhance the quality of public services. In Indonesia, the Innovative Government Award has been held since 2018, targeting districts and cities that contribute to improving public service quality through innovation. According to the Decree of the Minister of Home Affairs Number 002.6-5846 of 2021, which lists the recipients of the 2021 Innovative Government Award in the city category, Surabaya secured the first place with a score of 150.73, followed by Singkawang in second place with a score of 150.23, and Padang Panjang in third place with a score of 147.51.

Singkawang City is notable for its highly diverse population, comprising 17 ethnic groups, including Chinese, Malay, Dayak, Javanese, Madurese, and others. This ethnic and religious diversity coexists harmoniously, earning Singkawang the title of the 2nd Most Tolerant City in Indonesia in 2020. As a tourist destination in West Kalimantan, Singkawang offers a variety of attractions, including marine, nature, cultural, religious, and culinary tourism.

This potential allows Singkawang to innovate and implement regional developments, boosting investment in the city, which is recognized for its trade, services, and tourism sectors.

The implementation of regional innovations in Singkawang City is governed by Mayor Regulation Number 46 of 2021, which mandates that each regional apparatus submit at least one innovation annually. This requirement is a component of the performance assessment for the heads of regional apparatuses. In 2021, Singkawang City submitted 152 regional innovations; however, based on the criteria set by the 2021 Innovative Government Award, only 46 of these innovations were reported. These included 14 innovations in regional governance, 26 in public services, and 6 in other areas related to the region's governmental responsibilities. Among these, one of the standout innovations is the public service mall, which earned 2nd place at the Innovative Government Award (IGA).

The Singkawang City Public Service Mall represents a significant advancement in service delivery within the city. Traditional services, often characterized by complicated procedures, long processing times, and high costs due to manual processes, have been transformed into faster and more accessible services at

affordable rates through the use of technology. The Public Service Mall aims to meet the public's demand for quick, secure, easy, affordable, and comfortable licensing services.

To enhance visitor comfort, the Public Service Mall is located in Singkawang Grand Mall, the largest shopping center in the city. This location sets it apart from similar facilities in other regions. The one-stop service mall concept is an innovative approach by Singkawang City, allowing visitors to not only receive services and licensing efficiently but also enjoy the amenities of the mall. While handling their permits, visitors can shop and utilize the mall's facilities, making the experience convenient and enjoyable.

Additionally, the presence of the Public Service Mall in the shopping center has a positive multiplier effect, as it attracts more visitors and increases sales volume in the mall, benefiting the local economy.

The Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 23 of 2017 pertains to the implementation of Public Service Malls (MPPs). MPPs are designated places where public service activities for goods, services, and administrative functions are conducted. They represent an expansion of the integrated service function at both the

central and regional levels, as well as services provided by State-Owned Enterprises, Regional-Owned Enterprises, and private entities. The objective of MPPs is to offer convenience, speed, affordability, security, and comfort to the public in accessing services, while also enhancing global competitiveness and facilitating ease of doing business in Indonesia. The principles guiding Public Service Malls include integration, efficiency, coordination, accountability, accessibility, and comfort.

The Public Service Mall involves several service providers, including PMTK Service, Dukcapil, the Kemenag Office, BPN, BPJS Kesehatan, BPJS Ketenagakerjaan, the District Court, KPP Pratama, SAMSAT, Polres, the Immigration Office, the Regional Finance Agency, Bank Kalbar, and Bank BRI. In addition, the Singkawang City government introduced a night service policy based on Mayor's Order No. 005/023/PPL-B/2022, issued on March 9, 2022, and implemented on March 23, 2022, setting night service hours from 19:00 to 21:00 WIB. This policy aims to accommodate the public's busy daytime schedules, ensuring they can access services and improving overall public service delivery. The night service hours also help to meet the requirement for employees' effective working hours, which

is set at eight hours per day. This initiative is expected to enhance public services in Singkawang City.

