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Improvement Strategy Quality Public Services in the Organizational Section District Regional Secretariat

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Abstract: This study aims to analyze strategies for improving the quality of public services in the Organizational Section of the Kampar Regency Regional Secretariat. The background of the study is based on the importance of public services as an indicator of government performance, as well as the ongoing obstacles in its implementation even though the Public Satisfaction Index (IKM) shows an increasing trend. This study uses a qualitative approach with descriptive methods. Data were obtained through observation, interviews, and documentation, then analyzed using the SWOT approach to identify internal and external organizational factors. The results show that the quality of public services has improved, but is not yet fully optimal. The main obstacles include the inconsistent implementation of standard operating procedures, limited competency of apparatus, and the suboptimal use of technology. Based on the SWOT analysis, strategies that can be implemented include increasing human resource capacity, utilizing information technology, and simplifying service procedures. This study concludes that improving the quality of public services requires integrated and sustainable efforts to be able to meet the needs and expectations of the community more effectively.

Keywords: quality of public services, service improvement strategies, organizational SWOT analysis, apparatus performance, regional governance.

INTRODUCTION

Service public is one of the form not quite enough answer government in fulfil needs and interests society. In its implementation, the government sued for capable give quality, open and accessible service accountable. Quality service This often made into gauge measuring in evaluate performance government, because good service will impact directly at the level satisfaction as well as trust public.

Along with implementation of bureaucratic reform, improvement quality service public become things that are getting worse important. Good governance is not only seen from aspect policies, but also from How service given to community. Effective, efficient, and responsive services become hope public moment this. Therefore that, the government need Keep going

adapt and do improvements so that the services provided capable follow developments in the times and needs an increasingly diverse society dynamic.

In a way law, administration service public has arranged in Constitution Number 25 of 2009 concerning Public Services. In regulation the confirmed that every agency government must give service in accordance with standards that have been determined, and uphold principle professionalism, transparency, participation, and certainty law. This is show that service public No only just obligation administrative, but also part from effort build trust public to government.

In level area, improvement quality service public be one of focus main in organization government. Government area through various the device sued For capable give optimal service. One of the units that has role important is a part of the organization Kampar Regency Regional Secretariat. This unit own task in arrangement institutional, administrative arrangements, and coaching implementation service public, so that its existence is very influential to quality services provided by the government area in a way overall.

However thus, in in practice organization service public Still face various obstacles. Some of them covering limitations source Power human, not yet optimally implementation standard operational procedures (*standard operating procedures*), utilization technology that is still limited, and facilities and infrastructure that have not been fully adequate. On the other hand, the increasing demands public to fast, easy and transparent service participate become challenge for government area in increase quality the service.

To evaluate the extent to which service quality can be assessed, the Community Satisfaction Index (IKM) is used as one of the main indicators. The measurement of IKM does not only focus on the final score but is also classified into specific categories to facilitate interpretation. This classification is based on perception scores, interval values, and conversion scores that reflect the quality of services and the performance of service units. Through this categorization, each IKM score can provide a clearer and more objective picture of the level of service quality delivered. The categories of IKM assessment can be seen in the following table.

Table 1. Community Satisfaction Index (IKM) Value Category

Perceived Value	Interval Value (NI)	Conversion Interval Value (NIK)	Quality of Service (x)	Service Unit Performance (y)
1	1.00 - 2.5996	25.00 - 64.99	D	Not good
2	2.60 - 3.064	65.00 - 76.60	C	Not good
3	3.0644 - 3.532	76.61 - 88.30	B	Good
4	3.5324 - 4.00	88.31 - 100.00	A	Very good

Source: Kampar Regional Secretariat

Based on the table, the IKM scores are divided into four main categories: poor, less than good, good, and excellent. A higher score indicates a better quality of service. Conversely, a lower score indicates a need for improvement in certain service aspects. This classification serves as a reference for assessing public service performance and as a basis for evaluating and formulating strategies to improve service quality.

