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Analysis of the Level of Service Quality Towards the Implementation of the Cleanliness, Beauty and Order (K3) Program in Jaya Baru District

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Abstract: The Banda Aceh City Cleanliness and Beauty Environmental Service (DLHK3) has a task in public services, namely handling the problem of city waste, but the waste problem has not been fully resolved. The purpose of this study is to determine the level of community quality and waste management in the implementation of the Cleanliness, Beauty, and Order (K3) program in Jaya Baru District. This study uses a qualitative method, data collection through interviews, observations and documentation studies. The results of the study are the level of community quality towards the implementation of the Cleanliness, Beauty, and Order (K3) program is quite satisfactory, the speed of access to complaints made via the web, telephone, email and even social media to help the community so that complaints can be handled quickly. DLHK3 guarantees cleanliness services in Banda Aceh City by placing officers who have knowledge and ethics of politeness in each division. Division of areas/zones for cleaning officers in each zone and providing communal containers and containers that are spread across several locations in the Banda Aceh City area. Waste management is carried out by collecting and transporting waste with three operational hour zones at 06.00 to 10.00 (zone I), at 08.00 to 12.00 (zone II) and at 20.00 to 24.00 (zone III). DLHK3 carries out waste sorting using the 3R management method "Reduce, Reuse, Recycle" This waste management is carried out to distinguish between organic waste and inorganic waste. Environmental waste management, DLHK3 also carries out the Waste Collecting Point (WCP) method, namely sorting waste from its source, using a collection schedule, supervision, coaching of village cleaning/sanitation officers and special transportation according to the type of waste.

Keywords: Satisfaction level, Cleanliness, Beauty and Order (k3), Community.

INTRODUCTION

Cleanliness is a very important element in community life, cleanliness starts from the family, community, village, city to the country. According to Djamaludi (2016; 88) states that

Cleanliness can be realized if all components are aware of the importance of cleanliness, cleanliness is always juxtaposed with beauty and order. In order to realize the desired goals and objectives, it is necessary to have efforts to develop all components and government officials, so that they can work professionally and public service management can be implemented effectively, efficiently and accountably. In Indonesia, regulations on the environment are contained in Law Number 25 of 2009 concerning Public Services stating that there is a priority for Environmental services as a community right listed in the Scope of Public Services. Government Regulation Number 38 of 2007 concerning the Division of Government Affairs Between the Government, Provincial Government and Regency/City Government, and other government regulations related to the K3 Policy (Cleanliness, Order, and Beauty). The Banda Aceh City Cleanliness and Beauty Environmental Service (DLHK3) specifically has the task of handling city waste problems as stated in the Mayor's Regulation (PERWAL) Number 50 of 2016 concerning the Composition, Position, Duties, Functions, Authority and Work Procedures of the Banda Aceh City Cleanliness and Beauty Environmental Service. Furthermore, based on the Mayor's Regulation Number 50 of 2016 concerning the Composition, Position, Duties, Functions, Authority and Work Procedures, the Banda Aceh City Cleanliness and Beauty Environmental Service has general duties in environmental affairs governance which aim to provide services and measure the level of service use.

According to Kasmir (2017: 47), service is an action or deed of a person or organization to provide satisfaction to customers, fellow employees, and also leaders. Public services that are expected by the community today are services with hospitality, fast, and fast. Fast public services will provide time efficiency for the community to carry out other activities. Fast service will create a sense of public trust in the government that carries out public services. However, the facts obtained in the community are that there are many complaints from the public in public services because of the length of the completion process. The public service process often has to wait for days or even weeks for completion. Public reports for waste management in the community environment are rarely responded to and carried out quickly. The community has to wait a long time for its implementation. So that the garbage piles up and causes a smell and is infested with flies that can cause disease for the community. The community really expects employees or officers on duty in public services to be willing and willing to help the community and provide solutions or appropriate information so that the community can understand in detail what is related to the expected public services. In reality, many officers/employees often delay completion for various reasons. So that many people are disappointed and switch to using private services that have to pay. Civil servants as public service officers for the community should always be ready to respond to reports or complaints from the community of various kinds. However, many officers are not ready to carry it out so they prefer to delay public reports because it is considered that carrying out reports or complaints from the community quickly or slowly does not change the income of the public service officers. Another fact is also found in the community that many public services are commercialized.

