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QUALITY OF POPULATION ADMINISTRATION SERVICES AT THE OFFICE OF THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION IN THE CITY OF GORONTALO

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Abstract

This study aims to determine the Quality of Population Administration Services at the Office of the Population and Civil Registration Office in Gorontalo City. The research method used is qualitative research. Data collection techniques used are observation techniques, interviews, and documentation. The results of this study indicate tangible, reliability, responsiveness, assurance, and empathy. (1) the implementation of service quality related to the tangible dimension (physical evidence) has not fulfilled adequate service facilities in the Gorontalo city population and civil registration office such as narrow waiting rooms, limited seats, and lack of air conditioning. (2) The dimension of employee reliability in dealing with community problems, it can be seen that there are still complaints from the public about the service process and population administration. (3) the dimension of responsiveness of employees has shown responsiveness in helping the community when experiencing difficulties (4) the dimension of assurance (guarantee), being on time for community services, it can be seen that there are still public complaints. (5) the dimension of empathy (empathy), has been running quite well because the employees have technical guidance that is carried out in carrying out services every year. Based on this analysis, researchers can conclude that the quality of population administration services at the Gorontalo City Population and Civil Registration Office is quite good. Based on this, the researchers hope that in the future the facilities and infrastructure can be improved and even better, as well as for employees to further improve the quality of work.

Keywords: *Service Quality; Administration Population; Community Service*

INTRODUCTION

The implementation of services to the community is one of the duties and functions of the government in the framework of realizing prosperity, as an indicator of the implementation of good governance. The current paradigm shift in government organizations in Indonesia can be seen from changes in the concept of public service management. In the era of bureaucratic reform in Indonesia, two paradigms of organizational types are applied to replace the Old Public Administration (OPA) organizational type in government organizations in administering public services, namely New Public Management (NPM) and New Public Service (NPS).

The essence of service according to Djafri (2018) is "a series of processes of service activities that cover all organizational life in society and take place regularly and continuously". the process activity in question is a relationship of interest between the recipient and the giver of needs so that they can accept each other without complaints and other dissatisfaction. Meanwhile, Isa (in Hendrayady et al., 2023:77) stated that the quality of public services is a concept that concerns the ability of the government or public institutions to provide services that meet the needs and expectations of the community effectively, efficiently, transparently, accountably, and responsively.

Hardiyansah (2011:11) defines service as an activity provided to help, prepare, and manage whether it is in the form of goods or services from one party to another. Meanwhile, according to Rasyid (2000) when viewed from a government perspective, service is a process of activity in fulfilling community needs related to basic rights and grant rights, the form can be in the form of services or services ". The public is several people who have the same way of thinking and expectations of things that are general. The term public comes from public English which means general, many people, and crowded (Sinambella Litjan Poltak, 2011:5). Mahmudi (2010) revealed that "public services are all forms of service activities carried out by public service providers to fulfill public needs and implement statutory provisions. The organizers of public services referred to in this case are government agencies.

In Article 1 of Law Number 25 of 2009 concerning public service, it is stated that the definition of public service is as follows: Public service is an activity or series of activities in the context of fulfilling service needs by statutory regulations for every citizen and resident for goods, services and/or administrative services provided by public service providers. Public service is an effort made by a group or a bureaucratic person to assist the community in achieving a certain goal. Based on RI Law no. 23 of 2006 concerning Population Administration, Population Administration is a series of activities for structuring and controlling population documents and data through population registration, civil registration, management of population administration information, and utilization of the results for public services and the development of other sectors.

According to (Igirisa 2022:7-8) the term public administration can be interpreted as government administration carried out by government officials for the benefit of society. Where this kind of understanding is essentially the soul of the science of public administration which since the first time it was developed with the aim of its existence to serve the interests of society in general.

Implementation of administrative services must be responsive to the demands of society. The government as a person who serves the community, must prioritize its function so that it can win the public's heart and gain credibility. With public trust, the government will receive full support so that the administration of government and public services will be easier. Therefore, the implementation of public services must provide the best quality. The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the sake of improving public services.

