ABSTRACT

CREATING THE SERVICE STANDARDS AT THE BORONG SUBDISTRICT OFFICE TO IMPROVE AND ENHANCE PUBLIC SERVICE EFFICIENCY

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Service Standards are benchmarks used as guidelines for public service providers and as a reference for assessing the quality of services as the obligation and promise of service providers to the community, aiming for high-quality, fast, easy, affordable, and measurable services. Public service refers to services provided by public service organizers, carried out in stages, offering service levels that meet the needs of service users while maintaining principles of fairness and professionalism.

The service unit is a work unit responsible for organizing public services directly related to service users. It is essential to meet the established benchmarks for public service to explore various sources and potentials within the region and to provide services to the community effectively, efficiently, and without unnecessary complexity. In today's globalization era, the government must deliver services that align with the principles of organizational reform, focusing on creating an effective and efficient government agency management system.

One of the efforts in public service is a series of activities aimed at fulfilling the service needs in accordance with the applicable laws and regulations for every citizen and resident regarding goods and services or administrative services provided by public service providers. This is implemented at the Borong Subdistrict Office, Manggala District, Makassar

City.

Keywords: Public Service, Service Standards, Borong Subdistrict Office, Manggala District, Makassar City, Service Quality, Effective and Efficient.