



PUBLIC SERVICES AT HALUOLEO AIRPORT TOWARDS SOCIETY 5.0

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ABSTRACT

The development of a territory requires adequate and accountable transportation services. The objectives of this study are to determine (1) how people's perceptions of public services at Haluoleo Airport align with the Society 5.0 concept and (2) supporting factors for public services at Haluoleo Airport in the Society 5.0 era. The research method used was a qualitative research technique with an emphasis on a sample of 70 airplane passenger respondents. The results of the study concluded that: (1) Public servants at HaluoleoKendari Airport, with indicators that: communication is already good, participation still needs to be increased, officials must be able to direct, officers must provide quick action, officers are on time, officers are friendly enough, followed by comfortable airport facilities and officers who are attentive; (2) The factors that affect the quality of service at Haluoleo Airport are mainly in terms of human resources, and the main weaknesses are related to professionalism and competence at the educational level, which still needs improvement, even though the current implementation of organizational culture is quite good because there are guidelines for the organization and sufficient leadership. To improve service, employee responsiveness is still needed to hear various complaints, aspirations, and expectations of airport service users, and officials must be informative so that information that should be conveyed to airport service users reaches airport service users, as well as efforts to improve inter-organizational coordination at the airport.

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I. INTRODUCTION

The development of an area requires transportation services that must be adequate, and one of the transportation services that is often used today is transportation by airplane, which requires supporting infrastructure in the form of airports and civil servant services at airports.

At this time, the airport and excellent airport services will be a reflection of tourism services, bearing in mind that the airport is no longer just a passenger entry and exit gate but also a means of recreation, entertainment, and a center for tourism information services. Likewise with Haluoleo Airport in Kendari, which is also the gateway to Southeast Sulawesi Province.

When it comes to the airport's service function, service is the most important thing the civil servants do as servants of the state and the community. This task has been clearly outlined in the fourth paragraph of the 1945 Constitution, which includes four aspects of the main service of the civil servants to society, namely: protecting the entire Indonesian nation and all of Indonesia's bloodshed; promoting public welfare; educating the nation's life; and implementing world order based on independence. Eternal peace and social justice, in addition to that, are further clarified in the Decree of the Minister for Administrative Reform, which outlines general guidelines for the administration of public services.

Quality public services, or what is commonly referred to as "excellent service," are the best services that meet service quality standards. Service standards are a guideline for delivering services and a point of comparison for judging the quality of services. They are an obligation and promise of service providers to the community in the context of quality, fast, easy, affordable, and measurable services.

Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014, service standard components related to the service delivery process include requirements, procedures, service period, costs and tariffs, service products, and complaint handling. If a government agency and other institutions are able to apply these quality standards, then it can be said that the government agencies and these institutions have provided good service quality.

Public services are any activities that help meet basic needs and are in line with the basic rights of every citizen or resident to goods, services, and administrative services provided by service providers in the public interest.

The concept of "society 5.0" is a human-centered and technology-based society concept. In this era, the community is expected to be able to solve various social challenges and problems, including the problems of public servants in various sectors, including public sector



services at airports, by utilizing various innovations that were born in the era of the "fourth industrial revolution" to improve the quality of human life.

The problems that will be the focus of this research are: (1) How are people's perceptions of public services at Haluoleo Airport? and (2) Supporting factors for public services at Haluoleo Airport?

II. THEORY REVIEW

Public services are used to provide responsiveness to the public interest with a focus on the satisfaction of service recipients and the community. "By comparing the efforts that have been made by the government with the conditions of public services required in the modern era, it seems that what has been done by the civil servants, including airport service officers, has not contributed much to improving the quality of public services; they have not been able to provide the services to the public that society expects." (Agus Faar: 124).

In relation to the era of "society 5.0," all sector components play an important role in improving service quality, including increasing the capacity to manage human resources. Waiters at the airport are expected to have skills that are needed in "society 5.0," such as using the Internet of Things (IoT) in the workplace, virtual or augmented reality in the workplace, and artificial intelligence (AI) to find and identify the learning needs of the airport service civil servants.