For see description condition service public in Kampar Regency, as follows presented Index data Community Satisfaction (IKM) in five years final:

Table 2. Index Public Satisfaction Index (IKM) of Kampar Regency 2021–2025

No	Year	IKM Value	Category
1	2021	84.63	B
2	2022	86.79	B
3	2023	89.1	A
4	2024	90.68	A

5	2025	86.51	B

Source: Kampar Regional Secretariat

Based on Table 2, it can be seen that the Community Satisfaction Index (IKM) of Kampar Regency during the 2021–2025 period shows a generally increasing trend, although there were slight fluctuations in the final year. In 2021, the IKM score was recorded at 84.63, which falls within the good category. This score increased to 86.79 in 2022 and remained within the same category.

Furthermore, in 2023 the IKM value will return increase to 89.10. Increase This continued in 2024 with achievements amounting to 90.68 which has been enter in very good category. However Thus, in 2025 the value of IKM will be slightly experience decline to 89.10, although Still is in the category Good.

When viewed from the assessment elements, the cost or tariff aspect consistently received the highest score each year, indicating that the community perceived the cost-related aspect of public services positively. On the other hand, several elements, such as service time, service procedures, and complaint handling, tended to receive lower scores compared to other elements. This finding suggests that aspects related to service timeliness, procedural convenience, and responsiveness to public complaints still require improvement.

In a way overall, the data show that quality service the public in Kampar Regency has be at a sufficient level good, but Still there is a number of necessary aspects become attention for reach quality more optimal and sustainable services.

Next, to see the performance accountability aspect, the SAKIP/AKIP Value data is presented as follows.

Table 3. SAKIP/AKIP Values 2021–2025

No	Year	SAKIP/AKIP Values	Category
1	2021	62.30	Good
2	2022	62.23	Good
3	2023	62.55	Good
4	2024	63.08	Good
5	2025	64.41	Good

Source: Kampar Regional Secretariat

Development SAKIP/AKIP values for Kampar Regency in period the time period 2021–2025 shows a pattern that tends to stable with trend improvement in a way gradually. At the beginning period, namely 2021, the value obtained of 62.30 and is in the category good. In 2022 it happened A little decline to 62.23, but change the No impact on category fixed assessment are at the same level.

Next, start 2023 to 2025, the SAKIP value shows increased movement in a way slowly, respectively reaching 62.55, then 63.08, until Finally will be at 64.41 in 2025. Although the increase No too sharp, trend This reflect existence effort improvements made in a way sustainable in management performance agency government.

On the other hand, the position the value that is still stay in the category Good show that system accountability performance Not yet fully reach optimal conditions. This is indicates the need improvement more further, especially in strengthening the planning, measurement and control processes evaluation performance in order to be able to produce greater achievements maximum and results - oriented.

In addition, to see the development of governance, the Bureaucratic Reform (RB) Values are also presented as follows.

Table 4. The value of Bureaucratic Reform (RB) of Kampar Regency in 2021–2025

No	Year	RB Value	Category
1	2021	55.37	CC
2	2022	57.52	CC
3	2023	62.95	B
4	2024	70.49	BB
5	2025	71.84	BB

Source: Kampar Regional Secretariat

Based on the Bureaucratic Reform (RB) Value data for Kampar Regency in 2021–2025, it shows trend ongoing improvements in a way gradually. In 2021, the achievement The RB value is at 55.37 which is included in category *Sufficient (CC).* Condition This Still continued in 2022 with value of 57.52 which has not been show change category, although in a way number experience increase.

More changes means start seen in 2023, where the RB value increases to 62.95 and enter in category *Good (B).* Improvement This continued in 2024 with achievement of 70.49 which has been reach category *Very Good (BB).* Positive trend the still awake in 2025 with value of 71.84, although Still is at in same category.

