

QUALITY OF POPULATION ADMINISTRATION SERVICES AT THE CITY OF CIREBON POPULATION AND CIVIL REGISTRATION SERVICE

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Abstract

Assessment of service standards at the Cirebon City Population and Civil Registration Service. Public service is the provision of services by an institution or organization in response to community needs. The aim of this research is to assess the quality of service at the Cirebon City Population and Civil Registration Service and ensure whether it meets community expectations. Strategies for overcoming service barriers. Descriptive qualitative research methods were implemented in this research. Interviews, documentation, and observation are data collection procedures. The research results show that the public is not completely satisfied with the services provided. The difficult process of getting a queue number, less than optimal information dissemination and public awareness are challenges in service. Meanwhile, the supporting factors are adequate facilities, empathy, security guarantees, cost certainty and good timeliness. To ensure good and satisfactory service, it is very important to implement necessary improvements by involving the community and evaluating community complaints to improve service quality.

Keywords: *Quality, Service, Law, Population Administration, Satisfaction.*

INTRODUCTION

In the current era of globalization, there is an increasing emphasis on improving people's welfare and health through advances in the service sector. As people's expectations for services increase, the need to improve service quality becomes increasingly important. (Jultje et al, 2015). Providing the best possible service will increase public satisfaction and trust in the agency.

According to Sinambela (2017) public services are very necessary to meet the needs of individuals or community groups who have an interest in an organization (service) so that they comply with established policies and protocols. However, it is important to remember that their expectations are often not met, where public services for the community should be to meet the needs of goods and services, help the community support the responsibilities of government institutions so that civil rights and obligations can be fulfilled.

According to Law no. 25 of 2009, public services are defined as follows: Public services are all activities carried out to meet the service needs of everyone living in a certain area. These activities are regulated by legal legislation and implemented by organizations specializing in public services. Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 15 of 2014, entitled "Guidelines for Service Standards", requires all public service providers to create and enforce specific service standards for each type of service determined by the head of the public service provider. This regulation is based on Article 1. This term relates to the responsibilities of public service providers, as stipulated in Cirebon Mayor Regulation Number 23 of 2022 concerning Service Standard Guidelines in the Cirebon City Regional Government Environment. All public

service providers are obliged to prepare, determine, and implement service standards. Evaluate the ability of organizers to provide services in accordance with community needs and environmental conditions.

Dwiyanto (2006: 144) emphasizes that the quality of public services depends on the organization's ability to provide services that effectively meet customer service requirements, which include technical and administrative aspects (Along, A. 2020). This is in line with the opinion of Gaster (1995) who said that creating quality services from the user's perspective is to build good interaction between the public and the government so that services can be provided well. In Along, A. (2020).

Service quality refers to the level of service excellence provided by the Cirebon City Population and Civil Registration Service to the community as service users. High service quality is essential to ensure customer satisfaction, increase loyalty, and build a positive reputation for the service provider. To achieve good results, service providers need to continually evaluate and improve the quality of their services to meet and exceed community expectations. A service can be called quality if it meets community expectations. On the other hand, if it cannot meet community expectations, the service provided is considered not to be of good quality, because the quality of the service depends on the assessment of the service user and the assessment aspects that have been determined.

Assessment of service quality can refer to service quality theory which can be seen from five dimensions. According to Kotler (2012: 499-500), these aspects are: 1) Tangible refers to physical evidence that can be observed or touched. 2) Reliability, how far the service provider's ability is to provide the same service as promised accurately and precisely. 3) Responsiveness refers to the alertness and willingness to address customer needs or problems. 4) Assurance refers to guarantees or confidence from customers including employee skills, knowledge, politeness to foster a sense of trust from customers. 5) Empathy (empathy) provides personal attention or care, understanding customer needs. Quoted from Suhardi, S. (2018). These aspects determine the overall experience of the community and how well the services provided meet community expectations. Therefore, the Cirebon City Population and Civil Registration Service needs to focus on improving service quality and needs to consider and manage all these aspects to achieve high community satisfaction and long-term loyalty.

