

Excellent Service Quality at UDTRI JAYA Techniques, Gorontalo District

Andre Muchlis, Zuchri Abdussamad, Abd. Rahman Pakaya

Master of Public Administration Study Program, Postgraduate Program, State University of Gorontalo

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ABSTRACT

The aim of this study to know and analyze 1) Excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, which is studied based on the dimensions of tangibility, reliability, responsiveness, assurance and empathy; The determinant factors in realizing excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency are studied from employee commitment to the company, employee relations with colleagues, leadership in the company. This research approach is qualitative. The research method is descriptive qualitative. Data collection was carried out using interview techniques, observation, and documentation studies. Technique Data analysis in this study was carried out by data reduction, data presentation and conclusion/verification.

The research results show: 1) The Empathy dimension in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally. While the Tangibility, Reliability, Responsiveness, and Assurance dimensions in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, have been realized, but not yet optimal; 2) The determinant factor in realizing excellent service quality at UD Tri Jaya Teknik Gorontalo Regency is the factor of employee commitment to the company which is a supporter of the realization of excellent service quality at UD Tri Jaya Teknik Gorontalo Regency. Meanwhile, factors of employee relations with colleagues and leadership factors within the company are also supporters as well as obstacles to the realization of excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency.

INTRODUCTION

Administration is a collaborative activity carried out by a group of people based on the division of labor as determined in the structure by utilizing resources to achieve goals effectively and efficiently (Taufikurokhman, et al, 2021: 1). According to Siagian (in Tahir, 2020: 4) suggests that administration is a way to achieve a goal through a process of cooperation carried out by two or more people based on certain rationalities. Jefkins (in Revida, 2020: 3) defines the public as a group of people who interact directly or indirectly with an institution.

According to Chandler & Plano (in Pasolong, 2019: 8) reveals that public administration is a process of cooperation carried out by the community with the government in the formulation, implementation and management of decisions that exist in a public policy. According to Pasolong (2019: 9) reveals that public administration is an effort that can meet public needs effectively and

efficiently through cooperation carried out by a group of people or institutions within a country who have the task of carrying out government tasks in that country. Rodiyah, et al (2021: 13) explain public administration is a series of collaborations carried out by a group of people in carrying out government tasks to meet the needs and interests of the public effectively and efficiently. The main task of public administration is to plan and formulate political policies and then implement them. Therefore, there are three meanings regarding public administration as follows:

a. *Administration of public*, can show the government's role as the sole agent who has power or as a regulator who is always active in regulating and making decisions. In this sense, society is considered a passive society and obeys the will of the government.

b. *Administration for public*, in this case shows that the government is more, which means the government has a role in carrying out public services. The government is responsive and more responsive to the needs of society. The government also understands better the best way to provide services to the community.

c. *Administration by public*, is a concept that is oriented towards community empowerment. The independence and ability of the community is preferred. In this process the government is more trying to facilitate the needs of the community to regulate their lives without continuing to depend on the government.

According to Nopiasari & Setiawati (2021: 1807), public administration relates to two or more people who are and discuss statehood in an agreement to pursue common goals within a country. Thoha (in Nuraeni, 2020: 9) reveals that public administration is an effort to realize good governance through systematic scientific studies that discuss all planning in an activity. According to Sawir & Sos (2021:13) public administration is a science that studies power consisting of a body or political-political institution from one country to another.

According to Syafri (in Kadir, 2020: 40) that initially, the locus in the study of public administration was state institutions with the focus on implementing policies that had been agreed to be implemented within the country. However, currently the locus and focus of this study has shifted. The current locus of administrative studies is not only fixated on state institutions, but also on other institutions which include various non-governmental organizations, the military, political parties, and so on. While the focus is more on the process of making and implementing a policy, and ways to improve relations between the government, the private sector, and civil society in a country.

According to Surie (in Oktarina, et al, 2021: 154) reveals that public administration is a scientific study that discusses three parts or three institutions in the state that have an important role, namely the executive, legislative and judiciary as well as various kinds of things that are related to the public such as public policy public administration and public management to achieve state goals and procedures for managing state administration. In line with Maulana (2022: 6) that public administration is a science and art that is carried out by a group of people who

are in a public organization that works together rationally in order to achieve goals that are public.