Trend improvement This indicates that effort governance improvements government through the bureaucratic reform program start show sufficient results real. However Thus, the achievements obtained Not yet reach optimal level, so that Still required steps strengthening, especially in improvement effectiveness system work, quality service public, as well as performance apparatus. With however, although direction repair Already visible, sustainability and consistency of bureaucratic reform still become factor key in push improvement quality government in a way comprehensive.

Overall, the three indicators—IKM, SAKIP, and RB—demonstrate progress in the performance of the regional government organization. However, the achievements have not yet reached their optimal level. Therefore, more targeted and systematic strategies are needed to further improve the quality of public services.

One of approaches that can used for formulate the strategy is analysis *Strengths, Weaknesses, Opportunities, Threats* (SWOT). Through approach this organization can identify internal and external conditions in a way comprehensive so that the resulting strategy more appropriate targets and sustainability.

Based on the description above, the research problem in this study is how to improve the quality of public services in the Organizational Section of the Kampar Regency Regional Secretariat and how to formulate strategies for improving public service quality based on a SWOT analysis of the institution.

METHODS

Study This use approach qualitative with method descriptive approach qualitative chosen Because capable give deep understanding about condition service public as well as factors that influence improvement quality services in the Organizational Section Kampar Regency Regional Secretariat. Descriptive method used for describe phenomena that occur in a way systematic as well as formulate improvement strategies quality service public through SWOT analysis.

Study implemented in the Organizational Section Kampar Regency Regional Secretariat. Election location This based on considerations that agency the own role strategic in arrangement institutions, governance, and coaching service public in the environment

government area. Research time implemented during three month, which includes stage preparation, data collection, to compilation report study.

Subject in study This is all over employees and staff Government with Agreement Work (PPPK) in the Organizational Section the Regional Secretariat of Kampar Regency, which consists of 50 people. The technique for determining informant in study This use method census, namely all over member population made into as research data sources.

Type of data used is qualitative data that is descriptive. Data sources consist of from primary data and secondary data. Primary data is obtained in a way direct through interview with informant related implementation service public. Meanwhile that is secondary data obtained from document official, report performance, regulations legislation, as well as relevant literature with study.

Data collection techniques were carried out through observation, interviews, and documentation. Observation done with observe in a way direct service process public. Interview done in a way in-depth (*in-depth interview*) for get comprehensive information from informant. Documentation done with collect data in the form of archives, reports and documents supporters other.

Data analysis techniques using SWOT analysis (*Strengths, Weaknesses, Opportunities, Threats*) for identify internal and external factors that influence quality service public. Identification results the Then analyzed use SWOT matrix for formulate alternative strategies, namely SO (Strengths–Opportunities), WO (Weaknesses–Opportunities), ST (Strengths–Threats), and WT (Weaknesses–Threats) strategies.

For ensure data validity, research This use technique triangulation, namely with compare data from various sources and techniques data collection. In addition, checks were also carried out repeat information to informants to ensure the data obtained accurate and can trusted.

RESULTS AND DISCUSSION

Research result

Overview of Public Service Quality

Service public is one of the form implementation function government that aims For fulfil need public in a way effective, efficient, and accountable. In the implementation government area, quality service public be one of indicator important in evaluate success performance government. Good service No only related with speed and accuracy services, but also concerns aspect transparency, professionalism, and ability government in give satisfaction to public.

Government Kampar Regency continues do various effort in increase quality service public through strengthening governance governance and bureaucratic reform. One of them elements that have role important in support improvement service the is a part of the organization Kampar Regency Regional Secretariat. This section on duty help Regional Secretary in carry out coaching institutional, governance governance, bureaucratic reform, drafting standard operational procedures (SOP), as well as evaluation service public on the device area.

In implementation his duties, Organizational Section own function strategic in create system better service directed and coordinated. Through preparation of SOPs, coaching apparatus, as well as evaluation performance service, it is expected quality service public in the environment Government Kampar Regency can Keep going increased. In addition, the implementation of bureaucratic reform has also become part important in push creation professional, fast, transparent and responsive service to need public.