One of the factors influencing the implementation of the night service policy in public service malls is public perception. Perception is a key indicator related to this policy, as it involves compiling, recognizing, and interpreting information to provide an understanding of the surrounding environment. This process results from stimulation of the five senses, forming the basis for learning, memory, expectation, and attention (Riwukore and Habaora, 2019; Riwukore et al., 2019). Public perception involves the entry of messages or information into the human brain, enabling individuals to establish continuous relationships with their environment through their senses—sight, hearing, touch, taste, and smell (Slameto, 2010: 102).

The response of individuals or groups to a physical and non-physical situation can be observed at three levels: perception, attitude, and action. Simon and Wijaya (2007) categorize these responses into three aspects:

1. Perception: An assessment in a person's mind regarding the good and bad of an object, based on the perceived benefits and drawbacks.
2. Attitude: Verbal statements or

opinions that indicate acceptance or rejection of the object in question.

3. Actions: Real activities or participation related to the object.

This study aims to explore how the public perceives the night service policy at 19:00 WIB - 21:00 WIB at the Singkawang City Public Service Mall. The objective is to assess the public's perception of this policy and understand their views on its effectiveness and impact.

## **RESEARCH METHOD**

The author employed a mixed methods research approach, which involves collecting, analyzing, and integrating both quantitative and qualitative data in a single study or series of studies. According to Creswell (2007: 5), the central premise of mixed methods is that combining these approaches provides a more comprehensive understanding of research problems than either approach alone. This method allows for a more nuanced exploration of the research question by leveraging the strengths of both quantitative and qualitative data.

Data collection involved distributing questionnaires both online and offline. Offline questionnaires were given to visitors at public service malls, while online questionnaires were distributed via Google Forms to the general public, with a minimum age requirement of 20 years. A

total of 130 respondents participated, comprising visitors to the public service malls and members of the community.

The study utilized both primary and secondary data sources. Primary data were gathered directly from informants through interviews and questionnaires. Interviews were conducted with six key informants: two from the MPP service sector, one person in charge of MPP, and three main informants who were visitors to the public service mall. These interviews aimed to gather perceptions regarding the night operating hours of the public service mall. Secondary data were obtained through documentation techniques, including statistical reports, journals, and other relevant documents.

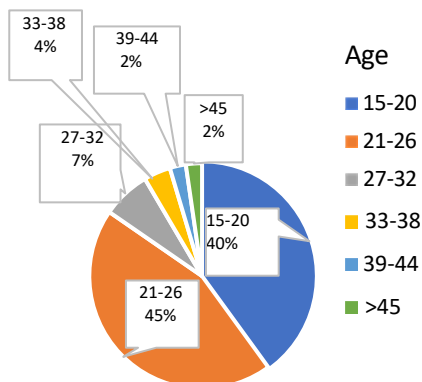
The collected data were analyzed using descriptive methods, both qualitatively and quantitatively. The analysis involved grouping, simplifying, and presenting the data in simple diagrams based on questionnaire results. The interview findings were analyzed, compared, and summarized to provide a comprehensive understanding of the public's perceptions and attitudes towards the night service policy at the public service mall.

## **RESULTS AND DISCUSSION**

Perception is defined as a response given by an individual to something or a

phenomenon they observe, face, and possibly experience in their life. Each person's perception can differ based on their perspective and unique thought processes. Therefore, it's common for individuals to have varying opinions or responses when assessing a particular situation or thing. This study aims to explore how the public perceives the night service policy at the public service mall, which operates from 19:00 to 21:00 WIB.