Public services are said to be good if the quality provided by service providers is good. Conversely, if the service provided does not by the expectations of service users, it can be said that the service is not qualified. Good or bad quality of public services is not based on the point of view or perception of the service provider but based on consumer perceptions and rules or regulations regarding the quality of public services. Public service standards are technical specifications regarding service benchmarks provided by the government or public service agencies to the community. With the existence of public service standards, the quality and quantity of a public service received by the community will be guaranteed, so it is expected that the services received by the community will be evenly distributed and avoid gaps.

In the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia (PERMENPAN), "Service Standards are benchmarks used as guidelines for service delivery and a reference for assessing service quality as an obligation and promise of administrators to the community in the context of quality, fast, easy, affordable services. , and measurable."

According to Parasuraman, et al (in Tjiptono, 2016: 135) The dimensions of service quality lie in five dimensions; *Tangible*, Tangible is the quality of service in the form of physical objectives of the company, offices, computers, waiting rooms, places of information, equipment. *Reliability*, Reliability is the ability and reliability to perform reliable, fast, and impartial services. The company's ability to provide services as promised accurately and reliably. For example service timeliness, professionalism, service accuracy, service reliability, and consistency. *Responsiveness*, According to Parasuraman Responsiveness is the willingness or desire of employees to help provide services needed by consumers. Responsiveness, namely the ability to help customers and provide services quickly. This responsiveness can be measured by how much time the customer spends waiting for service. *Assurance*, which includes knowledge, ability, friendliness, courtesy, and trustworthy nature

of personal contact to eliminate consumer doubts and make them feel free from danger and get a sense of security. *Empathy*, Empathy is an attitude of personal or corporate contact to understand needs and difficulties. Based on the description of the five service quality indicators, namely tangible, reliability, responsiveness, assurance, and empathy.

Population Administration is a series of structuring and controlling activities in issuing documents and Population Data through Population Registration, Civil Registration, Population Administration information management, and utilization of the results for public services and the development of other sectors. The Department of Population and Civil Registration is an agency that aims to provide services to the community in creating a person's or community's identity.

Quality is everything that can meet the desires and needs of customers. Sinambela (2006:6). Services to the community will be maximized if the implementation resources in public agencies or institutions have worked properly by their respective roles and functions. In other words, individuals are involved and have a high responsibility for completing everything that is their responsibility.

Service quality must always be maintained by a company or institution that provides services because, through the delivery of quality services, a company or institution can assess the level of performance achieved (Setiawan, 2014:14 in Harfika and Abdullah, 2017:47).

One of the places of public service for the people of Gorontalo City is the Office of the Population and Civil Registration Service, which serves the making of population and other civil registration arrangements. Public services have so far been closely related to improving the quality of the service itself. Quality service is very dependent on various aspects, namely how the pattern of implementation, human resources and institutional support.

METHOD

This research method uses a qualitative approach with a descriptive research type, while the data collection techniques used are observation, interviews, and documentation. Based on the background that has been previously described, the location of this research was conducted at the Office of the Population and Civil Registration Office in Gorontalo City. In this study, problems were obtained regarding the quality of population administration services at the Office of the Population and Civil Registration Office in the city of Gorontalo.

Sources of data in this study are primary data and secondary data. Primary data is data obtained by conducting direct interviews with service heads, secretaries, service officers, and the public regarding the quality of services available at the Gorontalo city population and civil registration office. The data was taken to obtain information on how the quality of population administration services at the Gorontalo City Population and Civil Registration Office with the focus and sub-focus of (Parasuraman, et al (in Tjiptono, 2016: 135) namely Tangibles (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee and certainty), Empathy (empathy).

Secondary data is where the researcher obtains data from other parties directly in the form of data, records, and documentation through research sites as well as through relevant literature, regulations, and literature. Secondary data used by researchers is Permendagri No. 63 of 2004 concerning Public Service Standards, Republic of Indonesia Law No. 23 of 2006 concerning Population Administration, Law No. 25 of 2009 concerning Public Services. Other data related to service quality was obtained from the Gorontalo City Population and Civil Registration Office.