Friendly officers, working quickly and accurately are the expectations of the services provided by government agencies. In reality, many public service officers are selective in providing services. For people who have kinship relations with service employees or who provide additional money, they are prioritized in the settlement process. In addition, officers are friendlier and more polite in receiving these people compared to ordinary people. Cleaning officers who are polite in speaking are the hope of the entire community. The presence of polite officers makes the community comfortable when asking for help in handling environmental cleanliness. The ability of service officers to provide information and appropriate solutions will provide understanding for the community who receive the explanation. However, officers often do not provide clear and complete information so that the community is confused about what

actions to take. Many service officers do not have sufficient knowledge to explain to the community in detail which results in disappointment for the community.

Banda Aceh City has Banda Aceh City Qanun Number 1 of 2017 concerning Waste Management which is a reference in waste management. As well as the determination of levies as Regional Original Income (PAD) which aims to improve waste services in Qanun Number 5 of 2017. This is actually the reason why people are less concerned about waste and hand over the task of handling waste to the relevant agencies. Based on the results of initial observations, researchers found that the process of waste disposal from households was transported to the Temporary Disposal Site (TPS) without sorting between organic and inorganic waste and was simply dumped (open dumping) to the Gampong Jawa Final Disposal Site (TPA) which is +/- 10 kilometers from the city center. The high activity of the residents of Banda Aceh City has currently caused an increase in the amount of waste which has resulted in the Gampong Jawa TPA being over capacity, so that it has been built into the Blang Bintang Integrated TPA, Aceh Besar Regency.

The Banda Aceh City Environment, Cleanliness and Beauty Agency (DLHK3) has provided communal containers and containers that are spread across several locations in the Banda Aceh City area with different transportation schedules. These communal bins and containers are one alternative container that is used as a TPS before the waste is taken to the TPA. Waste management is important for the community because a clean environment can create a clean and comfortable atmosphere and avoid disease. One form of waste management in the community is that each family is generally provided with a trash can so that people can easily dispose of waste. However, in fact, many people do not use trash cans as trash cans, instead they are used as places for plants/trees. Waste from the community will be collected and taken to a landfill which is generally located far from people's lives. This is done to provide comfort for the community so that they do not smell the stench from the piled-up trash. However, the facts on the ground, waste collection has an irregular schedule, so that waste is not collected and piles up and smells. People whose waste piles up often throw waste carelessly, such as in rivers or gutters, which results in pollution. Waste is divided into two groups, namely organic waste and non-organic waste. This organic waste can be reprocessed. On the other hand, non-organic waste usually will not decompose for a long time even if it is burned. Separation of organic and non-organic waste can facilitate the selection and reuse of types of waste according to their uses. Empirical evidence in the community, not all people understand or comply with separating these types of waste. All of this waste is piled up together, so that cleaning staff have difficulty separating it again to be processed according to the type of waste. Starting from the background of the problem, the author is interested in conducting research entitled Analysis of the Level of Community Satisfaction with the Implementation of the Cleanliness, Beauty, and Order (K3) Program in Jaya Baru District.

THEORITICAL REVIEW

Satisfaction

Satisfaction is the level of a person's feelings (customers) after comparing with the perceived performance, compared to their expectations Kotler (2014: 51). Furthermore, the definition of satisfaction according to Lovelock (2011: 74) states that Satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or specialties of a product or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumer consumption needs. Consumer satisfaction can be created through quality, service and value. The key to generating customer loyalty is to provide high customer value. Furthermore, according to Armstrong (2012: 36) defines satisfaction based on customer value, namely Customer value is a customer comparison between all benefits and all costs that must be incurred for is a group of costs used in assessing,

obtaining and using products or services. Because customer satisfaction is highly dependent on customer perceptions and expectations, as a product supplier it is necessary to know the factors that influence it. According to Kotler (2014: 177) quoted from the marketing management book, Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance. Public satisfaction with public organizations is very important because of the relationship of public trust. The better the government and the quality of services provided, the higher the public trust.

From the definition above, it can be seen that the gap felt by customers will always be assessed through a continuous comparison process between expectations and the reality provided by the company. Of course, this needs to get attention from service providers. The implementation of agency activities should pay attention to the orientation of public services concerning something that must be satisfied by the company or institution to the community so that the goals that the agency wants to achieve can be realized. Service services tend to be more difficult to evaluate the level of satisfaction of the service users. Most of the quality of services provided during service delivery occurs in the process of interaction between service users and there is a personal relationship with the service provider. The benefits of consumer satisfaction implemented by the company will provide benefits to the company (Suryani & Rosalina, 2019: 41) as follows: (a) The relationship between the company and customers becomes harmonious. (b) Provides a good basis for repeat purchases by consumers. (c) Can encourage the creation of consumer loyalty. (d) Forms a word-of-mouth recommendation. (e) The company's reputation becomes good in the eyes of consumers. (f) The profits obtained can increase. Furthermore, Halim & Hakim (2020: 258) stated that the benefits of satisfaction implemented by the agency will provide benefits for the agency, namely the relationship between the agency and the community becomes harmonious and the agency's reputation becomes good in the eyes of the community. In implementing service quality, it is not an easy job to implement in achieving service quality (Parasuraman, 2014: 124), including: (1) Reliability; (2) Responsiveness; (3) Assurance; (4) Empathy; and (5) Physical Evidence (tangibles)