In a way general, quality service public in Kampar Regency shows sufficient development good. This is can seen from increasing mark Index Community Satisfaction (IKM), value System Agency Performance Accountability Government (SAKIP), as well as the value of Bureaucratic Reform (RB) in a number of year last. Improvement the show

existence commitment government area in repair quality service and governance organization government.

Although thus, in implementation Still there is a number of obstacles that affect quality service public. Some problems that still exist faced including limitations source Power human, not yet optimally utilization technology information, implementation of SOPs that have not been fully consistent, and facilities and infrastructure services that are still need improved. In addition, the increase demands public to fast, easy and transparent service is also a challenge alone for government area.

Development technology information on the other hand provides opportunity for government area for increase quality service through digitalization system service. Utilization technology can help speed up the service process, improve efficiency work, and make things easier public in get service. Therefore that, the increase quality service public need support source Power competent human, system good work, effective implementation of SOPs, and commitment organization in give satisfaction - oriented service public.

Overview of Public Services in Kampar Regency

Duties of the Organizational Section of the Kampar Regency Regional Secretariat

1. Help Regional Secretary in coaching institutional device area.
2. Carry out arrangement of government administration.
3. Compile and evaluate standard operational procedures (SOP).
4. Support implementation of bureaucratic reform.
5. Do development and evaluation of public services.
6. Carrying out monitoring and evaluation of the performance of regional apparatus organizations.

Functions of Organizational Sections

1. Preparation of work program organization.
2. Compilation policy technical public service.
3. Governance development government.
4. Facilitation of bureaucratic reform.
5. Evaluation institutions and work systems.
6. Supervision implementation service public in regional devices.

The Role of the Organizational Section of the Kampar Regency Regional Secretariat

Organizational Section the Regional Secretariat of Kampar Regency has task help Regional Secretary in:

1. Coaching institutional device area.
2. Arrangement of procedures government.
3. Preparation and evaluation Standard Operating Procedure (SOP).
4. Implementation of bureaucratic reform.
5. Coaching and evaluation public service.
6. Monitoring and evaluation performance organization regional devices.

Functions of Organizational Sections

Function Main Organizational Section includes:

1. Preparation of work program organization.
2. Compilation policy technical public service.
3. Implementation development of governance.
4. Facilitation of bureaucratic reform.
5. Evaluation institutions and work systems.

6. Supervision implementation service public in regional devices.

Identification of Internal Factors

Strength in the Quality of Public Services in Kampar Regency

1. There is support policy government area.
2. Structure clear organization.
3. Availability Standard Operational Procedure (SOP).
4. Experience apparatus government.
5. Improvement IKM, SAKIP, and Bureaucratic Reform values.
6. Commitment towards bureaucratic reform.

With its various strengths, the Kampar Regency Government has considerable potential to improve the quality of public services. Policy support, a clear organizational structure, experienced staff, and the implementation of standard operating procedures (SOPs) are supporting factors in creating more effective and targeted services. Furthermore, improvements in the IKM (Information and Communication Quality Assessment), SAKIP (Standard Accountability Assessment), and Bureaucratic Reform indicate positive developments in public service governance.

Weakness in the Quality of Public Services in Kampar Regency

1. Limitations amount source Power man.
2. Competence apparatus Not yet evenly.
3. Utilization technology information Not yet maximum.
4. Implementation of SOP has not been consistent.
5. Procedure service Still Enough long.

Facilities and infrastructure service Not yet adequate. With various the power possessed by the Government Kampar Regency has sufficient potential Good in increase quality service public. Support policy government area, structure clear organization, experience apparatus, as well as implementation standard operational procedures (SOP) to be factor supporters in create better service effective and targeted. In addition, the increase IKM, SAKIP, and Bureaucratic Reform Values show existence development positive in governance service public.
However however, still there is a number of weaknesses that require attention, especially in improvement competence apparatus, optimization utilization technology information, simplification procedure services, as well as improvement facilities and infrastructure services so that the services provided can walk more effective and efficient. Based on identification said, internal service factors public in the Organization Section the Regional Secretariat of Kampar Regency can seen in the following IFAS table.