The term "Society 5.0" itself has only become popular since two years ago, on January 21, 2019 to be precise. This term is a development of "Industrial Revolution 4.0" or "Society 4.0." This is why the two concepts do not have much difference. It's just that the two have different foci. The industrial revolution tends to be a concept that facilitates human life, with AI as the main component.

While Society 5.0 makes use of modern technology, it still relies on humans as its main component. With humans as the main component, this concept will create a technological development that is able to minimize the human gap. This is nearly identical to the concept of Marketing 5.0. Marketing 5.0 combines technology and humanity.

In the concept of public services, Moenir (2006) states that there are three forms of service.

1. Oral service.

Oral services are carried out by officers in the fields of public relations (PR), information services, and other fields whose job it is to provide explanations or information to anyone who needs it.

2. Writing service.

Basically, writing services are quite efficient, especially for long-distance services, due to the cost factor. Service through writing is the most prominent form of service in carrying out tasks, not only in terms of quantity but also in terms of role.

3. Action for service.

In general, 70–80% of services in the form of action are carried out by middle- and lower-level officers. So, the results of these officers' work and actions depend on how knowledgeable and skilled they are.

The target of public service management is simple: satisfaction. Even though the goal is simple, achieving it is not easy. This relates to the problem of satisfaction, which cannot be measured with certainty and can only be identified from several angles. In relation to public service recognition of one's satisfaction, in this case the party receiving the service to obtain their rights, there is a kind of general but very relative measure, namely, if he can receive treatment and results in the form of rights with joy and sincerity.

Thus, quality service is community-based, involves the community, and can be improved continuously. On the other hand, the government is required to work efficiently and effectively in terms of service to the community, with the following frame of mind:





III. RESEARCH METHODS

This research was conducted at Haluoleo Airport with a total sample of 70 airport users who were randomly selected after a week of observation and field research. direct service to airport service users.

In order to make sure that the information was complete, the researcher also did a literature review. This meant that they read all of the literature that was related to the research problem.

In this research, descriptive-qualitative data analysis is used. This means that all data gathered in the field is collected, and conclusions are made based on answers that are relevant to the problems being studied.

The research focus is on the views of airport service users on services: communication, participation, speed of directing/briefing, accuracy, friendliness, comfort, and how the level of attention varies.

IV. RESEARCH RESULT

1. Haluoleo Airport Overview

Kendari City is the capital of Southeast Sulawesi Province, where along with the increasing growth and development of activities in Kendari City, it has had several impacts, one of which is on aspects of air transportation, including the quality of service, facilities, and infrastructure for air transportation itself, even though at this time the airport facilities are outside the Kendari city area.

Haluoleo Airport, Kendari City, or the airport, which was previously named Wolter Monginsidi Airport, has become one of the main transportation gateways for Kendari City. Based on data from the Southeast Sulawesi Central Statistics Agency (BPS), the number of passenger activities is around 792,383, which increases annually by up to 6.8% (2021 statistics). The airport, which is currently being developed into an international airport, still needs several improvements in service quality. To support this, it is necessary to create quality services for users of air transportation services.

Haluoleo Kendari Airport is one of the government agencies charged with the duties and functions of serving airport service users in air transportation services. This organizational activity is supported by the performance of employees with quality education from high school

to undergraduate levels and work skills in the fields of service and management to drive the tasks and functions of Haluoleo Airport in providing air transportation services.

2. Characteristics of Respondents

First, a person's age affects his physical abilities and mental maturity. Someone who is young has physical skills that are relatively superior to those who are older. Conversely, someone who is older will have relatively better mental maturity than those who are younger. Thus, both the young and the old have their own strengths and weaknesses. Data from the survey results about the age of the respondents can be seen in the following table.