Public Services

The term service comes from the word "layan" which means helping to provide everything needed by others for the act of serving. Basically, every human being needs service, even in the extreme it can be said that service cannot be separated from human life, (Sinambela, 2011: 3). Service administration according to Ahmad (2018: 24) states that public service administration is often also known as government administration and is often translated as a government bureaucracy known as a product of society. A form of government policy that is seen from a service perspective that is oriented towards conventional services must be changed, which becomes the orientation and end of the form of a service is the community, while officials facilitate the service process and activities gradually flowing down from top leaders to employees who are directly related to customers or the community. Furthermore, in the Decree of the Minister of Empowerment of State Apparatus Number 63 of 2003, it has been explained that the definition of public service is all service activities carried out by public service providers as an effort to fulfill the needs of service recipients and the implementation of statutory regulations.

Public service providers based on the Decree of the Minister of State Apparatus Empowerment No. 63 of 2003, it is explained that Government Agencies as a collective term that includes Work Units/Organizational Units of Ministries, Departments, Non-Departmental Government Institutions, Secretariats of the Highest and Highest State Institutions, and other Government Agencies, both central and regional including State-Owned Enterprises, Regional-

Owned Enterprises, Become public service providers. While users of public service services are people, communities, government agencies and legal entities that receive services from government agencies. Based on the definition of public service above, it can be concluded that public service is as a service provider (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been established. The government has an important role in providing excellent public services for all its residents as mandated in the Law. Article 1 of Law Number 25 of 2009 concerning public services states that public services are activities or a series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services and/or administrative services provided by public service providers.

The provision of public services by government officials to the community is actually an implication of the function of state officials as public servants, therefore the position of government officials in public services is very strategic because it will show the extent to which the government is able to provide the best possible service to the community which will thus determine the extent to which the state has carried out its role well in accordance with the objectives of the founding of the country. As in the context of public services, it states that public services prioritize public interests, facilitate public affairs, shorten the time for implementing public affairs and provide satisfaction to the public. Furthermore, public services are activities or series of activities in order to fulfill basic needs in accordance with the civil rights of every citizen and resident for goods and services and/or administrative services provided by public service providers. Moenir (2016: 38) states that the right to receive services is stated to apply to anyone, whether they are members of an organization that is obliged to serve the community or outsiders who are not members of the organization. The right to this service is universal in nature and applies to anyone who is interested. As a party who wants to obtain good and satisfactory service, the desired service manifestation is: (1) There is ease in managing interests with fast service in the sense of no obstacles that are sometimes made up. (2) Obtaining service fairly without sarcasm or other strings of words such as those that lead to requests for something, either with the reason for welfare for the Service (purchasing paper, replacing photocopying/printing costs). (3) Getting the same treatment in service for the same interests, orderly and without discrimination, meaning that if indeed for processing the request must queue in an orderly manner, everyone should be required to queue, like the others. And we often find in public service places, problems such as quarrels often occur. This can happen because the culture of queuing has not grown well. (4) Honest and frank service means, if there are obstacles due to a problem that cannot be avoided, it should be announced, so that people do not wait for something that is uncertain. With notification, people can understand and will adjust sincerely without emotion. Basically, everyone can understand the difficulties or problems of others, as long as they are conveyed openly. If the real problem is often hidden, it will cause disappointment in people who feel they are not being given honest clarity.

These four things are the desire of everyone who deals with agencies/institutions tasked with serving the public. According to Andriani, (2022: 124) the impact of public satisfaction can be seen in (1) The public highly respects the corps of employees tasked with public services. They do not look down on and ridicule the corps and do not act carelessly. (2) The public is encouraged to obey the rules with full awareness without prejudice, so that over time a self-control system can be formed which will be very effective in orderly governance and the state. (3) There is a sense of pride in the public for the work of the corps of employees in the field of public services. This sense of pride will have a positive impact on efforts to maintain the image of a strong, responsive, and disciplined corps of employees. (4) The usual delays can be avoided and eliminated. On the contrary, acceleration can be fostered in community activities in all fields of activity, both economic, social and cultural. (5) Due to the smooth running of public services, the enthusiasm for business and community initiative will increase,

which will also increase efforts to develop the community's political, economic, social and cultural sciences towards achieving a just and prosperous society based on Pancasila.