According to Dani (2022: 4) in simple terms public administration is a science that studies how to manage a public organization. This study includes bureaucracy; preparation, implementation and evaluation of public policies, development administration, regional governance, good governance, and even current developments encompass publicness or what is known as public value.

Muluk (2020: 3) argues that the rapid development of theory and practice of public administration is influenced by developments in the internal and external environment. Technological developments and the fast-paced needs of a pluralistic society also require adequate public administration capacity to carry out its duties both in development administration and in public services.

Public administration is part of general administration which has a wider field. The wider

field in question is science which studies institutions ranging from a family to the association of nations (Dimock & Dimock in Subanda & Antari, 2018: 7-8). Public administration is part of general administration which has a broader field, namely science which studies how institutions ranging from one family to the United Nations are structured, driven and managed. Public administration is also a part of political science which studies the determination of state policy in a process. Therefore, as a knowledge derived from these two sciences, public administration requires two kinds of conditions if it is to be understood. First, need to know something about general administration. Second, it must be recognized that many public administration problems arise within a political framework. Furthermore, Dimock (in Subanda & Antari, 2018: 8) adds that public administration is a science that studies what the people want through the government and how they get it. Therefore, the science of public administration does not only question what the government does, but also how to do it.

METHODS

This research method is descriptive qualitative, has a descriptive nature and tends to use an inductive analysis approach, so that processes and meanings based on the subject's perspective are highlighted in this study. This descriptive qualitative research design is general in nature, flexible and developing in research with the aim of gaining understanding and describing reality how is the excellent service quality at UD Tri Jaya Gorontalo Engineering based on theory Parasuraman et al (in Akkapiin, 2022:29) regarding SERVQUAL model which is divided into five dimensions, namely: 1) *tangibility* or physical appearance; 2) reliability or reliability; 3) *responsiveness* or responsiveness; 4) assurance or assurance; 5) empathy or empathy. In addition, determinant actor in realizing excellent service quality at UD Tri Jaya Teknik Gorontalo Regency based on Ting's theory (in Lestari & Supriandi, 2019: 3), consists of 1) employee commitment to the company, 2) employee relations with colleagues, and 3) leadership in the company.

DISCUSSION

a. *Tangibility* or Physical appearance

The results of this study show dimension *tangibility* or internal physical appearance excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, has been realized, but not yet optimal. If it is associated with Parasuraman et al (in Akkapiin, 2022:29), then tangibility according to this study represents the appearance of facilities, equipment, and personnel at UD Tri Jaya Engineering, Gorontalo Regency.

If you pay attention to what was stated by Lupiyoadi (in Widyastuti, 2022: 16311) regarding quality as a whole of the characteristics and characteristics of a product or service, it is related to tangibility in this study. displays several characteristics that indicate the company's ability to meet predetermined needs. This ability has been shown in the use of nice, neat and clean uniforms, the equipment used in carrying out the company's administrative work is in the most up-to-date form, and written material in the form of agricultural equipment for sale is provided by the company in an informative and clear manner.

If you pay attention to the opinion of Widyastuti (2022: 16312) that the success of a company is the company's ability to provide quality services to consumers, then researchers can argue that UD Tri Jaya Teknik Gorontalo Regency will find it difficult to develop considering that in the tangibility dimension according to the results of this study, the company is not optimal in providing facilities in the company building/office (work desks/chairs, guest tables/chairs, filing cabinets) are visually appealing and the building/office facilities are in adequate condition. Therefore, it's time for management UD Tri Jaya Teknik, Gorontalo Regency focuses on the company's development strategy on providing adequate and visually appealing facilities in the company building/office, as well as adequate building/office facilities.