Population administration services Law Number 23 of 2006 which was revised to become Law No. 24 of 2013, includes recording important events, such as births, marriages, divorces, deaths. Population registration is the recording of resident identity data in the form of Resident Identity Cards (KTP), Family Cards (KK) and other population documents. Also, managing population data involves collecting, storing, maintaining, and updating population data.

Additionally, accurate population data helps governments make better decisions and can facilitate the efficient provision of public services, such as education, health, and social security. With proper recording, the human rights of the population can be protected and fulfilled.

The Population and Civil Registration Service is an institution responsible for carrying out tasks within the Regional Government. Led by the Head of Service who is responsible to the Regional Head through the Regional Secretary. As well, it is an important institution that provides accurate population data, which is vital for the implementation of development initiatives. Daily operational activities include providing services such as publishing. (Yuliani, F. et al., 2019).

Based on the results of previous research conducted by Indryani, Safitri, et al (2022), entitled Quality of Service in Issuing Death Certificates at the Population and Civil Registration Service, it shows that employees of the Cirebon City Population and Civil Registration Service are skilled in issuing death certificates. They consistently meet established standards and follow standard operating procedures (SOP). The Cirebon City Population and Civil Registration Service uses the WhatsApp application to provide online queuing services, which makes things easier for the public. However, there are still obstacles in providing services due to a lack of staff, inadequate buildings and equipment, and a lack of public understanding of the importance of death certificates.

In a study conducted by Abdussamad, J. (2019), entitled Quality of Public Services at the Gorontalo Regency Population and Civil Registration Service Office, it was found that the process of making e-KTPs at the Gorontalo Regency Population and Civil Registration Service Office was not running optimally. This can be indicated by various problems, including inaccuracies in recording names, dates of birth and years. Apart from that, the provision of services to the community is still not comprehensive enough, and there is still a lack of employee professionalism. Therefore, poor performance has a negative impact on the quality-of-service products provided by employees to the community.

Apart from that, the results of research from Purba, K, et al (2020), entitled Quality of Population Administration Services at Upt Disdukcapil, Tampan District, Pekanbaru City, show employee competency in using supporting electronic devices properly, employees have insight regarding services, so they can provide explanations to questions. related to population administration. Reliability and Responsibility means that employees carry out services carefully, accurately and on time. In its implementation, errors were still found in inputting population administration data so that the resulting output was also wrong. Apart from that, the facilities and infrastructure provided are still inadequate so they cannot provide comfort to residents. The elements of reliability, responsibility and tangible are aspects that must be considered to improve the quality of population administration services.

LITERATURE REVIEW

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According to Sinambela (2017) public services are very necessary to meet the needs of individuals or community groups who have an interest in an organization (service) so that they comply with established policies and protocols. However, it is important to remember that their expectations are often not met, where public services for the community should be to meet the needs of goods and services, help the community support the responsibilities of government institutions so that civil rights and obligations can be fulfilled.

METHOD

Qualitative research with descriptive analysis was used for this research. Descriptive research is the right method to gain an in-depth understanding of the Quality of Population Administration Services at the Cirebon City Population and Civil Registration Service.

According to Sugiyono (2012:224) data collection procedures are the main and strategic stage in research, because the main aim of research is to obtain data. Data collection approaches such as documentation, observation and interviews were used in this research. Researchers conducted interviews with key informants, namely the Sub-Coordinator for Population Identity and the Sub-Coordinator for Service Collaboration and Innovation who have knowledge about public services. Three supporting informants, namely community members who use the service, provide the additional information needed. The data collection strategy used in this research is primary data and secondary data. Primary data is collected directly from individuals who provide information, while secondary data is collected from existing data.