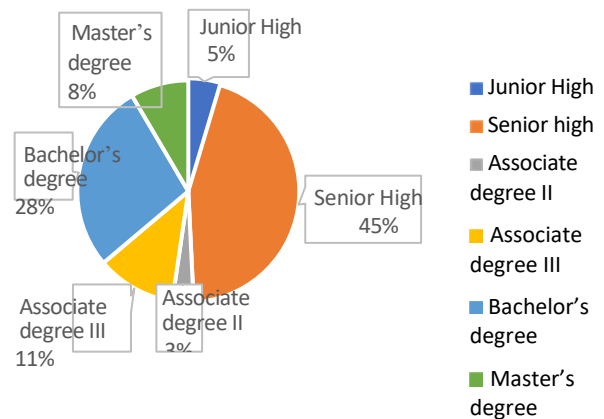
The data was collected from 130 respondents who use the services at the public service mall and are members of the Singkawang City community. The study analyzes respondents' characteristics based on age, gender, education level, and occupation. This demographic breakdown helps to understand the diverse perspectives and responses towards the night service policy.



**Figure 1. Respondents by Age**

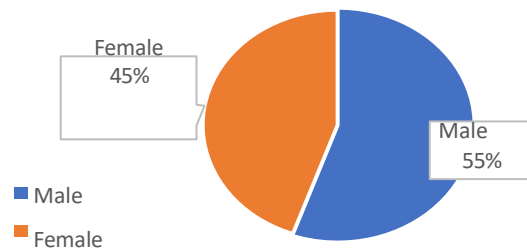
Based on Figure 1, the majority of respondents are between 21-26 years old, comprising 45% of the sample.

Additionally, 40% of respondents are between 15-20 years old. Smaller percentages include 7% of respondents aged 27-32 years, 4% aged 33-38 years, 2% aged 39-44 years, and 2% who are over 45 years old. This distribution highlights that most respondents are in the younger age groups, particularly between 15-26 years old.



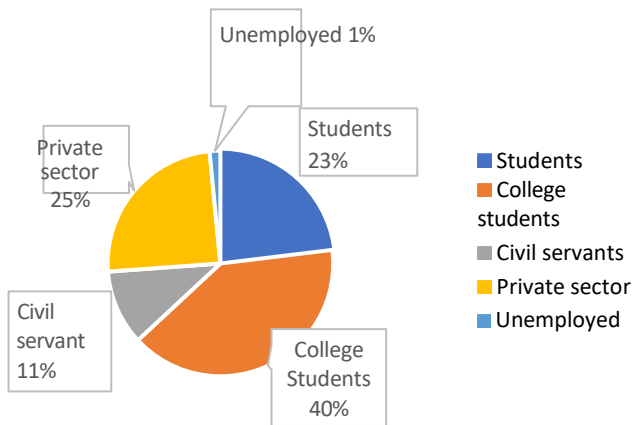
**Figure 2. Latest Education**

Based on Figure 2, it can be seen that 8% of respondents are S2 graduates, 28% of respondents are S1 graduates, 11% of respondents are DIII graduates, 3% are DII graduates, 45% are SMA/SMK graduates, and 5% are SMP graduates. The percentage shows that respondents with the last education of SMA/SMK are more than others.



**Figure 3. Respondents by Sex**

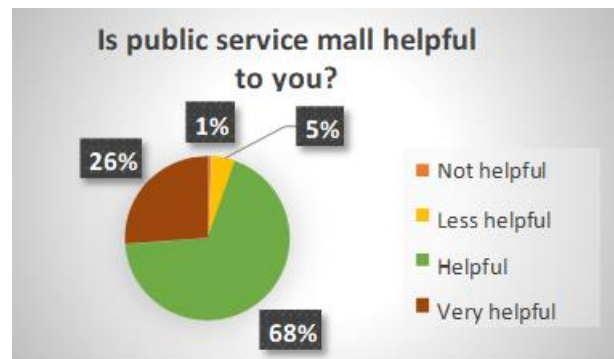
Figure 3 shows that 55% of the respondents are male, while 45% are female. This distribution indicates that the proportion of male and female respondents is nearly equal.



