

QUALITY OF EMERGENCY COMPLAINT SERVICES CALL CENTER 112 SIDOARJO REGENCY

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Article History

Received: 15 December 2025

Accepted: 30 December 2025

Published: 15 January 2026

Abstract

This study aims to analyze the quality of emergency complaint services through the 112 Call Center in Sidoarjo Regency. This service serves as the primary channel for the public to report emergencies related to safety, security, and order. The study used a descriptive qualitative approach through document study and observation. Callers were categorized into four types: normal, information, ghost, and prank. Analysis of service quality using the five dimensions of Zeithaml, Parasuraman, and Berry, namely physical evidence, reliability, responsiveness, assurance, and empathy, showed that the infrastructure was adequate, officers were professional and responsive, and showed empathy towards callers. However, there is still misuse of services and low public understanding of the function of emergency services. Improving service quality through call screening mechanisms, human resource training, and public education is needed to make services more effective and targeted. The results of the study confirm that the 112 Call Center plays a strategic role in supporting effective, responsive, and safety-focused public services.

Keywords: Call Center 112, public services, service quality, emergency complaints

A. INTRODUCTION

Public service is a government function to meet the needs of the community, including providing emergency services. According to Putra (2019), public service is an effort undertaken by individuals, groups, or specific institutions with the aim of providing convenience and assistance to the community in order to achieve desired goals. Law Number 25 of 2009 concerning Public Services, Article 1, paragraph 1, defines public service as an activity or series of activities aimed at fulfilling service needs in accordance with laws and regulations for every citizen and resident, regarding goods, services, and/or administrative services provided by public service providers.

In the case of emergency services, a rapid and appropriate response is crucial, given its direct relationship to public safety and security. Improving the quality of human resources is a crucial factor in realizing professional and effective public services, with implementation that is simple, transparent, open, timely, responsive, and adaptive. Furthermore, the public bureaucracy is required to strengthen the capacity of individuals and communities so they can play an active role in determining their own future (Wardani, 2019).

The information technology system developed by the government, known as e-government, aims to improve the quality of public services by providing convenience and choice for the public in accessing public information (Wirawan, 2020). E-government aims to bring government services closer to the public through technology. Call centers act as a frontline service, allowing the public to submit complaints and service reports directly without having to visit government offices.

<http://jurnaldialektika.com/>

Publisher: Perkumpulan Ilmuwan Administrasi Negara Indonesia

P-ISSN: 1412-9736

E-ISSN: 2828-545X

Public service quality is the ability of public service providers to provide satisfactory service to users, both through technical and administrative services (Along, 2020). Several factors influence service quality improvement, including qualified employees, officer awareness, existing regulations, organizational structure and management, service delivery capabilities and skills, availability of service infrastructure, and user experience. Internal and external factors within the organization also contribute significantly to the achievement of quality service for every user (Kusdayana & Bambang, 2020).

The Sidoarjo Regency Government has provided the 112 Call Center, a toll-free emergency call service accessible to the public 24/7. The Ministry of Communication and Informatics has authorized telecommunications operators to open 112 access in Sidoarjo Regency. Currently, all operators can connect to the 112 service in the region. Sidoarjo Regency is the 87th of 514 regencies/cities in Indonesia to operate the 112 service (Ministry of Communication and Digital 2022).

This service handles emergency reports such as fires, traffic accidents, natural disasters, medical emergencies, riots, security disturbances, and various other conditions designated as emergencies by the local government to support the improvement of public service quality. Through the 112 Call Center, every emergency complaint submitted by the public can be received, processed, and forwarded quickly and in a coordinated manner to relevant regional authorities or agencies for immediate action. The existence of the 112 Call Center service in Sidoarjo Regency is a crucial part of improving the quality of emergency complaint services.

In analyzing service quality, one approach to service quality dimensions, according to Zeithaml, Parasuraman, & Berry (in Citradewi & Rotzami 2024), is to assess service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions are used as indicators to analyze the quality of emergency complaint services through the 112 Sidoarjo Regency call center and to assess whether the services provided have met public service quality standards or still require improvement.

B. LITERATURE REVIEW

Quality of Service

Service quality theory explains that service quality is determined by the service provider's ability to consistently meet the needs and expectations of service users. Service quality is measured not only by the final outcome of the service, but also by the interaction between officers and service users. In public services, service quality reflects the level of professionalism, accuracy, and concern for the public. Emergency services such as the 112 Call Center demand high quality standards because they directly relate to public safety. Therefore, service quality theory is an important foundation for assessing the extent to which emergency complaint services can provide a sense of security and satisfaction to the public (Along, 2020; Citradewi & Rotzami, 2024). Indicators:

- Physical evidence (service facilities and infrastructure)
- Service reliability
- Officer responsiveness
- Service assurance
- Empathy toward service users