According to Maryam (2017: 54), the form of public service states that the provision of public service is an effort by the state intended for the community in fulfilling basic needs and also civil rights for every citizen for goods and services and administrative services provided by public service providers. In the Republic of Indonesia, based on the 1945 Constitution, the state is mandated to fulfill the basic needs of every citizen in order to achieve a form of welfare for the Indonesian people, which aims to achieve a form of effectiveness and quality of the state government system is very much determined by the good and bad conditions of the implementation of a public service. The provision of public services in Indonesia is carried out by all organs or elements of a country's government such as the government at the center of the country and the government in the regions in this case consisting of provincial governments, district governments or city governments. Based on what is stated in the Opening of the 1945 Constitution, namely in the fourth paragraph (4) it states firmly that one of the objectives of the establishment of a Unitary State of the Republic of Indonesia is to advance public welfare and educate the life of the nation.

The obligation of the regional government as the main organizer in public services to serve better public needs in accordance with the principles of good governance and democracy and provide public services carried out by public service organizers (regional governments) is an activity that must be carried out continuously along with the development of public expectations that demand an increase in the quality of public services. The factor that influences the success of public policy implementation is the bureaucratic structure. Even though the resources to implement a policy are available, or the policy implementers know what should be done, and have the desire to implement a policy, it is possible that the policy cannot be implemented or realized because there are weaknesses in the bureaucratic structure. Such a complex policy requires cooperation from many people, when the bureaucratic structure is not conducive to the available policies, this will cause resources to be ineffective and hinder the implementation of the policy. The bureaucracy as the implementer of a policy must be able to support policies that have been decided politically by coordinating well.

METHOD

The type of research used is qualitative research. Qualitative research is research that aims to understand the phenomenon of what is experienced by the research subject, for example behavior, profession, actions, and others holistically and by means of description in the form of words and language forming a special natural context and utilizing various scientific methods. According to Herdiansyah (2012: 18) explains that by definition qualitative research is "A scientific study that aims to understand a phenomenon in a social context naturally by prioritizing the process of deep communication interaction between researchers and the phenomena being studied." Likewise, Sugiyono's view (2013: 29) states that "Qualitative research aims to develop precisely a certain individual trait, condition, symptom or group and/or determine the frequency or distribution of a symptom in society."

The focus of the research aims to direct researchers to the main focus of their research objectives, so that in the research process the researcher remains on the main focus of their research and does not deviate from the initial objectives. The focus of the research is the core obtained from the researcher's experience. The focus in this research is as follows (1) The level of public satisfaction with the implementation of the Cleanliness, Beauty, and Order (K3) program; (2) Waste management in the implementation of the Cleanliness, Beauty, and Order (K3) program. The focus of the research above is the concentration of focus on the essence of the research to be carried out. This must be done explicitly so that in the future it can ease the researcher before going down or making observations. The focus of the research is the main

line in the essence of the research, so that observation and analysis of research results become more focused.

Data in a study is an important component and must be owned by researchers. This is because the data collected by researchers as information that can be the basis of research to explain the events being studied. Therefore, a data collection method is needed to be used in this study. The data collection methods in this study are as follows:

1. Interview

According to Moleong (2012: 186) explains that an interview is a conversation with a specific purpose. The conversation is conducted by two parties, namely the interviewer who asks questions and the interviewee who provides answers to the questions. Interviews can generally be understood as questions and answers between researchers and informants to obtain information, so that researchers can construct meaning in a particular topic. Interviews in this study are used to deepen and find more detailed answers that cannot be answered completely and in detail through observation or literature study. Through interviews, researchers can collect information that is actual and has a broad discussion.

2. Observation

According to Emzir (2012: 48) states that "Observation is the best direct way to study various phenomena/symptoms, because there are various human behaviors that cannot be studied except in this way." For the research to be conducted, the observation used is an unstructured observation technique. More specifically, the definition of an unstructured observation technique, explained by Bungin (2012: 120), states that unstructured observation is an observation carried out without using an observation guide. Thus, in the implementation of this observation, the observer must be able to personally develop his/her observation skills in observing the object. In this observation, the most important thing is that the observer must master the knowledge about the object in general from what is to be observed, which distinguishes it from participant observation, namely the observer does not need to understand the object of research theoretically first. Thus, it will help more work in observing the new object.

3. Documentation

According to Sugiyono (2018: 476) documentation is a method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and descriptions that can support research. Documentation studies are basically looking for data in the form of written records of various activities or events in the past. The data obtained from documentation studies are complementary.