**Figure 4. Respondents by Occupation**

From the figure above, it can be seen that the majority of respondents are students, accounting for 40%. Additionally, 25% are private employees, 23% are students, 11% are civil servants, and 1% are unemployed. This indicates that most respondents are students. Based on the results of the interviews and questionnaires conducted, the following is a description of the research findings:

1. Respondents' view regarding the frequency of community visits to public service malls

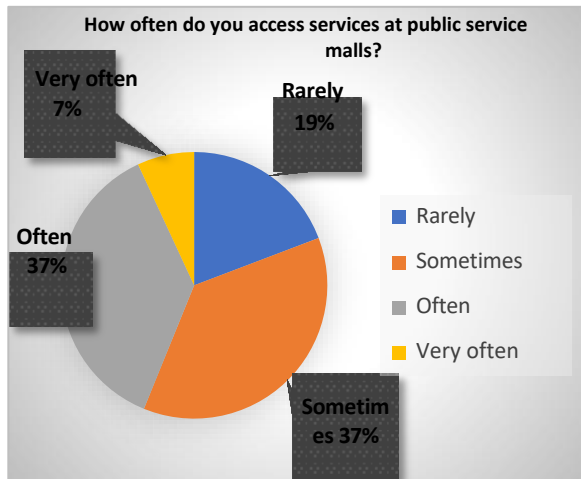


**Figure 5. Respondents' perception regarding the usefulness of public service malls based on the questionnaire**

Of the 130 respondents, approximately 89 people (68%) rated the public service mall as "useful," 34 people (26%) considered it "very useful," 6 people (5%) found it "less useful," and 1 person (1%) deemed it "not useful." Those who rated the public service mall as "very useful" or "useful" appreciated its convenience in providing one-stop services, allowing them to handle multiple documents in a single location rather than traveling to various places. Additionally, the public service mall's location in Singkawang Grand Mall was seen as a comfortable and refreshing environment for visitors. On the other hand, respondents who found the service mall "less useful" or "not useful" cited reasons such as incomplete services, limited quotas compared to visiting offices directly, and

the mall's location being far and having relatively expensive parking fees.

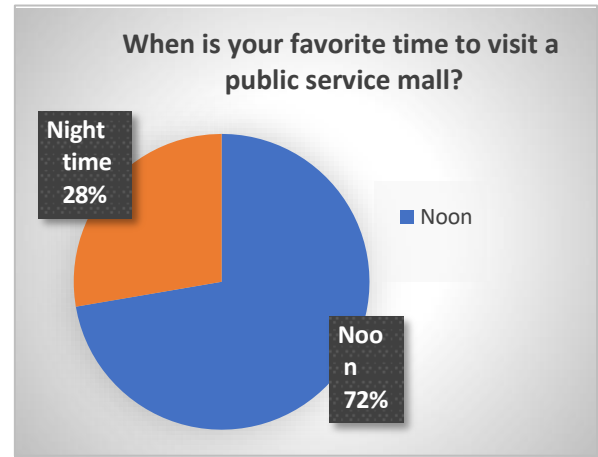
2. Percentage of respondents regarding the intensity of the community providing services at public service malls.



**Figure 6. Respondents' view on the frequency of community visits to public service malls**

Figure 6 illustrates the frequency of community visits to the public service mall. The responses are fairly balanced, with 37% of respondents (48 people) indicating they visit "sometimes" and another 37% visiting "often." Additionally, 7% of respondents reported visiting "very often," while 19% visit "rarely." This suggests that the community frequently utilizes services at the public service mall.