Public service

Public service theory views service as a state obligation to meet the basic needs and rights of citizens. Public services must be implemented professionally, fairly, transparently, and oriented toward the public interest. In the context of emergency services, public services are required to be fast, precise, and responsive to conditions that threaten safety. The 112 Call Center functions as a state instrument to ensure public access to emergency services without

administrative barriers. Thus, public service theory is relevant to analyzing the role of the 112 Call Center as a manifestation of the government's responsibility to protect the public (Putra, 2019; Wardani, 2019). Indicators:

- Accessibility of public services
- Speed and accuracy of service
- Responsiveness of officials
- Certainty of service procedures
- Protection of public interests

E-Government in Public Services

E-government theory explains the government's use of information technology to improve the quality and efficiency of public services. E-government aims to facilitate the public's access to services, information, and complaints quickly and transparently. The 112 Call Center is a form of e-government implementation oriented towards emergency services based on communication technology. The use of digital systems enables more effective cross-agency coordination in handling emergencies. Therefore, e-government theory is relevant to explaining how technology supports the quality of emergency complaint services for the public (Wirawan, 2020; Ministry of Communication and Digital, 2022). Indicators:

- Utilization of information technology
- Ease of access to digital services
- System integration between agencies
- Speed of information delivery
- Effectiveness of complaint handling

C. RESEARCH METHODOLOGY

This research was designed using a qualitative approach and descriptive methods. In qualitative research, descriptive methods emphasize the use of words and illustrations, rather than numbers. As explained by Abdussamad (2021:30), qualitative research is an approach that focuses on phenomena or symptoms that occur in nature. This approach is fundamental and naturalistic, so the research was conducted directly in the field, not in a laboratory. The author used document study and observation as data collection techniques for qualitative research.

D. RESULT AND DISCUSSION

This research was designed using a qualitative approach and descriptive methods. In qualitative research, descriptive methods emphasize the use of words and illustrations, rather than numbers. As explained by Abdussamad (2021:30), qualitative research is an approach that focuses on phenomena or symptoms that occur in nature. This approach is fundamental and naturalistic, so the research was conducted directly in the field, not in a laboratory. The author used document study and observation as data collection techniques for qualitative research.

Table 1. Number of Callers in 2023

No	Month	Number of Callers 2023			
		Normal	Information	Ghost	Prank
1.	January	134	591	744	2052
2.	February	182	526	724	1426
3.	March	198	620	869	1819
4.	April	170	765	1243	2664
5.	May	158	635	1002	2560
6.	June	118	590	842	2025
7.	July	128	617	851	2587

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8.	August	156	624	896	2782
9.	September	145	604	697	2835
10.	October	140	618	606	1762
11.	November	150	545	645	2351
12.	December	197	482	613	3384

Source: Call Center 112 Sidoarjo, 2023

Tabel 2. Jumlah Penelepon Tahun 2024

No	Month	Number of Callers 2024			
		Normal	Information	Ghost	Prank
13.	January	216	543	794	2049
14.	February	222	535	781	1703
15.	March	174	409	726	1987
16.	April	174	388	840	2202
17.	May	155	256	927	2509
18.	June	180	300	611	1547
19.	July	146	307	752	1394
20.	August	146	218	535	1348
21.	September	178	235	485	1580
22.	October	187	249	508	1432
23.	November	245	277	512	1317
24.	December	277	299	747	2400

Source: Call Center 112 Sidoarjo (2024)

Based on the number of calls, prank calls dominated the call type in 2023, peaking at 3,384 in December. Ghost calls also made a significant contribution, particularly in April and May, exceeding 1,000 calls. The same pattern persisted in 2024, with prank calls remaining dominant, peaking at 2,400 in December, and ghost calls appearing consistently each month. The predominance of invalid calls indicates that the Sidoarjo Regency 112 Call Center faces a significant service burden beyond emergency reports, making them an important context for analyzing the quality of emergency complaint services.

Normal callers are people who report emergency incidents clearly and in accordance with service provisions, such as fires, traffic accidents, medical emergencies, animal rescues, and other conditions requiring immediate assistance. Additionally, there are information callers, who contact the 112 Call Center to obtain information about non-emergency complaints, such as BPJS (Social Security Agency) issues, telephone disruptions, PLN (State Electricity Company), and Indihome (Indihome). Even though it's not within their scope of responsibility, officers still provide service by providing information and directing callers to the relevant agency or appropriate solutions. On the other hand, ghost callers are those who call without a response or whose calls are dropped, while prank calls are invalid calls that involve jokes or false reports. Ghost and prank calls indicate ongoing misuse of the service and low public awareness.