Data collection techniques in this study are observation, interviews, and documentation. At the time of observation, the researcher took important information and observed and recorded the quality of population administration services. This study to find out how the Quality of Population Administration Services at the Office of the Population and Civil Registration Office of the City of Gorontalo. The interviews in this study were conducted by visiting research informants directly and asking several questions related to the Quality of Population Administration Services to obtain direct data through interaction between researchers and research informants. Interviews were conducted using a tape recorder and in the form of documents containing questions to research informants to facilitate the question-and-answer process. Documentation is a description of events that occurred in the form of writing, pictures, or someone's writing. In this study, documentation in the form of photos and documents containing information related to the Quality of Population Administration Services at the Office of the Population and Civil Registry Service in the City of Gorontalo. Data analysis techniques according to Mudjiarahardjo (2014, p. 34) are activities to organize, sort, group, code, or mark, and categorize them so that a finding is obtained based on the focus or problem to be answered. Data analysis involves open data collection, which is based on general questions, and analysis of information from participants.

RESULTS AND DISCUSSION

In this study, the focus and sub-focus are the quality of population administration services at the Gorontalo City Population and Civil Registration Office as follows:

Physical Evidence (Tangibles)

The ability of a company to demonstrate its existence to external parties. The appearance and capability of the company's physical facilities and infrastructure that can be relied upon by the condition of the surrounding environment is clear evidence of the services provided by service providers including physical facilities (eg buildings, warehouses, etc.), equipment used (technology) and the appearance of its employees. Based on the results of the research above, the facilities and infrastructure in the Gorontalo City Population and Civil Registration Office as a whole are still not optimal because it can be seen in general that the facilities in the office still have limitations such as narrow waiting rooms, and more people doing services, narrow parking, which can be seen from the limitations of land so that it is still available if people park their vehicles outside or in front of the office, then the infrastructure is inadequate which results in slow e-KTP services due to limited damaged printers and slow networks because the provision of equipment at the Dukcapil office only has one recording device available and the limited space for cold storage facilities can hinder services.

Based on the explanation of the theory of Parasuraman, et al (in Tjiptono, 2016: 135), the dimension of Physical Evidence (Tangible) is the quality of service in the form of physical targets for companies, offices, computers, waiting rooms, places of information and equipment. Based on this theory, the Gorontalo City Population and Civil Registration Service Office as a whole still has problems in terms of physical targets, seen from the facilities and infrastructure provided, such as narrow waiting rooms, lack of provision of computer facilities, limited seats, and inadequate parking space.

Reliability

Reliability is the agency's ability to provide services as promised accurately and precisely. Performance must be to customer expectations, on time, with few mistakes, empathetic attitude, and with high accuracy. In the service at the Gorontalo city population and civil registration office, where in the reliability dimension, it means the extent to which the ability and accuracy of the counter staff in providing services related to making KTP-EL for service users in the Gorontalo city population and civil registration service. Based on the speed and accuracy of the service, the counter officers in serving service users are the main

things that need to be considered because by serving service users quickly and precisely, it will be beneficial for the progress of the institution later.

Based on the results of research related to the dimensions of employee reliability in the Gorontalo city population and civil registration office, they are good enough to serve, but in serving the community, when carrying out services, they still get problems with the inaccuracy of employees, causing data discrepancies with the community. create a problem.

Based on the explanation of the theory of Parasuraman, et al (in Tjiptono, 2016: 135), the Reliability dimension is the ability and reliability to perform reliable, fast and impartial services, the company's ability to provide services according to what has been promised accurately and reliably. For example, timeliness of service, professionalism, and thoroughness of service. Based on the dimensions of this theory, the Gorontalo city population and civil registration office is not optimal enough in terms of employee reliability. It can be seen from the previous problem that employees still have problems with employee inaccuracy in serving the public in their service data.

Responsiveness

Responsiveness is a willingness to help and provide fast and appropriate services to customers by conveying clear information. This dimension emphasizes the attitude of the counter clerk in receiving complaints from customers or service users, as well as the desire or strong effort by the counter staff to help service users quickly and accurately. The desire or strong effort by the counter staff to help service users precisely and quickly is also a determining factor for service quality because the desire to help deal with community requests and complaints will have an impact on community satisfaction.

Based on the results of interviews conducted with service officers at the Population Service office related to the desire or strong efforts by the counter officers in helping service users at the Population Service and civil registration office, namely by being swift in accepting all complaints submitted by the public about services, namely by providing prompt response. This can be seen from some service users that the responsiveness or concern of employees is good enough in responding to every problem that exists in the community, but there is a need for a more responsive attitude to respond to service users at the office of the population service and civil registration.