Table 1. Age Group of Respondents

GROUP AGE	FREQUENCY	PERCENTAGE
29	11	15,7 %
30 - 39	23	32,9 %
40	36	51,4 %
TOTAL	70	100 %

Source: Field Survey, October 2022

The table above shows that the highest proportion of respondents are those in the age group of 40 years and over, so it is assumed that this age group is very mature and understands how to measure good service. Next is the level of the respondent's education.

Table 2. Respondents Education Level

EDUCATION LEVEL	FREQUENCY	PERCENTAGE
Graduated from high school	17	24,2 %
Bachelor	23	32,9 %
Postgraduate	30	42,9 %
TOTAL	70	100 %

Source: Field Survey, October 2022

The table's description shows that 42.9 percent of the 70 respondents have a postgraduate degree. Because of this, it is assumed that airport service users are the ones who are able to tell when a service is good or bad.

3. Respondent's Household Income

Table 3. Respondent's Household Income

Income	FREQUENCY	PERCENTAGE
< 10 Million rupiah	11	15,7 %
10 – 15 Million rupiah	23	32,9 %
>15 Juta rupiah	36	51,4 %
TOTAL	70	100 %

Source: Field Survey, October 2022



Regarding the amount of income, the fact that 51.4% of the respondents earn more than 15 million rupiah shows that their income level is high enough to use air transportation services.

4. Public Services at Haluoleo Airport

Public services at Hauoleo Airport are categorized as those that do not materialize and quickly disappear; they are more easily felt than owned, and customers can more actively participate in the process of consuming them. In this concept, the process uses a specific set of organizational capabilities to provide results to customer services in the form of services. These "organizational capabilities" include the processes, activities, functions, and roles that employ service providers and deliver services to their customers, as well as the ability to build suitable organizational structures, manage knowledge, and understand how to facilitate value-creating results.

The results of the document review illustrate that the three components that must be used are:

a. Communication.

Because communication is sharing thoughts or information in order to create a sense of mutual understanding and mutual trust for the sake of creating good relationships between one person and another, communication is an exchange of facts, ideas, opinions, or emotions between two or more people, so based on the researcher's interview with one of the passengers at Haluoleo Airport on his way to Surabaya with questions regarding service management, the thing raised by the informant was "The service provided by Haluoleo Airport employees is rather satisfying." "Starting from checking the ticket before entering until boarding the plane, it was quite satisfying" (Interview, November 2, 2022, with Mrs. AN).

Thus, the service at Haluole Airport is satisfactory, and the employees are responsible for carrying out the tasks assigned to them.

b. Participation

Participation is when Haluoleo airport employees put their minds and hearts into the work they do. This makes them more likely to help every passenger who needs help, even if they don't get anything in return.

In the author's interview with one of the passengers at Haluoleo Airport going to Makassar with a question regarding participation, the informant said, "I chose Haluoleo

Airport not because of the service, which in general is actually the same as other airports in Indonesia." (Interview with Mr. MJ, November 4, 2022). The conclusion is that the service at this airport is the same as the conditions and forms of service at other airports in Indonesia.

c. Briefing

A "briefing" is a form of guidance that is carried out by someone for another person to solve problems that occur at Haluoleo Airport.

The author's interview with one of the Haluoleo Airport passengers going to Ambon includes a question regarding directions or services available at Haluoleo Airport. The thing stated by the informant was, "I am satisfied with the service that has been provided by officers and employees of Haluoleo Airport, because they provide directions and provide good communication with us before boarding the plane and after boarding the plane, and they prioritize our safety" (Interview of November 4, 2022, with Mr. SP).

From the results of the interview above, the authors conclude that Haluoleo Airport officers and employees can provide good service and direction to passengers from departure to destination. Employees and passengers at Haluoleo Airport prioritize passenger safety, so they provide clear directions and communication.

From the above interview, the researcher came to the conclusion that Haluoleo Airport employees are good workers, responsible, and able to talk to airport service users. They can also help provide services to airport service users.