RESULTS AND DISCUSSION

Quality of Public Services at the Cirebon City Population and Civil Registration Service

As a service provider, the Cirebon City Population and Civil Registration Service is required to provide quality services and meet community expectations with applicable service standards. Service quality is based on five dimensions according to Kotler (2012: 499-500), as follows:

a. Tangible or real physical evidence

Employee performance in providing high quality services is greatly influenced by the integrity of infrastructure and facilities. Infrastructure and facilities are very important in the provision of public services, as they contribute to public satisfaction and meet required standards. (Rukayat, Y. 2017). In this case, the facilities that need to be provided by the Population and Civil Registration Service as a service provider are facilities and infrastructure, employee appearance and communication facilities.

Based on the results of interviews by the author with informant 1 who was taking care of making an Electronic Identity Card (E-KTP), he stated that: "The facilities available are adequate, there are lots of chairs for waiting and the situation is conducive. In terms of arrangement and tidiness, it is enough to create a good initial impression." This is in line with the statement given by the key informant, namely: "In this case we have tried to provide the best facilities. The facilities and infrastructure available to ensure continuity of service

are expected to be in accordance with the needs of the community. We continue to make every effort to improve the facilities and ensure that people who provide services feel comfortable."



Figure 1. People providing services

Aspects of physical evidence at the Cirebon City Population and Civil Registration Service are in accordance with service quality standards, such as service rooms that are equipped with service desks, work desks, chairs at each counter and electronic aids such as computers. There is a special place for recording Electronic Identity Cards which is equipped with equipment such as cameras. The waiting room is equipped with an air-conditioned room, a children's play area and long chairs for people waiting. Apart from that, there are also public toilets that can be shared. The appearance of employees is good enough by wearing uniforms when providing services to the community. This area is equipped with an information board which aims to provide specific information regarding service flow.

However, the provision of additional equipment such as generators in the event of a power outage is currently not available. As explained by the key informant: "When the power goes out we still provide service but it is done manually so the service takes a relatively longer time than usual. Meanwhile, services that require the use of electronic devices, such as recording KTPs, will be postponed."

Based on this, the physical facilities at the Cirebon City Population and Civil Registration Service are sufficient and can alleviate community concerns regarding service needs. As a result, people feel comfortable during service activities and are quite satisfied with the facilities available.

b. Reliability or Reliability

Reliability is an employee's ability to use tools such as computers and employee accuracy in providing services. This aspect is very important because it is directly related to public satisfaction. The Cirebon City Population and Civil Registration Service as a service provider is required to be able to provide services that are consistent, timely and in line with community expectations.

The Cirebon City Population and Civil Registration Service already has clear standard operating procedures or service standards, employees have been placed according to their

skills and duties, employees also have the ability to use service tools. This is based on the perceptions of key informants.

Based on the statement given by informant 2 who was processing the correction of the birth certificate, namely: "I am here to correct the name on my child's birth certificate because there was an error in writing the name on the certificate that I received, so I had to come back here." The author also conducted interviews with other people to provide statements regarding their experiences when receiving services.

According to informant 3 who was taking care of the Family Card, he explained: "The files I brought to take care of the family card were still not complete, I didn't even have a marriage certificate so I was asked to complete it first and was only given 30 minutes to complete it, if it was later than that I had to come back tomorrow." .

Based on the results of interviews with the community, a conclusion can be drawn, namely, employees in providing services are still not optimal because there are still errors in service so that the results received are not in accordance with community expectations. Even though information on the requirements for population document services is available, not all people have the ability and knowledge to use technology/digital, this condition causes the population administration service process to be delayed. Apart from that, there is still negligence on the part of officers in checking the required documents at the initial stage, meaning that people have to go home and come back to fulfill these requirements, given 30 minutes to get service on the same day.

c. Responsiveness or Responsiveness

Responsiveness is an important measure for evaluating quality public services. This includes the way employees resolve community complaints and the speed of employees in providing services to the community (Rukayat, Y. 2017). As service providers, officers must be prepared to provide services, be responsive and help provide appropriate information according to what the community needs.