Table 5. Internal Strategic Factor Analysis Summary (IFAS)

Internal Factors	Weight	Rating	Score
Strength			
There is support policy government area	0.12	4	0.48
Structure clear organization.	0.10	4	0.40
Availability Standard Operational Procedure (SOP).	0.10	3	0.30
Experience apparatus government.	0.11	4	0.44
Improvement IKM, SAKIP, and Bureaucratic Reform values.	0.12	4	0.48
Commitment towards bureaucratic reform	0.10	3	0.30
Subtotal Strength	**0.65**		**2.40**
Weakness			

Limitations amount source Power man.	0.10	0.20
Competence apparatus Not yet evenly	00.8	0.16
Utilization technology information Not yet maximum.	00.7	0.14
Implementation of SOP has not been consistent.	00.5	0.10
Procedure service Still Enough long.	00.5	0.05
Subtotal Weaknesses	**0.35**	**0.65**
Total	**1.00**	**3.05**

Source: Data Processing Results

Based on results IFAS analysis obtained total score of 3.05. This value show that internal conditions of the Organizational Section the Regional Secretariat of Kampar Regency is in the category strong, so that own sufficient ability Good in support improvement quality service public. The most dominant power factor originate from support policy government area, improvement IKM, SAKIP, and Bureaucratic Reform values, as well as experience apparatus government.

Temporary that, weakness the main thing that is still faced covering limitations source Power human, competence apparatus that has not evenly, and utilization technology information is not optimal. With Thus, the organization need utilise the power possessed at a time minimize weaknesses so that quality service public can increase in a way more effective and sustainable.

Identification of External Factors

Opportunities in the Quality of Public Services in Kampar Regency

1. Development increasingly digital technology proceed.
2. There is support bureaucratic reform policy from government.
3. Chance improvement capacity apparatus through education and training.
4. Openness Work The same inter-agency in development service public.
5. The height attention public to quality service government.
6. Development system service based electronic in government.

Various opportunity the give room for Government Kampar Regency for do improvement service public in a way more optimal. Support development technology and policy government can utilized For increase effectiveness services, speed up administrative processes, and strengthen quality performance apparatus in give service to public.

Threat in the Quality of Public Services in Kampar Regency

1. The height demands public to fast and transparent service.
2. Change regulations and policies the government continues develop.
3. Limitations budget in support improvement service public.
4. Development running technology more fast compared to ability apparatus.
5. Competition quality service inter-agency government.
6. Increasing criticism and complaints public to service government.

Various threat the can influence effectiveness service public if No anticipated with good. Therefore that, the Government Kampar Regency needs increase readiness apparatus, strengthening system services, as well as do adjustment to development technology and demands society so that quality service public still awake and able develop in a way sustainable.

Given these opportunities and threats, the Kampar Regency Government needs to capitalize on these opportunities while simultaneously anticipating challenges that could impact the quality of public services. Utilizing technological advancements, supporting bureaucratic reform policies, and increasing the capacity of civil servants can be supporting

factors in improving public services. However, high public demands, regulatory changes, and budget constraints also need to be addressed to ensure effective and sustainable public service delivery. Based on this identification, the external factors of public services in the Organizational Section of the Kampar Regency Regional Secretariat can be seen in the following EFAS table.