Research data analysis is basically an activity of interpreting data carried out by researchers using a scientific method, the purpose of which is to obtain descriptions of the causes of a phenomenon being studied by researchers. Data analysis is also the initial step for researchers to obtain conclusions from research results based on the data that has been found. Therefore, to complement the data analysis technique obtained from the results of this study, the author also uses descriptive analysis techniques, because descriptive analysis is explanatory, explaining and describing the current conditions of an event, then presenting it as the findings at the research location. The descriptive research method is a type of research that provides a detailed explanation of a situation as clearly as possible without any treatment of the object being studied. Namely by creating a narrative, systematic, factual and accurate description of the data, characteristics and relationships of the phenomena studied at the research location.

In addition, the author also uses inductive analysis techniques. According to Moleong (2012: 10), qualitative research uses inductive data analysis for several reasons which he explains as follows: (1) The inductive process can find more plural realities as contained in

words; (2) Inductive analysis can make the researcher-informant relationship more explicit, recognizable, and accountable; (3) Such analysis can describe the background more fully and can make decisions about whether or not to transfer to another background; (4) Inductive analysis can find more common influences that sharpen relationships; (5) Such analysis can calculate values explicitly as part of the analytical structure. Data analysis after collection is carried out by summarizing the results of data findings at the research location and combining them with the results of literature searches to find the relationship between data and the theory used in this study, so that researchers can draw conclusions to answer the formulation of research problems. Information obtained from the interview results will also be combined in the form of a narrative or general explanation to represent the informant's explanation as a whole.

RESULTS AND DISCUSSION

Level of Public Satisfaction with the Implementation of the Cleanliness, Beauty, and Order (K3) Program.

1. Responsiveness

The first aspect discusses responsiveness, namely providing an appropriate and immediate response. In this study, the discussion with responsiveness is seen from 3 (three) things, namely: Fast service, willingness to help the community, readiness to respond to community requests. In this study, the collection from each source of waste to be transported to the community waste processing site stated that the DLHK3 waste handling service was quite satisfactory, officers routinely picked up waste that was piled up in trash containers. Officer services can be fast because of the cooperation of residents to facilitate the work of officers in terms of transporting waste. willingness to help the community, namely DLHK3 provides access to complaints for the community from the web, telephone, email and even social media such as Facebook. Based on the results of the researcher's observations, it was concluded that the speed of response of the cleaning service officers was quite good, DLHK3 services care about the needs of the community, especially in the field of cleanliness and public health. Readiness to respond to community requests, DLHK3 always maintains its commitment to being ready to accept complaints about the handling of cleanliness submitted by the community, the response of users (the community) with the DLHK3 Banda Aceh city service mostly stated that it was quite satisfactory and expected DLHK3 to provide assistance with bins/trash cans to distinguish organic and non-organic waste.

Based on the research results, the researcher obtained the First Finding (1) with the focus of the research on the level of public satisfaction with the implementation of the Cleanliness, Beauty, and Order (K3) program in the Responsiveness dimension, namely DLHK3 Banda Aceh City always maintains its commitment and is ready to accept complaints about the handling of cleanliness submitted by the community and provides flexibility in complaints by increasing access to complaints, both direct complaints by visiting the DLHK3 office or indirectly using internet communication and social media. DLHK3's responsiveness to handling complaints cannot be separated from each individual and their mindset and level of knowledge. DLHK3 conducts socialization for the processing of household waste to become useful and valuable products that can be used by the community in an effort to improve welfare. In the responsiveness dimension, DLHK3 Banda Aceh City which has not been able to be implemented until now is providing a response in the form of assistance in the form of bins/trash cans to separate organic and inorganic waste for free in each household as expected by the community. In efforts to fulfill cleaning equipment such as separate trash bins for organic and non-organic waste, DLHK3 needs to evaluate the budget costs to meet community needs.

These findings are in accordance with the theory put forward by Parasuraman, (2014: 124) which states that responsiveness is an effort to inform customers when the service will be carried out, have fast service for customers, willingness to help customers and readiness to respond to customer requests. According to Aftahudin, et al (2022) with the results of his research, it states that the dimensions of the speed of service shown by the Baubau City Environmental Service can be seen from two aspects, namely the readiness to provide services and the volunteer service provider. The readiness carried out by the Baubau City Environmental Service officers is quite good, while the volunteerism in providing services related to waste transportation services in serving the community is considered good, the dimension of accuracy in serving in terms of carrying out responsibilities related to the suitability of procedures and their duties and collecting waste retribution fees, the Baubau City Environmental Service and its cleaning staff are considered to have been right in carrying out their duties in accordance with the procedures for implementation without harming other parties. The dimension of accuracy in serving is considered to be optimal, only it needs to be added in providing the facilities and infrastructure needed by the community. The dimension of the ability to respond to complaints from the Baubau City Environmental Service is seen from two aspects, namely the provision of access in terms of responding to complaints, it can be said that it is quite responsive in following up on complaints from its citizens, while the aspect of community participation is still very minimal and does not care much about the cleanliness of the environment.

