



Revitalizing the Quality of Waste Management Services Based on Public Awareness

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Abstract

Waste services in Bima City, West Nusa Tenggara. It is an important aspect in maintaining environmental cleanliness and health. This research aims to examine the refitalization of waste management quality based on community awareness. To realize that, it is necessary to transform services using 5 (five) dimensions of public service quality, namely (tangible), reliability, responsiveness, assurance, and empathy. This research uses a descriptive qualitative approach with data collection techniques through observation, documentation studies, and in-depth interviews with informants. The conclusions drawn are as follows, waste management in Bima City mostly already has indicators of service quality dimensions. But there are still some indicators that have not been fulfilled, so that they become obstacles in the Waste Management Service process. Among other things, inadequate facilities and infrastructure, human resources officers in handling waste, and lack of public awareness in terms of waste. Thus, it is necessary to add supporting infrastructure, additional human resources officers and educational programs for the community related to waste problems in order to achieve quality services in Bima City by the Environmental Service.

Keywords: Service Quality; Waste Management; Public Awareness.

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Introduction

In various cities in Indonesia, both large and small cities, physical development continues at a rapid pace. This is driven by population growth and higher economic activity, as a result of which the fulfillment of housing and facilities and infrastructure for the lives of urban residents is getting higher. One of the important things that should not be overlooked from city development is the problem of waste. Waste is an acute problem for urban development, one that is often underestimated is household waste (Suhada, 2017). Environmental problems are not one of the environmental issues, but have become the responsibility of the entire nation and state. Therefore, various efforts are made by people to prevent additional damage to the environment. The role of the

government itself includes empowerment services, and development. If in these three things it is not in line with the goals of the community, there will be conflicts in it, for this reason there needs to be supervision in these services, empowerment and development, the supervision does not have to be from the government sector but also from the community itself because as a public actor there are times when it must be closer to the community. (Hayat, 2019)

In Law No. 25 of 2009 concerning public services, it is explained that the public has the right to receive quality services in accordance with the principles and objectives of service (Article 18) public services are often referred to as constitutional services. This statement is mentioned in the constitutional clauses of all countries which state that the state must provide various facilities to citizens, especially in waste management and one of the public services adjusted by the government is waste management services in Law No. 18 of 2008 concerning management in article 11, which reads that everyone has the right to get services for waste management in a good and environmentally sound manner government, local government, and / or other parties given responsibility for it, in the Regulation of the Minister of Environment of the Republic of Indonesia Number 27 of 2020 concerning Specific Waste Management. Article 1 paragraph 2 defines specific waste as waste that due to its nature, concentration and or volume requires special management. And waste is a daily human activity or natural process in the form of solid, gas and liquid.

Increased waste in Bima City Increased waste, the increase in waste is due to the increasing population, geographically the area of Bima Regency and City is 438,940 Ha² or 4,389.40 Km². Bima City is the center of the Bima Regency and City, the area of Bima City is 222.25 km², has 5 sub-districts and 41 villages with a population of 155,140 people with a density of 694 people and 49,663 families (KK). Therefore, the growing activities of the city have an impact on the tendency of waste disposal by city residents. This can result in the city becoming an uncomfortable place (*Overview of Regional Conditions*, 2018). The volume of waste increases every year, especially in Bima City, West Nusa Tenggara. In 2018 the volume of waste was 1314.14 m³, in 2019 it was 13 776.08 m³ (VOLUME OF WASTE, n.d.), in 2020 it was 15 907.17m³, in 2021 it was 21 272, 75m³ and in 2022 the waste generated every day in the city of Bima was 3,700 m³ with a ratio of 0.7 kilograms per person (Every Day, Bima City Generates 3,700 Cubic Meters of Waste, n.d.) so it can be concluded that the increase in the waste management balance in 2018 was 20.06% until 2022 it increased to 50.40% (Communication Information and Communication Service, n. d.). so it can be concluded that the increase in the balance of waste management in 2018 amounted to 20.06% until 2022 it increased to 50.40% Communication Information and Statistics Office, n.d) and the current Landfill (TPA) is in Oi Mbo Sub-district, East Rasanae Rasa Nae District with an area of about 8 Ha and has been stockpiled around 5 Ha. In the description above, it can be concluded that the quality of waste management services in Bima City is still very low with a lack of human resources (HR), infrastructure and lack of awareness from people who litter, the description above is only part of the garbage that is transported by officers from the Environmental Service (DLH). There are still many people who litter. So that there is illegal collection by Bima City waste management officers.