Table 6. External Strategic Factor Analysis Summary (EFAS)

External Factors	Weight	Rating	Score
Opportunities			
The development of increasingly advanced digital technology	0.12	4	0.48
Government support for bureaucratic reform policies	0.11	4	0.44
Opportunities to increase the capacity of civil servants through training	0.10	3	0.30
Openness to inter-agency cooperation	0.09	3	0.27
High public attention to service quality	0.08	3	0.24
Development of electronic-based service systems	0.10	4	0.40
Subtotal Opportunities	**0.60**		**2.13**
Threats			
High public demand for services	0.10	2	0.20
Changes in government regulations	0.08	2	0.16
Service budget limitations	0.07	2	0.14
Rapid technological developments	0.08	2	0.16
Increasing public criticism and complaints	0.07	1	0.07
Threat Subtotal	**0.40**		**0.73**
Total	**1.00**		**2.86**

Source: Data Processing Results

Based on results EFAS analysis obtained total score of 2.86. This value show that factor external give enough opportunities big for the Organizational Section Kampar Regency Regional Secretariat in increase quality service public. The most dominant opportunity originate from development digital technology, support policy bureaucratic reform, as well as development system service based electronics that can support service become more effective and efficient.

On the other hand, there are a number of necessary threats anticipated, such as height demands public to fast and transparent service, changes regulations government, as well as limitations budget service. In addition, the development ongoing technology fast too become challenge for apparatus in adapt capabilities and systems existing services.

In a way Overall, the EFAS results show that opportunities available more big compared to the threats faced. Therefore that, the Government Kampar Regency needs utilise opportunity the optimally and increase readiness organization in face various challenges to support improvement quality service public in a way sustainable.

Table 7. SWOT Matrix and Strategic Alternatives

Internal / External Factors	Opportunities	Threats
Strengths	**SO Strategy**	**ST Strategy**
	1. Utilise support policy government and bureaucratic reform for increase service based technology information. 2. Optimizing structure organization and coordination apparatus in development digital services. 3. Utilise improvement IKM, SAKIP, and RB values as base strengthening quality service public.	1. Utilise experience apparatus and service SOPs For face demands public to fast and transparent service. 2. Strengthen system service public to adjust change regulations government. 3. Increase quality service in a way sustainable for reduce criticism and complaints public.
Weaknesses	**WO Strategy**	**WT Strategy**
	1. Increase competence apparatus through education and training based technology information. 2. Optimizing utilization digital technology for overcome limitations manual service. 3. Repair facilities and infrastructure service through support for bureaucratic reform programs.	1. Simplify procedure services to be more effective and efficient. 2. Increase quality of human resources to be able to face development technology and demands public. 3. Strengthen implementation of SOPs and supervision service For minimize error service.

Discussion

Research result show that quality service public in the Organization Section The Regional Secretariat of Kampar Regency experienced sufficient development good. Condition This seen from improvement mark Index Public Satisfaction Index (IKM), SAKIP scores, and Bureaucratic Reform in a number of year last. Improvement the show existence effort government area in improve governance governance and improve quality service to public.

Based on results IFAS analysis, obtained total score of 3.05 which shows that internal conditions of the organization is in the category strong. The most dominant strength factor covering support policy government area, structure clear organization, availability standard operational procedures (SOP), experience apparatus government, as well as increasing IKM, SAKIP, and Bureaucratic Reform values. Factors the become the main capital in support implementation service more public directed and organized.

Although however, still there is a number of weaknesses that affect quality service public. Limitations amount source Power human, competence apparatus that has not evenly distributed, utilization technology information that is not optimal, as well as implementation of SOPs that have not been consistent become constraint in implementation service. In addition, the procedures services that are still Enough length also affects effectiveness and efficiency service to public.

Temporary that, the result EFAS analysis obtains total score of 2.86 which shows that factor external give enough opportunities big in support improvement quality service public. Opportunities the covering development digital technology, support bureaucratic reform policy, improvement system service based electronics, as well as chance development capacity apparatus through education and training. Conditions the can utilized government area For create service more public fast, transparent, and effective.

On the other hand, there are a number of necessary threats anticipated, such as increasing demands public to quality service, change regulations government, limitations budget, as well as development ongoing technology fast. Threat the demand organization For capable adapt to change environment service the increasing public dynamic.