Regarding complaints from people who have complaints about services, people can come directly to the office and will be directed to meet with the MOD (Manager On Duty) on duty so that they can be assisted in resolving problems experienced by people regarding services and people can also contact the call center WhatsApp that has been provided. This has occurred in accordance with public perception, where when people have difficulty getting an online queue number and make complaints by coming to the office, employees immediately provide assistance to resolve these obstacles so that people can return to providing services.

It can be concluded that in the dimension of responsiveness, employees have the ability to help quickly, provide services and information to the community in a positive way. This affirmative response has a positive impact on the community's assessment as service users. Meanwhile, obstacles in taking online queue numbers have not been resolved optimally. Therefore, it is important for the Department of Population and Civil Registration to immediately make improvements and upgrades to obstacles in order to improve the quality of services which will lead to the level of community satisfaction.

d. Jaminan (Insurance)

The ability of the service provider to provide guarantees that the services provided are free from public doubts, as well as the friendly and reliable attitude of the staff. Guarantee elements can be classified into three categories: security guarantees, cost certainty guarantees, and timeliness guarantees.

As a security guarantee, parking lots and parking attendants have been provided for people who bring vehicles. With this, people don't need to worry and can feel safe leaving their vehicles while carrying out service activities. There are security guards or security officers on guard at the security post and at the office entrance, to ensure that only people with important interests can enter the office area. This shows that the Cirebon City Population and Civil Registration Service can guarantee security in the office environment. So, people can participate in service activities without any concerns about security.

Guaranteed cost certainty for all services provided to the community free of charge (at no cost) as long as the community can come directly to take care of their needs. In accordance with the response given by informant 3, he stated: "I was not asked for fees while taking care of KK."

This is in line with the statement from informant 2, who verified that: "I was not charged any fees while processing the Deed, from start to finish everything was free." Statements and observations have been used to implement cost certainty effectively in accordance with the perceptions of service users (the public).

Employees are able to provide services in a timely manner. Meanwhile, documents can be received by the public via email so that people do not need to wait in the office and can be accessed anywhere. With this, the service provided can feel more efficient and if there are problems in sending files or there are delays, employees will provide information in advance that the documents will be sent the following day. This is done to maintain the trust of service users regarding the guarantee of punctuality as promised.

Based on the above, as a service provider, the Cirebon City Population and Civil Registration Service has earned the trust of service users, because it is in line with the community's expectations and needs regarding certainty and guarantees.

e. Empathy

In service, empathy is the ability of service providers to show concern by actively listening, understanding and paying attention. It can be demonstrated by providing services with a friendly, polite and non-discriminatory attitude.

Employee goodwill is especially important when considering the empathy component. Service users develop a favorable opinion of service providers when they show a friendly attitude during the service process. On the other hand, service quality evaluations can be negatively affected if employees cannot demonstrate a favorable attitude.

The empathy that employees have in serving the community has resulted in a good attitude. During service activities, no discriminatory attitudes are shown by employees, all service users receive the same service rights. Another form that the Population and Civil Registration Service can show in providing a sense of care for the community is by providing

facilities such as a breast milk room for breastfeeding mothers, a children's play area for parents who bring small children and providing a service counter specifically dedicated to individual needs with disability. Thus, the public feels quite satisfied with the attitude provided by service employees and can feel the attention shown during service activities.

Obstacles in Improving the Quality of Public Services at the Cirebon City Population and Civil Registration Service Online Queue Service

The Cirebon City Population and Civil Registration Service has developed an internet-based system to manage queues. The implementation of online queuing services was launched in 2020 in response to the impact of Covid-19 and continues to be implemented today. This innovation aims to increase the efficiency of the services offered compared to traditional manual queuing. The online queue itself opens at 8:30 WIB with a maximum of 140 people every day. By having limitations in the queue, it is intended that as long as service activities can run smoothly, there will be no crowding of people and will create a more orderly atmosphere.