Referring to what Widyastuti said (2022: 16312), researchers can see that the quality of

service at UD Tri Jaya Teknik, Gorontalo Regency, is built on a comparison of two main factors, namely customer perceptions of the real service they receive with the service they actually expect. Thus the quality of service at UD Tri Jaya Teknik, Gorontalo Regency is the comparison that customers expect with the service they receive. Strictly speaking, customers provide an assessment of service quality at UD Tri Jaya Teknik, Gorontalo Regency based on a comparison of experiences that have been felt with what is expected of the service. So even though the dimension of tangibility in excellent service quality at UD Tri Jaya Teknik Gorontalo Regency has been realized, but the achievements that have not been optimal will determine the acceleration of the development of UD Tri Jaya Teknik Gorontalo Regency. This is because in an organization, including UD Tri Jaya Teknik, Gorontalo Regency, the concept of service quality is a measure of the success of company development. The successful development of UD Tri Jaya Teknik, Gorontalo Regency, means that UD Tri Jaya Teknik, Gorontalo Regency can provide optimal service to customers.

Tangibility in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, has been realized, but not optimal, this will certainly cause customers to be dissatisfied. If it is connected with Priansa's opinion (2020: 54) that excellent service is an attitude or way of employees serving customers satisfactorily, the researchers argue that in an effort to develop a company an important aspect that is urgently carried out is to fulfill customer satisfaction at UD Tri Jaya Teknik, Gorontalo Regency through service superior. This is as emphasized by Riwayani (2021: 48) that superior service is an attitude or way of employees serving customers satisfactorily,

The existence of excellent service at UD Tri Jaya Teknik, Gorontalo Regency is very influential on the development and survival of UD Tri Jaya Teknik, Gorontalo Regency as a company engaged in the procurement, sale and distribution of agricultural machinery and equipment in Gorontalo Regency. Taking into account the opinion of Annisa & Harjojo (2022: 200) that the purpose of excellent service is to provide services that can meet and satisfy customers or the public and to provide a focus on service to customers, the researchers emphasized that excellent service at UD Tri Jaya Teknik, Gorontalo Regency, should aim primarily at development and survival for the company. If tangibility in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be optimally realized and very satisfying to customers, so the results will not disappoint the development and survival of companies that are progressing rapidly.

b. *reliability* or Reliability

The results of this study show dimensions *reliability* or reliability in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, has been realized, but not yet optimal. If it is associated with Parasuraman et al (in Akkapin, 2022:29), then the reliability according to this study is *kability* UD Tri Jaya Engineering, Gorontalo Regency to perform the promised service reliably and accurately.

If you pay attention to what was stated by Goetsch & Davis (in Widyastuti, 2022: 16311) that quality is a dynamic condition related to products, services, people, processes, and the environment that meets or exceeds expectations, then it is associated with reliability in this study. the researcher argues that UD Tri Jaya Teknik, Gorontalo Regency has realized its reliability through employee response in a fast period of time, *k* company employees are reassuring when problems arise, and company employees are competent and reliable.

If you pay attention to the opinion of Goetsch & Davis (in Widyastuti, 2022: 16311), the researcher can also confirm that there could be conditions in the form of *reliability* that has been realized by UD Tri Jaya Teknik, Gorontalo Regency, has not been able to fully meet or exceed customer expectations, given the form of *reliability* in the quality of excellent service at UD Tri Jaya Teknik, Gorontalo Regency, is not optimal, as indicated by *p* The company provides timely services because there is no proper SOP direct the flow, procedures, mechanisms, and the length of service time. In addition, *p* the company also has not been able to provide and keep records accurately.

Observing the opinion of Annisa & Harjojo (2022:199) that excellent service is oriented to

the internal public that comes from within the organization itself and the external public that comes from outside the public organization. Therefore, the researcher emphasized that in an effort to realize excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, it is time for the management of UD Tri Jaya Teknik, Gorontalo Regency to compile SOP as a standard and implemented in UD Tri Jaya Teknik, Gorontalo Regency for direct the flow, procedures, mechanisms, and the length of service time. Besides that, management UD Tri Jaya Engineering, Gorontalo Regency must be able to provide and store records accurately by completing facilities in the form of filing cabinets or special filing cabinets and even electronic archives.