5. Satisfaction with Haluoleo Airport Passenger Services

Satisfaction is a person's feelings of pleasure or disappointment as a result of a comparison between perceived achievements or products and what is expected. So the level of passenger satisfaction is a function of the difference between perceived performance and expectations.

When passengers are happy with the service at Haluoleo Airport, it means that their wishes, expectations, and needs can be met by Haluoleo Airport employees.

From the various interview results of employees and passengers above, the writer concludes that employee service is quite satisfactory with sufficient facilities. In this paper, the quality of public services is examined through the ease of service, the friendliness and openness of the civil servant.



Table 4. Ease of Services Provided by Airport Officers

ALTERNATIVE	TOTAL	PERCENTAGE
Convoluted	14	20,0 %
Easy	47	67,1%
Don't know	9	12,9 %
TOTAL	70	100 %

Source: Field Survey, October 2022

The data in the table above shows that 67.1 percent of airport service users stated that the level of ease of service provided by airport employees was easy.

In the context of how easy it is to get this service, it will be followed by how the friendliness of officers or officials serving users of airport services greatly influences the service process.

Table 5. Friendliness of Officials in Service

ALTERNATIVE	TOTAL	PERCENTAGE
Less friendly	18	25,7 %
Friendly	45	64,3 %
Very friendly	7	10,0 %
TOTAL	70	100 %

Source: Field Survey, October 2022

The table description shows that 64.3 percent of airport service users have a perception that the level of friendliness of employees in providing services is quite high.

The manner in which government officials provide services to airport users is inextricably linked to an open attitude. Based on the results of the study, it was determined that respondents' perceptions of openness in providing services to users of airport services are presented in the following table.

Table 6. Transparency in Providing Service

ALTERNATIVE	TOTAL	PERCENTAGE
Rigid	5	7,1 %
Less open	53	75,8 %
Open	12	17,1 %
TOTAL	70	100 %

Source: Field Survey, October 2022

The data in the table above shows that 75.8 percent of Haluoleo airport service users stated that the level of openness of employees in providing services to users of airport services was at the less open level of openness.

After looking into it, the researchers found that the employees weren't open because they were protecting the privacy of airport service users because they were afraid that some of them would feel like they were being talked down to. In this case, the service users were well-educated and well-off.

A special thing that will also be discussed is the timeliness of service, which also determines the quality of service. Based on the results of the study, the following table shows how respondents felt about how long it should take to finish their business.

Table 7. Distribusi Responden Menurut Ketepatan Waktu Layanan

ALTERNATIVE	TOTAL	PERCENTAGE
Very untimely	7	10,0 %
Not on time	21	30,0 %
On time	42	60,0 %
TOTAL	70	100 %

Source: Field Survey, October 2022

The data in the table above shows that of the 70 respondents to this study, there were as many as 60.0 percent who stated that the level of timeliness in completing matters related to the check-in process was at the level of timely accuracy. This has to do with the process, which must be done quickly because the length of time the plane stays in the parking area has to be carefully planned.

There were still answers from respondents (30.0 percent) that stated that the lack of time, after being traced, was related to the lack of discipline of service users who arrived at a time that was very close to the plane's departure.

The rule regarding two hours before departure is an official rule that is sometimes not heeded by airport service users.

6. Public Service Supporting Factors

The development of work organizations from "Society 5.0" era in various fields is an appreciation of the quality of human resources in the airport organization. Even though the airport has implemented high technology, its strength lies in the quality of its human resources, who play an active role in every line of work and are able to apply their abilities, skills, education, and work experience. This is the essence of the Society 5.0 era.

In the 5.0 era, the use of human resources is very important for work organizations, including airport management, because good-quality human resources will in turn improve organizational performance. Work organizations that use people often have to match the number and quality of the people they hire with the type and number of jobs they have. This



means that there is sometimes an excess of people because there are only so many work units and jobs that can be done well within the organization.