Based on the explanation of the theory of Parasuraman, et al (in Tjiptono, 2016: 135), the responsiveness dimension is the willingness or desire of employees to help provide services that consumers need. Responsiveness, namely the ability to help customers and

provide services quickly. This responsiveness can be measured by how much time the customer spends waiting for service. Based on the theoretical dimensions and research results above, the Gorontalo City Population and Civil Registration Service Office has been swift in serving the community when carrying out services, this can be seen from several interviews with researchers with several existing communities.

Guarantee

Assurance is knowledge, ability, friendliness, courtesy, and trustworthiness. The dimension of assurance (Assurance) includes guarantees for services provided by officers or employees who serve service users in the Gorontalo city population and civil registration office. Based on the results of research and interviews conducted by researchers relating to the assurance provided to service users or the public who are service users, the e-KTP will be completed within a maximum of 7 working days, but it is still not completed after 7 days of Work. This of course has a huge impact on the quality of services at the Gorontalo city population and civil registration service office, which makes people have to go back and forth to find out or collect their e-KTP.

In addition, regarding the ethics of employees at the Gorontalo City Population and Civil Registration Service office, they are quite good at providing services to the community where officers or employees apply smiles, greetings, and greetings. However, based on observations and interviews with the community, it was found that some employees did not implement this. This requires an increase in the quality of employees in dealing with every request by service users by applying smiles, greetings, and greetings so that the continuity of requests for community service at the Gorontalo City Population and Civil Registration Service office will be of higher quality and comfort.

Based on the theory of Parasuraman, et al (in Tjiptono, 2016: 135), the dimensions of Assurance include knowledge, ability, friendliness, politeness, and the trustworthy nature of personal contact to eliminate the doubtful nature of consumers and make them feel free from danger and get a sense of security. Based on this theory, the Gorontalo City Population and Civil Registration Service Office is not optimal in terms of guaranteeing the time it should have because it can be seen from the interviews of researchers with informants.

Empathy

Empathy, namely giving attention and service is a personal or company contact to understand needs and difficulties, where an agency is expected to have an understanding and knowledge of customers in fulfilling every existing need. Based on the research results, the

Empathy dimension of the Gorontalo City Population and Civil Registration Service has provided a special service for disabled and elderly service users. For service users who are disabled and elderly, they don't need to bother with processing e-KTP at the Gorontalo City Population and Civil Registration Service. Because the Department of Population and Civil Registration of the City of Gorontalo has provided a special service intended for disabled and elderly service users by asking the family for help on the condition that the family must have a family card (KK) with the assisted party accompanied by by power of attorney. That way the same service will be provided by service officers at the Gorontalo City Population and Civil Registration Office. if you do not have a power of attorney, the service submitted by the service user cannot be provided by the service provider at the Gorontalo City Population and Civil Registration Service Office.

Based on this, what was given by the population and civil registration service is a form of empathy for employees or the government in the office, by providing convenience to service users or to the public who want to perform a service at the Office of the Population and Civil Registration Office. Gorontalo City. Based on the theory of Parasuraman, et al (in Tjiptono, 2016: 135), the Empathy dimension is an attitude of personal or company contact to understand needs and difficulties. Based on this theory, the Gorontalo City Population and Civil Registration Office has implemented the Empathy dimension. This can be seen from the alertness of employees in helping the community starting from providing services for the elderly, using the community is not required to come directly to the office to arrange documents with the condition that there is a family who can help him with the management of population administration. Based on the statement above, it can be concluded that the Gorontalo City Population and Civil Registration Service Office has been running well in terms of the empathy dimension of employees who have tried to serve the community.

CONCLUSION

Based on the results of the research conducted by the researchers, it show that public services, especially services at the Gorontalo City Population and Civil Registration Office as a whole, are assessed from five dimensions, namely Physical Evidence (Tangible) that lacks facilities and infrastructure such as seats, parking lots, and provision of other computers, Reliability of employees who are not careful in writing population data, Responsiveness of employees who have shown a responsive attitude in serving the community, Assurance is still

not optimal because service time is still getting inaccurate, and Empathy) the employees have given a polite attitude to the public.

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REGULATION

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