If reliability or reliability in excellent service quality at UD Tri Jaya Teknik Gorontalo Regency can be realized optimally, so it can be said that UD Tri Jaya Teknik Gorontalo Regency has realized excellent service meaning the best or very good service to customers. It is called very good or the best because it is in accordance with the services that apply or are owned by UD Tri Jaya Teknik, Gorontalo Regency.

If you pay attention to the goals of excellent service according to Rahmayanty (2013: 12), then in relation to the results of this study it can be said that UD Tri Jaya Teknik Gorontalo Regency must provide a sense of satisfaction and trust in its customers. Furthermore, UD Tri Jaya Teknik, Gorontalo Regency looks after and cares for customers so that they feel cared for and prioritized for all their needs or desires. Furthermore, UD Tri Jaya Teknik, Gorontalo Regency, is making efforts to retain customers so that they remain loyal to use the product. With customer loyalty, it is certain that UD Tri Jaya Teknik, Gorontalo Regency, can benefit from developing more advanced.

c. *Responsiveness or Responsiveness*

The results of this study show dimensions *responsiveness* or *responsiveness* in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, has been realized, but not yet optimal. If it is associated with Parasuraman et al (in Akkapin, 2022:29), then responsiveness according to this study is employee readiness at UD Tri Jaya Teknik, Gorontalo Regency to help customers and provide prompt service.

If you pay attention to what was stated by Buddy (in Widyastuti, 2022: 16311) that quality is a basic business strategy that produces goods and services that meet customer needs and satisfaction, then it is associated with responsiveness in this study. Gorontalo's response strategy to internal and external customers, explicitly and implicitly through the provision of information to customers when the service will be carried out, the enthusiasm of employees in providing services, employees are willing to help customers and respond immediately to customer requests.

If you pay attention to Tornado's opinion (2021: 3) that excellent service is one of the dreams and desires of every customer for a service that will be provided by the company, the researcher emphasizes that responsiveness should be in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally. This is because excellent service is the best service provided by UD Tri Jaya Teknik Gorontalo Regency to customers in order to fulfill customer needs according to applicable service standards and in accordance with customer wishes.

Observing Guspul's view (in Taupik & Fatihah, 2022:21-22) that excellent service is a form of company concern for customers which can provide many benefits for the company as a service provider, one of which is the creation of customer trust. Therefore, researchers believe that customer trust in the services of UD Tri Jaya Teknik, Gorontalo Regency, cannot just appear, but must be pursued through its excellent service management function. In line with the opinion of Daryanto & Setyobudi (in Taupik & Fatihah, 2022:21-22) states that customers as a whole, namely internal/internal customers and outside/external customers can benefit from the best service. Therefore,

Referring to what Daryanto & Ismanto (2014: 109) said that the benefit of excellent service is to create customer loyalty, it can be said that responsiveness in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally, so customer loyalty to shop at the

company will be even higher. Loyalty is loyalty and a condition that can be formed from customers to UD Tri Jaya Teknik, Gorontalo Regency. This can happen because UD Tri Jaya Teknik, Gorontalo Regency, provides services that can satisfy customers. If customers are satisfied and continue to use the products sold at UD Tri Jaya Teknik, Gorontalo Regency, the benefits that the company gets will increase, so that UD Tri Jaya Teknik, Gorontalo Regency, can also develop properly.

In line with Daryanto & Ismanto (2014: 109) also argues that excellent service can improve customer image. So, the image or name of UD Tri Jaya Teknik, Gorontalo Regency, can be blown up with an excellent service effort. UD Tri Jaya Teknik, Gorontalo Regency, which provides quality services and prioritizes or prioritizes customers, must have a survival and development strategy. The faster and more precisely the excellent service is carried out at UD Tri Jaya Teknik Gorontalo Regency, the more extraordinary UD Tri Jaya Teknik Gorontalo Regency will rise.

d. assurance or Guarantee

The results of this study show dimensions assurance or guarantee in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, has been realized, but not yet optimal. If it is associated with Parasuraman et al (in Akkapin, 2022:29), then assurance according to this study is the knowledge and courtesy of employees at UD Tri Jaya Teknik, Gorontalo Regency and their ability to inspire trust and confidence customer.