In implementing the Society 5.0 era, the dimensions of organizational culture are combined into one spontaneous action in work activities. Organizational culture varies; work organizations are small, medium, and large, including HaluoloeKendari Airport, one of the government agencies that was developed to provide services to users of airport services. This agency's organizational culture is based on work rules, leadership, value systems, the internal and external environments, and how work tasks are split up.

The organizational culture of HaluoleoKendari Airport is strongly influenced by work guidelines, leadership, value systems, the internal and external environment, and the division of work tasks, but in carrying out tasks, organizational culture is often neglected due to reduced employee work ethic caused by negligence and delays in work, so that work that must be completed in one working day becomes slow and ineffective. In addition, not all employees have the same ability to work, but there are those who want to work together and some who work alone. This shows the lack of attention from unit leaders to employees because the organizational culture of this agency still needs to be developed. Employees who work on the assumption of experience and individual ability frequently create obstacles, services, and even work that becomes ineffective, despite the fact that work guidelines are expected to support employee work effectiveness. Leadership in carrying out work, an assessment system for each work result, internal and external environmental monitoring, and a fair division of work tasks This means that this government agency must continue to improve its organizational culture in order to realize the effectiveness of good employee performance.

The main problem with public services at Haluoleo Airport is basically related to improving the quality of the service itself. The pattern of implementation (management), the support of human resources, and the institutions all have a big impact on the quality of services.

In terms of how they are put into place, the public services at Haluoleo Airport still have some problems, such as:

- a. Less responsive to various complaints, aspirations, and expectations of airport service users, it is often slow or even completely ignored.
- b. Lack of coordination Various service units related to each other are very poorly coordinated. As a result, policies often overlap or conflict between one service agency and other related service agencies.
- c. Less willing to hear complaints, suggestions, or aspirations of airport service users. As a result, services are provided as-is, with no periodic improvements.

7. Society 5.0 at Haluoleo Airport

Quoting from the official CAO Japan website, "society 5.0" is a society that can solve various social challenges and problems by utilizing various innovations that were born in the era of the industrial revolution 4.0. Examples are the Internet of Things, artificial intelligence, big data, and robots to improve the quality of life. This concept is a refinement of various previous concepts.

Society 5.0: Balancing Economic Development and Solving Social Problems The influence of the concept of "society 5.0" apparently made quite significant changes when the Japanese state implemented it. People's lives become more prosperous and comfortable as the economy grows. The demand for energy and foodstuffs has also increased, and people's lives have become longer. Previously, Japan faced various social problems along with advanced economic globalization. starting from severe international competition to social inequality that continues to increase.

This is where the need for concrete action to solve problems in the service arises. The adaptation of "society 5.0" will create new values in the field of mobility. An example is the application of big data analysis in this check service by applying one KTP data to Vansin compliance checks, which are already integrated with tickets because it uses that one data.

This is because starting from personal physiological data, health care site information, medication information, and so on, the application of this concept will provide benefits such as: early detection of someone's involvement in various banned organizations so that it can be detected before departure.

This will make it more efficient and save inspection time, enabling the process of accelerating service and increasing the production of more efficient services. making customers and consumers get fast and cheap services without delays in processing and so on.



V. CONCLUSION

Based on the results of the research and discussion previously stated, it can be concluded as follows: (1) Public services provided by officials and employees at HaluoleoKendari Airport are accompanied by communication, participation, being able to direct, providing speed of action, performing punctuality, providing hospitality, comfortable airport facilities, and attentive airport staff, but in terms of ease of service, it still requires improvement. (2) The factors that affect the quality of service at Haluoleo Airport are mainly in terms of human resources; the main weaknesses are related to professionalism, competence with an adequate level of education, and the application of a fairly good organizational culture due to organizational guidelines and good leadership. adequate.

To improve services, it is necessary to increase the responsiveness of employees to various complaints, aspirations, and expectations of users of airport services; try to be informative so that information that should be conveyed to users of airport services reaches users of airport services; and, what is no less important, make efforts to improve coordination. so that work overlap or policy conflict between one service agency and other related service agencies can be minimized.

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