However, in practice the online queue quickly reached maximum capacity within just three minutes after operational hours opened, causing many individuals to not get a queue number and were forced to postpone services that day. After that, people have to try again to get a queue number the next day and so on until successful. Therefore, people still find it difficult to obtain services because they are hampered by queue numbers. As long as the public is still not satisfied, the online queuing service as an innovation provided cannot be said to be running optimally. The public is eagerly waiting for a solution from the Cirebon City Population and Civil Registration Service to be able to immediately repair and upgrade the online queue service to ensure its efficient function and satisfy the public as service users.

Citizen's awareness

Based on the results that the author has observed, it is still found that some people do not know that the Cirebon City Population and Civil Registration Service already uses an online queuing system. The reason is because not all people have the ability to use electronic communication tools and have the knowledge to access information via the internet. As a result, we still find people who come directly to the office without having a queue number, while services are only provided to people who already have a queue number. Because of this, there are still many people who come with incomplete required files or documents and this causes services to be delayed. Some people also prefer to come to the office to ask officers directly with the aim of getting information related to files that must be prepared according to their needs because they are considered easier to understand. Thus, the public is still not able to optimally utilize the access provided by the Cirebon City Population and Civil Registration Service to help make it easier for the public to obtain information related to services.

Efforts to Overcome Quality Problems at the Cirebon City Population and Civil Registration Service

The Cirebon City Population and Civil Registration Service is taking steps to overcome obstacles that hinder the delivery of public services, as stated by key informants. The aim is for officers to distribute outreach events evenly to the entire community through the District office, in order to effectively address community concerns regarding the limitations of online registration. However, due to insufficient budget, this program could not run as planned. Currently, efforts that can be made to increase the dissemination of information to the public are that the Cirebon City Population and Civil Registration Service has installed an online registration banner at the office entrance and provided access to the public such as scanning barcodes to access platforms containing information, service flow, procedures, and requirements. Therefore, it is very important for service recipients and staff who provide services to have a clear understanding of the applicable procedures, because according to Moenir (2008:204), the community needs to have the ability to fulfill the specified requirements. It is important to note that excellent service depends not only on the service provider, but also on the service recipient.

The author attempts to answer problems regarding service standards and obstacles faced by the author at the Population and Civil Registration Service. These factors include the importance of regular interaction via social media or the District, the need for innovative online services to increase the availability of information and provide adaptable services, continuous improvement and assessment of employee performance to foster professionalism so as to produce quality services.

CLOSING

Conclusion

Employees can provide services in a timely manner. Meanwhile, documents can be received by the public via email so that people do not need to wait in the office and can be accessed anywhere. With this, the service provided can feel more efficient and if there are problems in sending files or are delays, employees will provide information in advance that the documents will be sent the following day. This is done to maintain the trust of service users regarding the guarantee of punctuality as promised. Employee goodwill is especially important when considering the empathy component. Service users develop a favorable opinion of service providers when they show a friendly attitude during the service process. On the other hand, service quality evaluations can be negatively affected if employees cannot demonstrate a favorable attitude. Population administration services Law Number 23 of 2006 which was revised to become Law No. 24 of 2013, includes recording important events, such as births, marriages, divorces, deaths. Population registration is the recording of resident identity data in the form of Resident Identity Cards (KTP), Family Cards (KK) and other population documents. Also, managing population data involves collecting, storing, maintaining, and updating population data.

Regarding two obstacles in efforts to improve the quality of public services, namely the online queuing service which in its implementation has not been able to provide

satisfaction for service users and there is still a lack of public awareness to be able to take advantage of the access that has been provided. The efforts made have implemented problem-solving steps, such as disseminating information via social media and socialization strategy plans through the sub-district. The community must also be actively involved in getting services that meet their expectations as service users. The Cirebon City Population and Civil Registration Service as a service provider must continue to improve the quality of its services by paying attention to existing service standards, accepting and resolving community complaints so that it can become a quality service provider because it is able to meet the needs and expectations of service users.

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DOI: <https://doi.org/10.54443/sibatik.v3i7.2271>

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