Based on the research results, it is necessary to provide facilities and infrastructure to the community, such as the allocation of separate trash bins for organic and inorganic waste. Dealing with complaints from the community is very important to know because the response to complaints or public disappointment will also have an impact on public trust in the agency. Therefore, it is necessary to have fast, precise and satisfactory complaint handling, so that the community is satisfied with the services provided by DLHK3. Handling complaints from the community aims to make the community feel satisfied and not disappointed with the services provided. This needs to be considered, because customer satisfaction is a factor in determining public trust in public services. This is in line with the concept of public service according to Kasmir (2017: 47) which states that service is an action to provide satisfaction to customers, fellow employees, and also leaders. which is expected by the community with hospitality, fast, and fast. Fast public service will provide time efficiency for the community to carry out other activities. According to Putra (2016) public service is always in the spotlight today. The many notifications about bad services in various institutions from the mass media are certainly very interesting to the wider community. Society is increasingly advanced and developing along with rapid technological advances that make people not just stay silent, services are getting worse day by day. Through various mass media, people can convey all kinds of complaints that they feel about the services they receive. Complaints from the public are also a form of public concern for the government. The Department of Sanitation is very aware of this. The government must always maintain good relations with the community. Indirectly, good relations between the government in the current study are the Department of Sanitation, will help the government itself to carry out its government duties. Therefore, his party always tries to respond to these symptoms and improve services so that complaints do not occur again in the future.

2. Assurance

The second aspect discusses assurance, namely certainty that guarantees the community including ability and knowledge. In this study, the discussion is related to responsiveness which is seen from 3 (three) things, namely: Public trust, politeness of officers, knowledge of officers. DLHK3 guarantees (assurance) of cleanliness in Banda Aceh City by positioning officers in

their respective fields and conducting knowledge training about the work they are carrying out so that the goals of the organization are achieved. This coaching effort is carried out so that the community gets good service. With the coaching of cleaning officers, it can create public trust in DLHK3 to provide environmental cleanliness services in Banda Aceh City.

Public trust DLHK3 can be trusted to provide cleaning services, trust, towards DLHK3 cleaning officers, the conclusion from the results of the researcher's observations that public trust in DLHK3 in handling cleanliness is good and can be trusted to provide cleaning services, trust in DLHK3 cleaning officers. Politeness of DLHK3 officers are given training on ethics and politeness to provide added value to the services provided. The public believes that politeness depends on each individual, the public also assesses that DLHK3 officers provide quite good service in carrying out their duties. And the politeness of the cleaning officers in serving the needs of the community, especially those related to cleanliness, is quite polite. Officer knowledge Each cleaning officer is given knowledge in terms of proper and correct waste processing, cleaning officers and also DLHK3 office employees are periodically given counseling based on the results of the conclusion of the observation results that DLHK3 guarantees cleaning services in Banda Aceh City, one of which is by positioning waste sorting officers, supervision, even coaching cleaning officers and DLHK3 also divides areas/zones for cleaning officers in each zone for comprehensive handling. The Banda Aceh city government has provided 177 communal containers and 50 container containers which are distributed in several locations with different transportation schedules.

Based on the research results, the researcher obtained the Second Finding (2) with the focus of the research on the level of public satisfaction with the implementation of the Cleanliness, Beauty, and Order (K3) program in the assurance dimension, namely DLHK3 guarantees cleanliness services in Banda Aceh City by assigning and coaching officers to obtain a high level of environmental cleanliness. DLHK3 guarantees that there is an equal distribution of areas for handling cleanliness by dividing areas/zones for each cleaning officer and providing 177 communal containers and 50 containers spread across several locations in Banda Aceh City with different transportation schedules. These findings are in accordance with the theory according to Parasuraman, (2014: 124) stating that an agency or company can have a guarantee of service by having employees who can instill trust in customers, make customers feel safe in their transactions, have employees who are consistently polite and employees who have the knowledge to answer customer questions. Coaching for cleaning officers includes providing adequate work facilities and always maintaining personal health. Coaching is carried out by DLHK3 not only in the field of work but DLHK3 also provides ethical and polite coaching to officers in an effort to provide good service to the community. In addition, DLHK3 needs to conduct socialization as well as work targets and evaluations so that a healthy, safe, comfortable and conducive environment is created.