3. Respondents' answers regarding their preferred time to visit public service malls



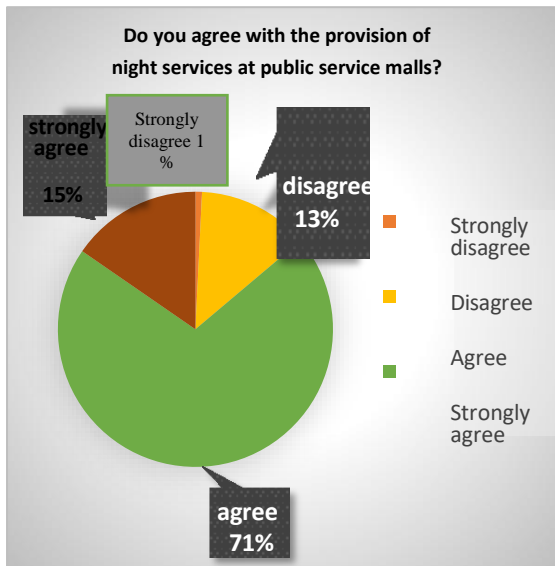
**Figure 7. Respondents' preferred time to visit public service malls**

From Figure 7, it is evident that 72% of visitors go to the public service mall during the day, compared to 28% who visit at night. This disparity is attributed to a lack of awareness about the night service, which was only introduced on March 23, 2022. Respondents who prefer daytime visits cited reasons such as avoiding disruption of nighttime rest, insufficient information about the night service, and the limited availability of services at night due to the provider agencies not being fully prepared. In contrast, those who choose to visit at night mentioned that it does not interfere with their daytime work hours, particularly for ASN (state civil apparatus), and they appreciate the opportunity to visit the public service mall in Singkawang Grand Mall as part of a family outing while handling documents and permits.



Additionally, they find nighttime visits more convenient due to fewer other activities.

4. Percentage of respondents related to the holding of night services at public service malls

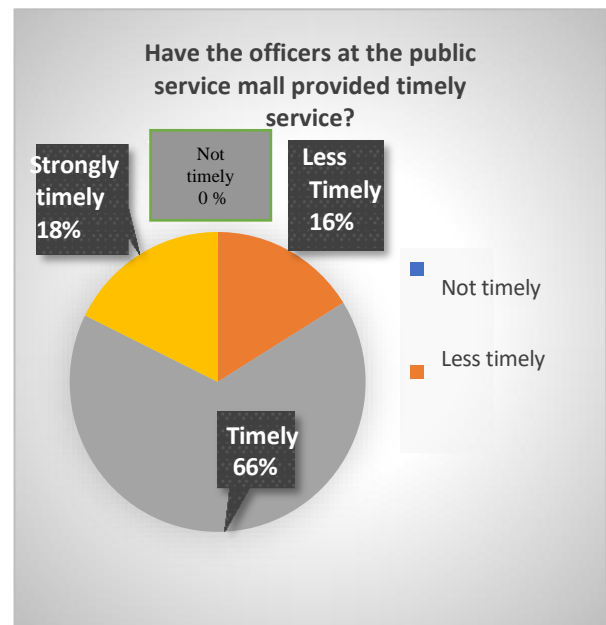


**Figure 8. Percentage of respondents related to the provision of night services at public service malls**

From Figure 8, it can be seen that 15% of respondents chose “strongly agree” to hold night services, 71% chose “agree” to hold night services, 13% “disagree” with the holding of night services, and the remaining 1% “strongly disagree” to hold night services. The reasons why respondents chose to agree and strongly agree were because nighttime services did not interfere with activities during the day and the time at night was more relaxed because there were no other activities, while those who chose to disagree and

strongly disagree were because the service provider agencies in the public service mall were not as complete as those in the daytime. public services are not as complete as those during the day.

5. Respondents’ views regarding the implementation of nighttime services at public service malls. Respondents’ view regarding the timeliness of service provided by public service mall staff.