Research Method

This research uses qualitative research in the form of a process of steps involving theoretical paradigm researchers, research strategies, data collection methods, as well as the development of interpretation and exposure (Afifuddin, 2012) in (Moleong, 2013)) The type of data used in this research is qualitative data (Bungin, 2017). The data collection techniques used in this research are in the form of observation, in-depth interviews with selected informants, among others, with 10 informants, including 5 informants from the Bima City Environment Agency officials, including 1 person from the head of the waste management sector, 2 people from environmental supervisors (Sub-Coordination of Waste Management and Hazardous Waste), 1 person from UPT cleanliness and environment, and 1 person from the field cleaners (yellow troops) and 5 people from the people of Bima City, including 1 person from the village, namely one of the heads of the kelurahan rw in Bima City, and 4 ordinary people in Bima City and and documentation (written documents, archives, official records, personal notes or writings, and drawings or photographs), in this study the data analysis process used was qualitative data analysis from Miles and Huberman in (Silalahi, 2009) Data analysis consists of three streams of activities that occur simultaneously, namely data reduction, data presentation, and conclusion drawing as an intertwined cyclical and interactive process before, during, and after data collection in parallel to build general insights called data analysis.

After conducting observations, documentation studies and in-depth interviews, the next step is to triangulate data sources to determine the truth of the information obtained by researchers. Through academic and scientific studies, the revitalization of the quality of waste management services is

studied in depth and does not rule out the possibility of bringing up and developing new service quality. Of the many service qualities that have existed before, especially money related to waste management in Bima City which is the responsibility of the Bima City Environment Agency.

The Environmental Service can be required to be able to improve the quality of work, responsiveness and better quality of service for waste management in order to provide satisfaction for consumers in this case the community. The main objective of responsiveness is the quality of work that is right on the target of the organization's mission in order to obtain the development goals targeted by the bureaucratic apparatus. By using 5 dimensions of public service quality according to (Zeithaml et al., 2004), namely: aspects of physical evidence (tangible), reliability, responsiveness, assurance, and empathy. And knowing the supporting and inhibiting factors in the quality of waste management services in the city of Bima by the Environmental Service.

Results & Discussion

Revitalizing the Quality of Waste Management Services

In the process of waste management services, it is very important to achieve a clean and healthy environmental quality, thus waste must be managed properly and in such a way that negative things for life do not occur. Therefore, in environmental health science, a waste management is considered good if it does not cause disease seeds and mediates the spread of disease (Hayat, 2018).

form consisting of household waste and similar household waste, and household waste is waste from daily activities in households that do not include feces and specific waste, similar household waste is household waste that comes from commercial areas, industrial areas, special areas, social facilities, public facilities, or other facilities. Mayor's Regulation on the Implementation Regulation of Bima City Regional Regulation Number 3 of 2018 concerning Waste Management in article 1 paragraphs 6, 7 and 8 explains about waste. household waste and similar waste, namely waste is the residue of daily human activities and / or natural processes in solid

The Office of the Environment Agency of Bima City, NTB, as a government agency that always provides services and improves the quality of services for the community, especially in waste management services. Based on the opinion of (Zeithaml et al., 2004) there are five aspects to determine the quality of public services in the field of waste management, including aspects consisting of aspects of physical evidence (tangible), reliability, responsiveness, assurance, and empathy. With these service aspects, it can be seen the quality and efforts of the Bima City Environmental Service Office in providing services through the following service aspects:

Aspects of physical evidence (tangible)

Tangible or openness which is the quality of service in the form of physical facilities, equipment, personal and communication media in services that are visible and can be felt by all who feel the service, both service providers and service recipients (Endah Wulandari, 2020). Based on data from the Environmental Service of Bima City NTB in 2023, it is stated that the facilities and infrastructure available at the Environmental Service of Bima City NTB are as follows:

Table 1. Infrastructure of Waste Management Services of the Bima City Environment Agency

aste management infrastructure		
No	Vehicles and tools	Number of units
1	Dump Truck	23 Units
2	Pick Up	2 Units
3	Motor Tiga Roda	5 Units
4	Countainer	29 Units
5	Mini Loader	2 Units
6	Amr Roll Truck	5 Units
7	Road Sweeper	1 unit

aste management infrastructure		
No	Vehicles and tools	Number of units
8	Truk Compactor	1 unit
9	TPS	-
10	Mower	1 unit
11	Chainsaw	1 unit

Source: Bima City Environment Agency 2023

Judging from the data in the table above, it shows that the facilities used in the implementation of waste management by the Bima City Environmental Service are well provided, but have not been able to overcome the waste problems in the region. This is due to the lack of infrastructure that is still inadequate and also the number of villages served as many as 41 villages with a population of 155,140 people with a density of 694 people and 49,663 families (KK), causing officers to be overwhelmed in transporting the waste, and the absence of TPS in each sub-district so that the Environmental Service makes a schedule for collecting and transporting waste in each sub-district and village.

The increase in waste is in line with the increase in infrastructure development and the increase in human growth without being balanced with the pattern of handling waste management with adequate facilities and infrastructure (Sudiran, 2005). As for the number of fleet facilities and infrastructure used and the capacity of the fleet, such as the vehicles used, namely in one Dump Truck unit loading 8 tons of waste per day with 23 Dump Truck vehicles, the amount of waste generated per day is 184 tons. As for the capacity of other fleets such as the Amr Roll truck itself is 7 tons per day, so with 5 units of Amr Roll trucks, it produces 30 tons of waste per day, and is also assisted by other fleets such as Pick Ups and three-wheeled motorbikes to pick up waste that is late in the community after the Dump Truck and Amr Roll truck transportation schedule is complete, while fleets such as Mini Loaders, to help pick up illegal waste that is carelessly disposed of by the community, and Road sweepers and compactor trucks to sweep public roads and press waste into solid.

Based on the sources and explanations above, it can be concluded that the quality of service of the Bima City Environmental Service in waste management seen from the aspect of physical evidence (tangibles) is still lacking in terms of inadequate advice and infrastructure, apart from that there are facilities and infrastructure that are less media or not suitable for operation to be an obstacle in providing waste transportation services.

Reliability Aspect (Reability)

The aspect of reliability (Reability) is one of the dimensions that focuses on the ability of officers or service providers to serve all service recipients in accordance with the ability or reliability of each officer apart from the ability of officers the work ability of work consistency is also measured in this aspect (Muksin & Engkus, 2020)Therefore, officers need to improve this service because according to the increasing needs of the community, it needs to be balanced with maximum and fast service. This requires the accuracy and expertise of officers in providing services to the community.



Figure 1. Waste collection in the morning by DLH Bima City officers (2023)

Based on observations made by researchers in the field, it can be seen from the consistency of officers in providing waste collection services that are maximized, the problem is when officers have transported waste to a predetermined place but people who are late in throwing garbage at that point then there are no more officers who pick up the garbage, a problem in service is also the unevenness of garbage collection by officers due to the area of Bima City which is not in one area so that it cannot be reached by DLH officers, one of which is a village in Asakota District which is far from being reached because it is blocked by a mountain so that no services are carried out in the village seen from inconsistent servants.

The ability of officers to provide services is seen from the volume of waste transported by Bima City Environmental Service officers (M3) 2018-2022 as follows:

Tabel 2. Total Waste Volume of the Bima City Environment Agency (M3) 2018-2022

Excellence	Total waste volume (M3) 2018-2022				
	2018	2019	2020	2021	2022
Rasanae Barat	95,05 (m3)	104,69 (m3)	108,72 (m3)	19,388 (m3)	19,873(m3)
Mpunda	97,69 (m3)	105,51 (m3)	111,72 (m3)	19,927 (m3)	69,50(m3)
Rasanae Timur	43,41 (m3)	113,17 (m3)	117,69 (m3)	20,958 (m3)	71,50(m3)
Raba	102,72 (m3)	47,82 (m3)	49,82 (m3)	8,855 (m3)	18,50(m3)
Asa Kota	77,11 (m3)	84,9 (m3)	87,98 (m3)	15,730 (m3)	17,532(m3)
Kota Bima	416,600 (m3)	456,13 (m3)	475,83 (m3)	103,823(m3)	470,50(m3)

Source: Bima City Environment Agency 2023

Based on the table above, it can be seen that the amount of waste transported from 2018 to 2020 has increased and in 2021 it has decreased and in 2022 it has again experienced a spike in waste volume, but this is directly proportional to the increase in the amount of waste produced because it is seen from the increasing population in Bima City.