Waste management in the implementation of the Cleanliness, Beauty and Order (K3) program

1. Garbage collection

Based on the research results, it was found that the waste collection process is the Regulation of the Minister of Public Works No. 03/PRT/M2013 concerning the implementation of Waste Infrastructure and Facilities in Handling Household Waste and Waste Similar to Household Waste. Waste collection and processing are important parts of waste management to change waste into a more stable form and not pollute the environment and reduce the amount of waste that must be dumped in the TPA (Final Processing Site). The Banda Aceh City Government has provided communal containers and containers that are spread across several locations in the Banda Aceh City area to make it easier for people to dispose of waste. The communal container pattern functions to accommodate waste from homes or places

that are not directly passed by waste collectors. Furthermore, waste containers help the process of sorting waste before being transported to the TPA. By having a number of different containers in it, waste can be separated based on its types. Based on the results of the interview, it can be concluded that waste collection is contained in the Regulation of the Minister of Public Works No. 03/PRT/M2013 concerning the implementation of Waste Infrastructure and Facilities in Handling Household Waste and Household-like Waste. The Banda Aceh City Government has provided communal containers and containers that are spread across several locations within the Banda Aceh City area to make it easier for the public to dispose of waste. Furthermore, the Banda Aceh City DLHK3 has carried out waste transportation every day with three operational hour zones at 06.00 to 10.00 (zone I), at 08.00 to 12.00 (zone II) and at 20.00 to 24.00 (zone III). Furthermore, waste transportation is carried out, from the temporary waste disposal site (TPS) to the final waste disposal site (TPA). The communal bins and containers provided are one alternative container that is used as a temporary disposal site (TPS) before the waste is taken to the Final Disposal Site (TPA). At the TPS, waste is sorted and then the waste is transported to the final disposal site. Waste collection activities carried out by the community by throwing household waste into trash bins without sorting organic and inorganic waste. Furthermore, cleaning staff collect household waste and collect it at the TPS and then take it to the TPA.

Based on the research results, the researcher obtained the Third Finding (3) with a focus on Waste Management in the implementation of the Cleanliness, Beauty, and Order (K3) program in the waste collection dimension is that DLHK3 Banda Aceh City has carried out waste collection and transportation well. Collection and transportation are carried out every day with three operational hour zones at 06.00 to 10.00 (zone I), at 08.00 to 12.00 (zone II) and at 20.00 to 24.00 (zone III). Waste transportation starts from the waste in each household then is taken to the temporary waste disposal site (TPS) and ends at the final waste disposal site (TPA).

Based on the findings on the dimensions of waste collection, this is in accordance with the regulations in Banda Aceh City Regulation Number 1 of 2017 concerning Waste Management, Article 14 states that (1) Collection and transportation of waste as referred to in Article 12 letters b and c, include transfer from source to TPS or to TPA and from TPS to TPA. (2) Collection and transportation of waste as referred to in paragraph (1) is carried out by the City Government. (3) Collection and transportation of waste as referred to in paragraph (2) the City Government can cooperate with the Village Government.

2. Waste Processing

The handling of urban community waste transportation management that is not optimal will have very real side effects on people's lives and the sustainability of environmental quality. Waste transportation that is not responsive to the growth in the number of piles in each TPS will cause potential dangers consisting of many things including the spread of very pungent odors, the emergence of fly larvae that are harmful to health and diseases that spread through the food chain and the opportunity to create toxic waste which is exacerbated by the habit of people who do not cultivate the 3R waste management system (Reduce, Reuse and Recycle) and replace it with the habit of burning piles of waste that are not transported, this will worsen environmental conditions, namely increasing air pollution due to the smoke caused and the danger of soil pollution as a result of the charcoal produced from burning waste cannot be broken down and re-enters the soil. Waste collection activities carried out by the community by throwing household waste into trash bins without sorting between organic and inorganic waste. Furthermore, cleaning officers collect household waste and collect it at the TPS and then take it to the TPA. Garbage collected in 1 container between organic and inorganic waste by the community needs socialization for the community to be able to collect waste based on its

type/source. This will ease the work of the cleaning staff to collect waste to the TPS. For this reason, socialization is expected to provide an understanding to the community to protect the environment and manage waste properly. The current trend of garbage problems does not only come from urban areas, but now the poor environmental conditions have also spread to village/rural areas. This is inseparable from the low public awareness to protect the environment. In general, in urban areas the cause of the large amount of garbage is due to shopping activities, community visits, and various other activities. While in rural areas/villages, it is also undeniable that scattered garbage still occurs a lot.