Based on results SWOT matrix, improvement strategies quality service public can done through four approach. SO strategy is carried out with utilise strength organization For support development service based technology and bureaucratic reform. The WO strategy is aimed at improving competence apparatus as well as optimization technology information to overcome weakness organization. ST strategy is carried out through strengthening governance service and implementation of SOPs in face demands society and change regulations. The WT strategy is focused on simplification procedure service, improvement supervision, as well as optimization source Power organization.

With Thus, the increase quality service public in the Organization Section The Regional Secretariat of Kampar Regency needs to done in a way sustainable through strengthening source Power humans, utilization technology information, improvement effectiveness system services, as well as governance development more government responsive to need public.

Implications Policy

1. Government area need increase competence apparatus through education and training in a way sustainable.
2. Optimization utilization technology information need done For support service public digital- based.
3. Implementation standard operational procedures (SOP) are necessary strengthened so that services walk more consistent and effective. Government area need simplify procedure services to improve efficiency and convenience service public.
4. Improvement facilities and infrastructure service required For support comfort and effectiveness service public.
5. Supervision and evaluation service public need done in a way periodically For guard quality service.
6. Bureaucratic reform need implemented in a way sustainable to improve governance more government accountable and responsive.
7. Government area need increase system handling complaint community so that services become more fast and transparent.

CONCLUSION

1. Study This show that quality service public in the Organization Section The Regional Secretariat of Kampar Regency experienced sufficient development positive. This seen from improvement achievements Index Public Satisfaction Index (IKM), SAKIP scores, and Bureaucratic Reform which show existence repair in organization service and governance government area.
2. The results of the internal analysis show that organization own enough power support in improvement service public, especially from aspect support policy government area, structure organization, implementation standard operational procedures, as well as experience apparatus government. However however, still found a number of obstacles, such as limitations source Power human, competence apparatus that has not fully evenly distributed, utilization technology information that is still limited, and procedures services that have not been fully effective.
3. From the side external, development digital technology, support for bureaucratic reform, and increasing need public to quality service become opportunities that can be utilized in development service public. However, organizations also face challenge in the form of increasing demands society, change policy government, and limitations budget service.
4. Based on results SWOT analysis, improvement strategies quality service public need directed at strengthening capacity apparatus, optimization service based technology information, simplification procedure services, as well as improvement facilities and

infrastructure service. These efforts need done in a way sustainable so that services the public in Kampar Regency can walk more effective, efficient, transparent, and capable fulfil hope public.

Limitations Study

In conducting this research, the researcher acknowledged several limitations that could impact the results. These limitations relate to the scope of the research, the data collection process, and the analytical approach used. Nevertheless, this study is expected to provide an overview of the quality of public services in the Organizational Section of the Kampar Regency Regional Secretariat and serve as input for future efforts to improve public services.

1. Study This only carried out in the Organizational Section Kampar Regency Regional Secretariat so that results study Not yet can describe condition service public throughout device areas in Kampar Regency.
2. Study use approach qualitative so that results obtained more emphasize on understanding conditions and phenomena service public based on results observation and interviews.
3. Research data part big obtained from results interview informant so that Still there is possibility existence difference perception in delivery information.
4. Study This more focuses on SWOT analysis in formulate improvement strategies service public, so that Not yet discuss in a way deep aspect measurement performance service based quantitative.
5. Limitations time study led to the process of data collection and in-depth research to all over aspect service public Not yet can done in a way more broad and comprehensive.

Suggestions

1. For Regional Governments and OPDs
   Government area need improving the quality of human resources through continuous education and training, particularly in the fields of public services and information technology.
2. For Civil Servants Service
   Apparatus expected increase professionalism, discipline, and ability in providing services to the community.
3. For the Community
   The community is expected play a role active in providing input, criticism and suggestions regarding public services as material for regional government evaluation.
4. For Researchers Furthermore
   Study furthermore expected can expand object research on other regional devices to obtain more comprehensive results.

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