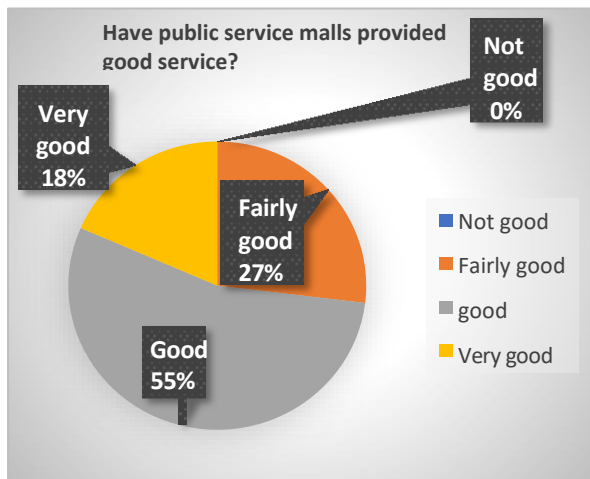


**Figure 9. The timeliness of service provided by public service mall staff.**

According to the figure, 66% of respondents considered the service 'appropriate,' 18% deemed it 'very appropriate,' and 16% found it 'less appropriate.' Those who rated the service as 'appropriate' or 'very appropriate' appreciated the quick service and the

immediate issuance of permits on-site. Conversely, respondents who rated the service as 'less appropriate' or 'inappropriate' were dissatisfied because the evening service ends earlier than the advertised hours. Therefore, it can be concluded that the staff at the public service mall have performed their job well.

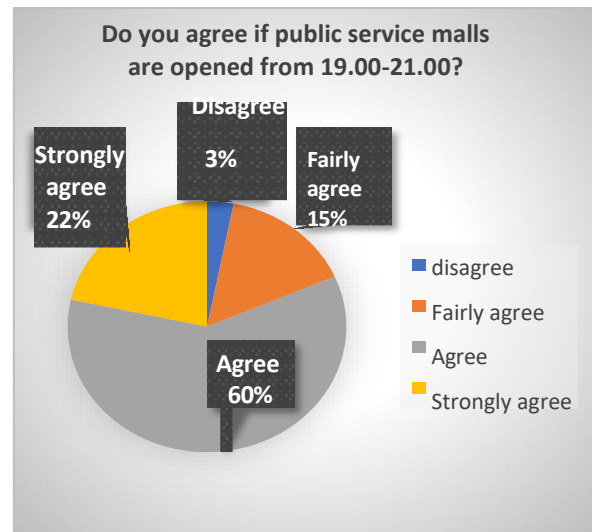
6. Respondents' view regarding the quality of service at public service malls.



**Figure 10. Respondents' View Regarding The Quality Of Service at Public Service Malls**

From the figure above, 55% of respondents rated the service as 'good,' 18% rated it as 'very good,' and the remaining 27% rated it as 'fairly good.' Based on these percentages, it can be concluded that the public service mall provides a good level of service.

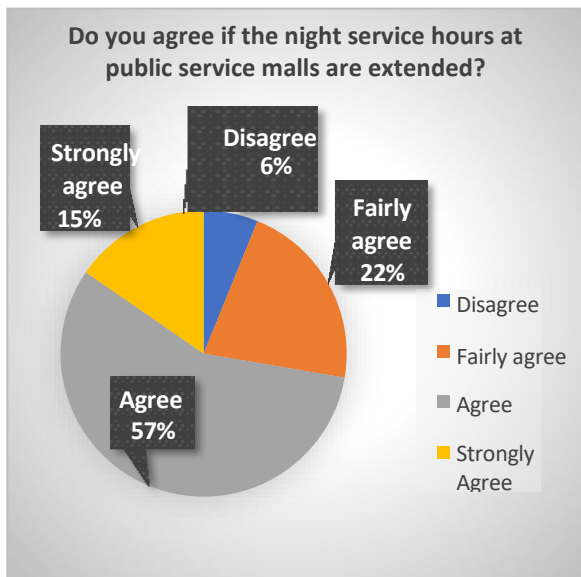
7. Respondents' responses regarding the nighttime service hours from 19:00 to 21:00 West Indonesian Time.