Based on the description above, it can be assumed that the quality of service of the Environmental Service in waste management is seen from the aspect of reliability (reability), which is still not good in terms of the ability of officers to provide services to the community, because the range of services by officers has not been maximized for the transportation of waste in every sub-district and village in Bima City.

Aspects of Responsiveness / Responsiveness (Responsivenees)

The aspect of Responsiveness (Responsivenees) according to the opinion (Zeithaml et al., 2004) is an aspect related to the speed and response of officers in providing the services needed and can complete the services needed, both responding to any public complaints, then completing the service quickly according to the time period that has been promised (Endah Wulandari, 2020)

Based on the results of observations made by researchers in the waste service of Bima City, the handling carried out by Environmental Service officers in the aspect of responsiveness in serving community complaints is fairly good, seen from the response made by officers to the community who report their problems to be resolved as soon as possible in the waste problem, for example, if there are community problems related to mutual cooperation in demolishing mosques, or cleaning sidewalks, it requires not only one fleet, at least 2-3 fleets to transport garbage or building materials, then the DLH (Environmental Service) team will be ready to help the community. But behind that responsiveness in providing fast service in the discussion of waste is still not optimal because there are still many illegal levies made by officers, due to the lack of public awareness of the importance of environmental cleanliness and so as not to cause floods and diseases that hit the people of Bima City.

Based on the description above, it can be concluded that the services provided by the Bima City Environmental Service in handling waste from the aspect of reliability are categorized as good enough in responding to complaints from the community, but awareness from the community itself must be prioritized on the importance of environmental cleanliness, not only focusing on Environmental Service officers but public awareness is more important.

Assurance Aspect

Assurance aspects carried out by Environmental Service officers in handling waste. Namely the ability and friendliness and courtesy of officers in convincing consumers or service recipients. In the Assurance Aspect, there are several things that support quality service, namely the officer must guarantee on time, the officer guarantees the cost of the service.

Based on the results of observations made by researchers in the Assurance Aspect, there are several things that support quality services, namely officers must provide guarantees on time, guaranteed costs in services such as garbage collection starting in the morning at 05:00-09:00 which does not leave garbage from each trash can, then on the other hand also with guarantees and fees of 5 thousand per head of household in one month collected by Environmental Service officers to the community. Then on the other hand, the friendliness and politeness of the officers in carrying out their duties are factors that influence the punctuality or orderliness of the community in paying fees, and also the timeliness of the transportation schedule which is carried out every day by DLH Bima City officers, but the transport truck does not only serve one village but two to three villages are scheduled in a day.

Table 3. Waste Transportation Work System of the Bima City Environment Agency

No	Clerk Occupation	Number of Officers	Activity Schedule
1	Dump Truck Driver	23 people	Monday to Sunday
2	PICK UP Driver	3 people	Monday to Sunday
3	3 Wheel Motorcycle Driver	5 people	Monday to Sunday
4	Street Sweeper	236 people	Monday to Sunday

Source: Bima City Environment Agency 2023

Table 4. Waste Transportation Work System of the Bima City Environment Agency

Day	Working hours
Monday-Saturday	2 2 times a day in the morning at 05.00-10.00 and in the afternoon 16.00-17.30
Sunday	Mutual cooperation

Source: Bima City Environment Agency 2023

Judging from the table above, it can be concluded that the collection work system at the Environmental Service is in accordance with the SOP (Standard Operating Procedure) in the Environmental Service Office, but the obstacles are the lack of a fleet of waste carriers and the absence of TPS (temporary disposal sites) in each village in the city of Bima so that there are still people who litter and the occurrence of illegal levies by DLH cleaners, and lack of awareness from the community itself.