Based on the research results, the researcher obtained the Fourth Finding (4) with a focus on Waste Management in the implementation of the Cleanliness, Beauty, and Order (K3) program in the waste management dimension is that DLHK 3 has implemented good waste management in accordance with the regulations of Banda Aceh City Qanun Number 1 of 2017 concerning Waste Management which is a reference in waste management. Waste management is carried out by sorting waste based on its type, namely separating waste containing hazardous and toxic materials, which are easily decomposed, which can be reused or recycled. and other waste such as residue. Management of both organic and inorganic waste is carried out by sorting or separating waste according to its type. Waste sorting is carried out in residents' homes, schools and agencies with the aim that residual waste is not mixed with other waste. The waste management of DLHK3 Banda Aceh City includes socializing the 3R waste management to the community "Reduce, Reuse, Recycle" namely, "Reducing", "Reusing" and "Recycling" waste.

Based on the findings on the dimensions of waste management that have been carried out by DLHK3, it is in accordance with the regulations on waste management contained in Banda Aceh City Qanun Number 1 of 2017 concerning Waste Management. Waste management is carried out by sorting organic and inorganic waste or separating waste according to type, then collected at the TPS, then to the integrated waste processing site, then transported to the final processing site. Waste management efforts carried out by DLHK3 with the 3R management method "Reduce, Reuse, Recycle" (Reducing", "Reusing" and "Recycling" waste. This management method classifies waste management strategies according to what is appropriate. According to Kahfi (2017), the waste problem is indeed endless. The problems being faced are not only in Indonesia, but throughout the world. Waste production continues to increase along with population growth, changes in consumption patterns, and people's lifestyles. The problems identified include increasing the amount of waste generated, types, and diversity of waste characteristics. The next problem is related to the community paradigm towards (management) of waste, to the existence of regulations related to waste management. In developed countries, various efforts have been made to overcome this problem. The birth of the 3R concept adopted by Indonesia became the 3M Principle.

CONCLUSION

Based on the results of the analysis of the level of public satisfaction with the implementation of the cleanliness, beauty, and order (K3) program in Jaya Baru District, it can be concluded that the level of public satisfaction with the implementation of the Cleanliness, Beauty, and Order (K3) program is quite satisfactory, which is obtained based on the responsiveness dimension, namely by providing fast access to complaints via the web, telephone, email and even social media. This is useful as access to help the community so that complaints submitted can be handled quickly. DLHK3 always maintains its commitment to helping and is ready to handle environmental cleanliness problems in Banda Aceh City in order to achieve good environmental health. In addition, based on the assurance dimension, DLHK3 guarantees cleanliness services in Banda Aceh City by placing officers who have knowledge and ethics of politeness in each section starting from officers in the process of transporting

waste from households to the Final Disposal Site (TPA). In addition, DLHK3 also divides areas/zones for cleaning officers in each zone for comprehensive handling and provides communal containers and containers that are spread across several locations in the Banda Aceh City area with different transportation schedules. Garbage collection and transportation, sweeping/cleaning roads, cleaning rivers and cutting grass are also part of the activities of officers from DLHK3 Banda Aceh. Handling all aspects of environmental cleanliness in the community can create public trust in DLHK3 to handle environmental cleanliness in Banda Aceh City.

Waste management in the implementation of the Cleanliness, Beauty, and Order (K3) program is carried out by collecting and transporting waste every day. with three operational hour zones at 06.00 to 10.00 (zone I), at 08.00 to 12.00 (zone II) and at 20.00 to 24.00 (zone III). Furthermore, waste is transported from the temporary waste disposal site (TPS) to the final waste disposal site (TPA). Before the waste is transported, waste is sorted according to type, then collected at the TPS, then to the integrated waste processing site, then transported to the final processing site. Waste management carried out by the DLHK3 is by sorting waste with the 3R management method "Reduce, Reuse, Recycle" is the intention of waste handling which consists of three elements, namely, "Reducing", "Reusing" and "Recycling" waste. This waste management is carried out to distinguish between organic waste and inorganic waste. In addition, waste management is also carried out on inorganic waste containing hazardous and toxic materials as well as hazardous waste and types of waste that can be reused or recycled. Environmental waste management by DLHK3 also uses the Waste Collecting Point (WCP) method, namely sorting waste from its source, using a collection schedule, supervision, coaching of village cleaning/sanitation officers and special transportation according to the type of waste.

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