This diversity of caller types demonstrates that the 112 Call Center functions not only as an emergency complaint service but also as a public information center widely accessed by the public. Therefore, to assess how the 112 Call Center service operates in response to these various caller characteristics, a service quality analysis is necessary. This analysis is conducted using the five dimensions of service quality according to Zeithaml, Parasuraman, & Berry (in Citradewi & Rotzami 2024):

Tangibles

Physical evidence relates to the facilities, infrastructure, and appearance of the 112 call center service room. The author's observations indicate that the 112 Sidoarjo call center is supported by physical facilities in the form of computer equipment, video walls displaying CCTV at various points in the Sidoarjo area, a complaint application system, telecommunications networks, and the use of headsets and a digital recording system. These facilities allow officers to receive and manage various types of calls, including normal callers, information, ghost calls, and prank calls. However, the high number of ghost and prank calls indicates the need to strengthen support systems, such as call screening features or number identification systems, so that available facilities can be more optimally used to handle urgent emergency reports.

Reliability

Reliability means reliable service, demonstrated by the ability of officers to provide accurate and consistent service according to procedures. The 112 Call Center has proven its reliability in handling normal callers by systematically recording reports, identifying the type of emergency situation, and forwarding reports to the relevant agency or OPD appropriately. Officers continue to provide services to information callers by answering questions or directing them to the appropriate agency, even though the call is not categorized as an emergency. This shows that the service continues to operate according to its public service function. However, the presence of prank and ghost calls can disrupt service reliability because it has the potential to hinder officers' concentration in handling genuine emergency reports.

Responsiveness

Responsiveness is the ability of officers to respond to calls quickly and promptly. The discussion revealed that 112 Call Center officers responded to every incoming call regardless of the caller's type. Normal calls were handled quickly because they directly related to public safety. Even though there were prank or ghost calls that could not be followed up, officers still demonstrated a quick initial response to ghost and prank calls. In this condition, officers demonstrated their commitment to maintaining 24-hour service readiness. However, if not managed properly, the high frequency of non-emergency calls can impact responsiveness to emergency calls.

Assurance

Assurance relates to the knowledge, skills, and attitudes of officers in fostering a sense of security and trust in the community. 112 Call Center officers demonstrate good communication skills, use polite language, and understand the emergency complaint handling process when handling normal and informational calls. Even when faced with prank callers, officers maintain a professional attitude and show no emotion. This reflects the assurance of professional service and compliance with public service standards, thereby maintaining public trust in the 112 Call Center.

Empathy

Officers' attention and concern for the caller's situation reflect empathy. When handling normal callers, especially those reporting emergencies, officers demonstrate empathy by listening carefully, reassuring the caller, and ensuring that the information provided is complete and clear. Officers remain attentive to callers and politely explain the necessary information. Furthermore, even when ghost and prank callers do not demonstrate a genuine need, officers continue to carry out their duties according to procedure and do not ignore the incoming call. This demonstrates that empathy is still implemented as part of public service ethics.

Based on an analysis of the quality of emergency complaint services through the 112 Call Center in Sidoarjo Regency, utilizing the five dimensions of service quality proposed by Zeithaml, Parasuraman, and Berry, it can be concluded that the service provided has generally

been good and in line with public service principles. The 112 Call Center demonstrates its ability to serve as the frontline of emergency complaint services for the public through the availability of adequate facilities and infrastructure, the ability of officers to systematically handle emergency reports, and a responsive and professional attitude. The 112 Call Center in Sidoarjo Regency serves a broader role than simply serving as an emergency complaint channel. Its presence is also a crucial component in improving the quality of public services based on information technology. To ensure this service continues to meet public expectations and support effective, responsive public services that focus on public safety and the public interest, continuous improvement in service quality is crucial.

E. CONCLUSION

Based on research and discussions on the quality of emergency complaint services through the Sidoarjo Regency 112 Call Center, it can be concluded that the service has generally been operating well and is capable of supporting responsive public service delivery. The 112 Call Center serves as the primary channel for the public to report emergencies related to safety, security, and public order. Furthermore, the 112 Call Center also provides easy access to 24-hour toll-free service.

Analysis based on five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy, indicates that the service facilities and infrastructure are adequate and supported by professional, responsive staff with good communication skills. Staff demonstrate empathy and responsibility in handling various types of calls, both emergency complaints and non-emergency information, while adhering to applicable service procedures.

The high number of prank and ghost calls received by the 112 Call Center indicates that the service is still being used inconsistently with its primary function as an emergency complaint channel. The high frequency of invalid calls indicates a limited understanding among some members of the public regarding the types of reports that should be submitted through the 112 Call Center. This situation has the potential to disrupt the smooth service process, as officers' time and attention must be divided between emergency calls and calls that cannot be followed up on, thus affecting service quality in terms of reliability and responsiveness.

Maintaining the quality of emergency complaint services amidst the high number of prank and ghost calls requires continuous service improvement efforts. Strengthening service support systems, such as implementing call screening or identification mechanisms, can help reduce the influx of invalid calls. Improving human resource capacity is also crucial through ongoing training that emphasizes communication skills, professionalism, and consistent service delivery according to standard operating procedures. Furthermore, public education regarding the functions and procedures for proper use of the 112 Call Center is necessary to ensure the quality of emergency complaint services remains maintained and operates in accordance with public service principles.

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