If you pay attention to what was stated by Kotler & Armstrong (2016: 49) that quality is all the characteristics and characteristics of a product or service that affect the ability to satisfy stated or implied needs, then it is associated with assurance in this study, researchers can argue that UD Tri Jaya Teknik, Gorontalo Regency already has the characteristics and characteristics of service quality which have influenced the ability to satisfy customer needs as seen through knowledge possessed by employees, the company gives trust and confidence to customers, as well as a sense of security for customers, and company employees are polite.

However, it could be ability UD Tri Jaya Teknik Gorontalo Regency to satisfy customer needs as above can be weakened considering the findings of this study that there are still unscrupulous employees who do not know the specifications of goods, so they are not fluent in informing customers, and there are personnel who are given responsibility for handling company finances who do not have an education level with basic accounting but are based on SKM and MAP, so they do not have specific expertise in accounting. Therefore, it is very appropriate if the education and training program for employees is on UD Tri Jaya Teknik, Gorontalo Regency, needs to be carried out on an ongoing basis.

If assurance or guarantee in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally, so this means that superior service has been carried out as stated by Ari & Hanum (2021: 106) that superior service is defined as an attitude or way of employees serving customers satisfactorily. So the quality of service that has been realized is an effort by UD Tri Jaya Teknik, Gorontalo Regency to meet the needs and desires of customers, as well as the provision of delivery to balance customer expectations.

Referring to Siregar's view (in Taupik & Fatimah, 2022:21-22) that with excellent service there can be benefits between both parties (company and customer), the researcher emphasizes that customer trust is very important because of the sustainability and development of UD Tri Jaya Teknik Kabupaten Gorontalo will be supported by the presence of customers, which means they put their trust in UD Tri Jaya Teknik, Gorontalo Regency.

Related to the above, the customer's trust in UD Tri Jaya Teknik, Gorontalo Regency implies that the company is the right location for customers to get the agricultural machinery and equipment products they need. With the existence of trust in UD Tri Jaya Teknik, Gorontalo Regency, a sense of security will be created and reduce the customer's view of the risk of transactions with a definite guarantee. The higher the trust felt by customers towards UD Tri Jaya Teknik, Gorontalo Regency, the greater the interest in frequently using the products sold or making transactions at UD Tri Jaya Teknik, Gorontalo Regency and becoming a loyal customer or long-

term relationship.

In line with the benefits of excellent service according to Daryanto & Ismanto (2014: 109), namely giving a good impression, researchers can argue that every meeting between customers and employees at UD Tri Jaya Teknik, Gorontalo Regency, definitely creates an impression. When excellent service is carried out according to the applicable procedures of UD Tri Jaya Teknik, Gorontalo Regency, customers will feel very valued and feel well cared for. Thus a good impression will be obtained and the benefits will be felt by UD Tri Jaya Teknik Gorontalo Regency from customers. Customers who receive a good impression from UD Tri Jaya Teknik, Gorontalo Regency, will continue to shop at the company. This is an important point to open up a wide road in an effort to develop UD Tri Jaya Teknik, Gorontalo Regency.

e. Empathy or Empathy

The results of this study show dimension *empathy* or deep empathy excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally. If related to Parasuraman et al (in Akkabin, 2022:29), then empathy according to this research is care, convenience, good communication, customer understanding and individual attention given by employees at UD Tri Jaya Teknik, Gorontalo Regency to customers.

If you pay attention to what was stated by Barata (2016: 22) that excellent service is caring for consumers, then it is associated with empathy in this study, researchers can argue that employees at UD Tri Jaya Teknik, Gorontalo Regency have provided the best service pay attention to individual customers, understand customer needs, perform services at convenient hours, the benefits and interests of customers are important to the company, and provide lots of promotions and at convenient times for customers. This is meaningful UD Tri Jaya Teknik, Gorontalo Regency provides the best service to facilitate the ease of fulfilling needs and realizing satisfaction, so that they are always loyal to the company.