Judging from the guarantee aspect, it has been running well and cooperation between DLH officers in carrying out their waste services and responding well if there are complaints from the community and also the community who obeys the rules issued by DLH officers, a fee of Rp. 5,000 (five thousand) per head of household is collected once a month to guarantee and provide services and comfort for the people of Bima City.

Aspects of Empathy (Emphaty)

According to the opinion (Zeithaml et al., 2004) in the aspect of empathy (Emphaty) or a firm attitude given by officers to service recipients with full attention, besides that good service must also be based on the ability to respond or a sense of understanding to service recipients. The attitude that must be possessed by the officer is to be patient because every public complaint will always be there, and a sense of attention is also very necessary to increase satisfaction with the services provided and also improve the quality of the services provided.

In the empathy aspect, there are supporting indicators for the creation of service quality that satisfies the community, including: officers serve with polite and friendly attitudes, prioritize the interests of the community, officers do not discriminate, officers respect every service recipient, the quality of public services is very necessary, the attitude or attitude of the officer himself and do not mix work matters with personal matters with service recipients so as not to cause a bad assessment for an agency. (Endah Wulandari, 2020). The firm attitude of the officers and the community is a form of discipline so that no rules are violated, aka but there are still people who say that what is the rule or direction of the officer is the anger of the officers, but in fact it is a form of assertiveness from the officers in carrying out the rules so that the community is aware of the rules given by the service providers. Apart from that, the service provider also socializes to the public regarding the importance of disposing of garbage in its place and provides socialization on the bad impact when garbage is disposed of carelessly.

Based on the description above, it is analyzed that the empathy aspect of the Bima City Environmental Service is fairly good, seen from the firm and attentive attitude towards the community given by the government as a service provider, as evidenced by the transportation of garbage not only with dump trucks but assisted by using three-wheeled motorbikes for garbage collection in every residential area of Bima City. This is routinely done by the yellow troops of DLH (Environmental Service).

Improving the Quality of Waste Management Services is Based on Public Awareness

Building community awareness is not easy, it requires cooperation from all parties, both the government community and third parties as supporters. Community participation is the involvement of the community in determining the direction, strategy in activity policy, bearing the burden of implementing activities, and reaping the results and benefits of activities equally (Nugraha et al., 2018), and it takes a long time to build awareness that also requires examples and examples in a positive and consistency from policy makers in a particular area, direct socialization activities on waste management can encourage community participation in terms of waste management (Elamin et al., 2016). Achieving quality service targets is not as easy as writing it on paper, it needs the support of various parties, both government policies, facilities and infrastructure, and the seriousness of the implementing apparatus/front line staff (Ariany & Putera, 2013)

Based on observations, information was obtained that residents of Bima City do not have trash bins in each house so that residents are accustomed to littering or people who obey the rules of disposing of waste at a predetermined point to be transported by officers at a specified time. It is also an obstacle for the community because there is no temporary waste disposal site, so there is illegal dumping by the people of Bima City in a place that should not be a waste disposal site.

Some of the factors affecting management that are considered as system barriers are population distribution and density, social, economic, and physical environmental characteristics, attitudes, behavior and culture in the community (Khoiriyah, 2021)The behavior towards waste has become a culture that is rooted in society. This has an impact on the mindset of the community about waste that is not appropriate, for example, piles of garbage that are uncomfortable, these conditions become commonplace and do not need to be addressed so that there is no follow-up from the community (Elamin et al., 2016)In this case, the people of Bima City prioritize their work such as gardening, farming, fishing, and trading so that there is no awareness of the importance of environmental cleanliness.

The Bima City Government often gives appeals to the community not to litter, but there are still people who do not comply with these rules. Bima City is a city with a high population density compared to the people in Bima Regency. Because Bima City is the center of the city and Bima Regency itself, even though the Environmental Service officers have appealed to the community by socializing and making an appeal board so as not to litter.

Based on the observations made by researchers on the quality of services carried out in waste management, some people do not care about the importance of environmental cleanliness, so that illegal dumping is carried out by the community, so that the Environmental Service Officers are overwhelmed in handling waste in Bima City, because of the increasing illegal dumping by the people of Bima City and the lack of awareness from the community is an important point for Environmental Service officers to provide firmer directions and appeals to the community, so as not to increase the volume of waste in Bima City.