**Figure 11. Respondents view regarding the nighttime service hours from 19:00 to 21:00 WIB**

According to the figure above, 22% of respondents 'strongly agree,' 60% 'agree,' 15% 'disagree,' and 3% 'strongly disagree.' Those who 'agree' or 'strongly agree' did so because the time in question is a peak period for visitors. On the other hand, respondents who 'disagree' or 'strongly disagree' felt that the service hours were too short and suggested extending the evening service hours to better accommodate the public.

8. Respondents' view regarding the extended service hours at public service malls.



**Figure 12. Respondents' View The Extended Service Hours at Public Service Malls**

From the figure above, 15% of respondents answered 'strongly agree,' 57% answered 'agree,' 22% answered 'disagree,' and the remaining 6% answered 'strongly disagree.' Those who answered 'strongly agree' or 'agree' did so because they believe the public service mall should close its evening services in line with the operational hours of Singkawang Grand Mall, thereby extending the evening service hours. Conversely, those who answered 'disagree' or 'strongly disagree' generally cited concerns that this adjustment would violate regulations regarding the 8-hour effective workday for employees.

The following are the impacts of changes in the implementation of the

Singkawang City public service mall for 2020-May 2022:

**Table 1. Data on Service Implementation from 2020 to Mei 2022**

Year	Number of Services
<b>2020 (October to December)</b>	3.398
<b>January 2021</b>	1.234
<b>February 2021</b>	1.230
<b>March 2021</b>	1.191
<b>April 2021</b>	975
<b>May 2021</b>	985
<b>June 2021</b>	1.161
<b>July 2021</b>	760
<b>August 2021</b>	1.118
<b>September 2021</b>	1.279
<b>October 2021</b>	1.126
<b>November 2021</b>	1.384
<b>December 2021</b>	1.268
<b>January 2022</b>	1.061
<b>February 2022</b>	1.097
<b>March 2022</b>	1.616
<b>April 2022</b>	1.148
<b>May 2022</b>	1.729

Table 1 shows a notable change in the number of services before and after the implementation of night service. In March 2022, the number of services reached 1,616, a significant increase compared to February 2022, which had only 1,097 services. For April, the number of services

was 1,148. Due to the fasting month, night service was temporarily suspended and resumed on May 9, 2022. By May 2022, the number of services had increased to 1,729. This suggests that the introduction of night service had a positive impact on the volume of services, as illustrated by the data in Table 1 comparing the periods before and after the implementation of the night service policy in public service malls

## **CONCLUSION**

The study concludes that the Singkawang City government has introduced a policy to offer nighttime services in public service malls. This initiative aims to enhance public services by extending operating hours into the evening, addressing the needs of individuals who are unable to access these services during the busy daytime hours. Additionally, the policy aligns with the effective working hours of employees, which are set at 8 hours per day. To evaluate public perceptions of this policy, researchers distributed questionnaires to 130 respondents, including visitors to public service malls and other community members. The results, categorized by respondent characteristics such as gender, age, education, and occupation, were presented in diagrams. While respondents generally preferred daytime visits, there

was notable support for nighttime services, though many believed that daytime services are more comprehensive due to some agencies not being fully prepared for nighttime operations.

The findings also showed that public service mall officers performed well and were punctual. Initially, nighttime service hours were from 19:00 to 21:00 WIB, but respondents expressed interest in extending these hours to 22:00 WIB to match the operational hours of Singkawang Grand Mall. The data revealed a significant increase in the number of services provided, indicating that the nighttime service policy has had a positive impact. This increase is evident from the notable difference in service numbers before and after the implementation of the policy.

It is suggested that the government review the effectiveness of the nighttime service policy in public service malls, considering that nighttime services may not be as comprehensive as those offered during the day. Public service agencies should assess the challenges and identify solutions to address the issues that contribute to their unpreparedness for nighttime operations. Additionally, further research is recommended to explore why people prefer to visit public service malls during the day, despite being busy with work. This study could also investigate

whether individuals delegate tasks related to document processing and permits to others during the daytime.

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