In line with the view of Ari & Hanum (2021:106) that service quality is not seen from the point of view of the organizer or service provider. Thus it can be argued that the quality of service at UD Tri Jaya Teknik, Gorontalo Regency, is based on customer perceptions, because it is the customer who consumes and feels the services provided, so they are the ones who should assess and determine service quality.

Taking into account the views of Daryanto & Setyobudi (in Pamekas, 2021:1) that excellent service is the best service provided by the company to meet the expectations and needs of customers, both customers within the company and outside the company. Therefore it can be said that excellent service at UD Tri Jaya Teknik Gorontalo Regency is aimed at building a mutually beneficial long term relationship where this relationship will create a strong bond between the customer and UD Tri Jaya Teknik Gorontalo Regency. This is in line with Annisa & Harjoyo (2022: 200) that excellent service is a service that prioritizes public interests, both internal and external, so that through this service needs and desires can be fulfilled proportionally and professionally.

Looking at what Daryanto & Ismanto (2014: 109) said about the benefits of excellent service, empathy or deep empathy excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally and will get appropriate reciprocity. All aspects carried out by the Division as the spearhead of empathy or deep empathy excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally and will get appropriate feedback from its customers. A customer who can issue complaints and then respond properly and wisely by the Division, then the customer will talk about quality and quality of service empathy or deep empathy excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally for customers.

Based on the discussion above regarding the dimensions of tangibility, reliability, responsiveness, assurance and empathy in excellent service quality at UD Tri Jaya Teknik Gorontalo District, this is in line with Nurlia's research (2018) that excellent service is the best service pattern in modern management that prioritizes minimum there must be three main things,

namely: caring for customers, serving with the best actions, and satisfying customers by being oriented towards certain service standards. So, researchers can emphasize that the success of the excellent service program at UD Tri Jaya Teknik, Gorontalo Regency depends on the alignment of abilities, attitudes, appearance, attention, actions, and responsibilities of leaders and employees in their implementation.

Supranto's opinion (in Handayani & Us, 2021: 292) regarding service as something that must be done well or in the definition of Gronroos (in Handayani & Us, 2021: 292) is a series of activities as a result of interactions between customers and employees or things other services provided by the service provider company intended to solve customer problems. Based on these two opinions, researchers can believe that excellent service at UD Tri Jaya Teknik Gorontalo Regency is a very important factor because the company is engaged in sales where in this case the physical product is usually supported by various kinds of product initials.

1. Determinant Factors in Realizing Excellent Service Quality at UD Tri Jaya Teknik, Gorontalo Regency

a. Employee Commitment to the Company

The results of the study show that employee commitment to the company is a determinant factor that supports the realization of excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency. This reinforces Ting's theory (in Lestari & Supriandi, 2019: 3) that the determinant factors that support realizing excellent service quality include employee commitment to the company.

Looking at Fred's statement (in Sari, et al, 2022: 15) that employee commitment to the company is an attitude that reflects employee loyalty to the company and an ongoing process in which employees express concern for the company and its success, development and continuous progress. This convinced researchers that employee commitment to UD Tri Jaya Teknik, Gorontalo Regency is needed so that competence within the company can be maintained and maintained properly, because employees with high commitment will be able to achieve good performance in realizing excellent service quality and show dedication and strong support in achieving the company's development goals.

Employee commitment is one of the keys that also determines the success or failure of UD Tri Jaya Teknik, Gorontalo Regency in realizing excellent service quality. As Lina emphasized (in Sari, et al, 2022: 14-15) that low employee commitment to the company will disrupt the organization's operational activities, as a result there will be employee indiscipline, furthermore there is no desire and readiness of employees to accept various challenges and job responsibilities which causes self-development and employee creativity decrease, which has an impact on a lack of motivation in realizing excellent service quality.