Supporting and Inhibiting Factors

Supporting Factors

Cooperation between officers and between officers and the community Another factor that supports service delivery is cooperation between fellow officers and between officers and the community. According to the Decree of the Minister of Administrative Reform Number 63 of 2003 concerning General Guidelines for the Implementation of public services, it is stated that the principles of public services include participatory, namely the implementation of public services must encourage community participation by paying attention to the aspirations, needs and expectations of the community.

Meanwhile, according to the opinion (Zeithaml et al., 2004), regarding the dimensions of public service quality, one of which is empathy, which has indicators of ease of establishing good communication relationships. So communication is an important thing that is done in order to achieve good cooperation between officers and between officers and the community in order to encourage the provision of quality services and to avoid misunderstandings in the implementation of waste management services of the Bima City Environmental Service.

Based on the results of observations related to supporting factors carried out by officers in providing services to the community, they always urge the public to dispose of garbage in a predetermined place, as well as the ease of the community in getting services from officers by guaranteeing operational costs of five thousand rupiah per head of household in one month.

Inhibiting Factors

Lack of Facilities and Infrastructure

According to (Wance, 2022) supporting facilities and infrastructure for good waste management governance certainly requires good supporting power as well. Based on the results of observations made by researchers at the Bima City Environmental Service Office in the implementation of waste management services, there are several factors that influence services, one of which is the facilities and infrastructure factor, namely all types of equipment, work equipment and other facilities that function as social functions in the context of the interests of the community related to the organization. However, the Bima City Environmental Service has inadequate facilities and infrastructure and work equipment, so that it can hinder the process of organizing waste management services.

Lack of Human Resources

Human resources or officers are an important aspect in all government organizations, because human resources are the people in charge of providing the services needed by the community. However, the Bima City Environmental Service has human resources that are still somewhat lacking so that all officers do work not in accordance with their respective duties to optimize the Bima City waste management service process. According to (Ariany & Putera, 2013) local governments must pay attention to the capacity and quality of apparatus resources by conducting trainings to improve the performance of public service organizations in the regions. Therefore, the Bima City government must provide training so that human resources (janitors) of DLH (Environmental Service) of Bima City are able to optimize their performance even though the apparatus resources are inadequate.

Obstacles or smooth performance of organizations or government agencies of Bima City can be seen from the resources that support each other, for example, smooth communication as according to (Hardiyansyah & Effendi, 2014) the smooth communication channel is strongly supported by the availability of existing resources, especially those related to human resources within the Palembang City government, the Cleanliness Office, the Sub-District Office, and its staff. The apparatus resources have been able and willing to communicate various things about the policy on cleaning and waste management, so that most people understand and obey the policy.

Lack of Education to the Community

Educating the public about waste management is an important process to increase awareness and environmentally responsible behavior. Lack of education to the community about waste management can be a serious obstacle in efforts to manage sustainable and environmentally friendly waste. There are several factors causing the lack of education to the community, including: limited infrastructure, lack of human resources, varying levels of education, weak policies and regulations, low levels of awareness, cultural challenges and local norms, lack of community involvement.

Addressing these issues requires a coordinated approach between local governments, non-governmental organizations, the private sector, and civil society. Measures could include improving waste management infrastructure, providing training and education, and promoting policies that support sustainable waste management practices in Bima City.

Conclusions

Based on the conclusions regarding research related to revitalizing the quality of waste management services based on public awareness, which refers to the five dimensions of service analysis, the first is the tangible dimension, in waste management, this dimension is not going well, where the obstacle is the lack of a fleet used for transporting waste every day. The reliability dimension, in this waste management has not gone well because the transportation of waste in the Bima City area has not been comprehensive. The responsiveness dimension, in waste management in the city of Bima has been going well, because it can be seen from the behavior or officers in responding and serving the community quickly and precisely because the officers have carried out the SOP (Standard Operational Procedure) in accordance with the provisions in the Bima City Environmental Service. The assurance dimension, in this waste management has gone well, because it can be seen from the friendliness and courtesy given by Bima City Environmental Service officers. The empathy dimension, in this waste management has gone well, because it looks good. as well as

supporting and inhibiting factors are part of the twists and turns of running an organization to support quality services.

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