In line with Purba & Silalahi(2022: 58) that employee commitment to the company is something that is better than just passive loyalty but implies a passive employee relationship with the company, the willingness of employees to do their job sincerely and well and can be accounted for. Thus the researchers emphasized that employee commitment to UD Tri Jaya Teknik, Gorontalo Regency was very important for developing the company and the desire of employees to maintain work performance by trying to work to realize excellent service quality. This is in line with Sopiah (in Purba & Silalahi, 2022:58) that employee commitment to the company as an individual psychological bond to the company includes work involvement, loyalty and feelings of trust in company values.

Observing the research results of Lestari & Supriandi (2019:3) it can be believed that kEmployees at UD Tri Jaya Teknik Gorontalo Regency who have a high commitment to the company provide excellent service compared to employees who have a low commitment to the company. Employees who do not truly embody their commitment to the company will feel burdened to provide excellent service. This can then fade little by little the commitment to the company's employees which was originally high and does not minimize the possibility

employees to quit or leave UD Tri Jaya Teknik, Gorontalo Regency, this will certainly have the potential to hinder business development efforts from UD Tri Jaya Teknik, Gorontalo Regency.

Meanwhile, for employees at UD Tri Jaya Teknik Gorontalo Regency with low commitment to the company, things that are suspected of influencing them not to provide excellent service, namely the values and goals of employees are not in line with the values and goals of UD Tri Jaya Teknik Gorontalo Regency, so that in providing excellent service, employees feel burdened because they do not understand well the importance of excellent service for UD Tri Jaya Teknik, Gorontalo Regency. If this happens, it is certain that business development efforts from UD Tri Jaya Teknik, Gorontalo Regency will also experience stagnation.

Some aspects that need to be strengthened in strengthening employee commitment to the company are employees at UD Tri Jaya Teknik, Gorontalo Regency carry out the task according to the provision the company through increasing obedience or discipline to the rules of company working hours. In addition, employees at UD Tri Jaya Teknik, Gorontalo Regency increase the love for the work done in company by staying focused on completing the work that is the duty and responsibility of each. Meanwhile, uhaha employee at UD Tri Jaya Teknik, Gorontalo Regency so as not to lose your place in the company or job, namely trying to always be able to adapt adapt to the internal environment of the company.

b. Employee Relations with Colleagues

The results showed that the relationship between employees and co-workers as a determinant factor that supports also hinders the realization of excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency. This reinforces Ting's theory (in Lestari & Supriandi, 2019: 3) that the determinant factors that support or hinder the realization of excellent service quality include the relationship between employees and colleagues.

The relationship between employees and colleagues at UD Tri Jaya Teknik, Gorontalo Regency is very important because humans are social creatures and cannot live alone without other people around them. In realizing excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, employees have a group of co-workers who interact with one another to achieve common goals in the company's development efforts. Having colleagues can bring different points of view to the evaluation process which can be valuable in obtaining a thorough picture of employees in realizing excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency.

Taking into account the above, in the dynamic UD Tri Jaya Teknik, Gorontalo Regency as it is today, where tasks are increasingly being done in groups, companies need employees who will demonstrate quality behavior. Employees are also social beings, where they really need other people in their lives and form groups so they can empower themselves as human instincts to continue to develop. Help each other individually or in groups, volunteering to do extra work.

One of the factors that play a role in achieving the goals of UD Tri Jaya Teknik, Gorontalo Regency, is the availability of a skilled and qualified workforce within the company. A harmonious and harmonious relationship that is established will further increase employee motivation at UD Tri Jaya Teknik, Gorontalo Regency, which will further improve employee performance. Good relations between employees will create good coordination and communication at work, so that all of this will have an impact on achieving excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency. On the other hand, if the relationship between employees is not close enough, then employee motivation will decrease, so that it will have a negative impact on the quality of excellent service at UD Tri Jaya Teknik, Gorontalo Regency.

Observing the results of Lestari & Supriandi's research (2019: 3) it can be believed that good co-worker relations at UD Tri Jaya Teknik, Gorontalo Regency, can have a positive influence on the emotions or moods of employees at work. Employees who have positive emotions or good moods can have a positive effect on the excellent service provided by these employees. Employees at UD Tri Jaya Teknik, Gorontalo Regency who have bad relationships with co-workers cannot provide excellent service.

c. Leadership in the Company

The results of the study show that leadership in the company as a determinant factor that supports also hinders the realization of excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency. This strengthens Ting's theory (in Lestari & Supriandi, 2019: 3) that the determinant factors that support or

obstacles in realizing excellent service quality include leadership in the company.

Pay attention to opinions Rohman (2018:97) that leadership is a process of social influence in which the leader seeks the voluntary participation of subordinates or cooperates in an effort by providing vision, encouragement, enthusiasm, love, trust, activity, passion, obsession, consistency, use of symbols, concern for achieving organizational goals. While excellent service is caring for customers by providing the best service and meeting quality standards to facilitate the ease of fulfilling needs by continuing to seek alignment of abilities, attitudes, appearance, attention, actions and responsibilities in order to achieve customer satisfaction so that they are always loyal to the company, in a way that they want.

The explanation above convinces researchers that excellent service leadership at UD Tri Jaya Teknik, Gorontalo Regency is the provision of the best service to customers with quality standards to facilitate the ease of fulfilling needs by continuing to seek alignment of abilities, attitudes, appearance, attention, actions and responsibilities according to their wishes with seeking voluntary participation from subordinates or collaborating in a business by providing vision, encouragement, enthusiasm, love, trust, activity, lust, obsession, consistency, use of symbols, attention so that they are always loyal to achieve goals at UD Tri Jaya Teknik Kabupaten Gorontalo.

Noting Luthans (2002) leadership is closely related to leadership skills. From these various leadership skills, researchers can characterize leadership at UD Tri Jaya Teknik, Gorontalo Regency, as leadership that pleases employees. Leadership at UD Tri Jaya Teknik, Gorontalo Regency, is fair leadership, which is the treatment of leaders towards their employees, both in giving punishments and rewards which do not discriminate between the positions of subordinates, if the subordinates perform well, then the leadership will reward these employees.

Observing Luthans (2002), leadership at UD Tri Jaya Teknik, Gorontalo Regency, wanting to establish relationships is an act of leadership that always establishes good relations with anyone, including even subordinates. Quality leadership is a factor that has an important influence on the power and effectiveness of leaders. If the leader has a good relationship with his employees, or employees respect the leader for reasons of personality, character, or ability, then the leader concerned does not need to rely on his rank or formal authority. In addition, leadership at UD Tri Jaya Teknik, Gorontalo Regency, being able to work together is an act of leadership that wants to help employees when they are unable to solve complex problems.

Observing the results of Lestari & Supriandi's research (2019: 3) it can be believed that if the leadership at UD Tri Jaya Teknik Gorontalo Regency does not pay attention to the work and needs of its employees, then employee performance will not be optimal and the goals of UD Tri Jaya Teknik Gorontalo Regency will not be achieved. Conversely, if the leadership at UD Tri Jaya Teknik, Gorontalo Regency cares about its employees, it can be a motivation for employees to be able to give their best performance in completing each job.

Noting that leadership in the company has not provided optimal motivation, leadership at UD Tri Jaya Teknik Gorontalo Regency should provide optimal motivation in providing a comfortable work environment in the form of facilities and infrastructure in the room including chairs and work desks or for guests, complete office equipment used such as filing cabinets, spacious rooms, as well as facilities and infrastructure outside the work space such as parking facilities.

CONCLUSION

Based on the results of research and discussion it can be concluded that:

1. The Empathy dimension in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, can be realized optimally. While the Tangibility, Reliability, Responsiveness, and

Assurance dimensions in excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency, have been realized, but not yet optimal.

2. The determinant factor in realizing excellent service quality at UD Tri Jaya Teknik Gorontalo Regency is the factor of employee commitment to the company which is a supporter of the realization of excellent service quality at UD Tri Jaya Teknik Gorontalo Regency. Meanwhile, factors of employee relations with colleagues and leadership factors within the company are also supporters as well as obstacles to the realization of excellent service quality at UD Tri Jaya Teknik, Gorontalo Regency.

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