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Quality of Service in the Preparation of Population and Civil Registration Administration Documents at the Cirebon Regency Population and Civil Registration Office

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KEYWORDS	ABSTRACT
service quality, public service, population and civil registration office	This study is aimed at finding out how the quality in the implementation of public services at the Cirebon Regency Population and Civil Registration Office, measuring the level of public satisfaction with the Cirebon Regency Population and Civil Registration Office, and finding out how to Improve the Quality of Public Services at the Cirebon Regency Population and Civil Registration Office. The research method used is a Qualitative Research Method with Questionnaire data collection techniques that are disseminated to the community in Cirebon Regency through Google Forms, Interviews with employees of the Cirebon Regency Population and Civil Registration Office, and Location Observation which is a place of service located at the Cirebon Regency Population and Civil Registration Office. Research shows that the quality of administrative document loading services at the Cirebon Regency Population and Civil Registration Office has not been maximized, improvements are needed to improve the quality of service. a) improving Facilities and Infrastructure that are Facilities in the Service process; b) hard skills training is needed in the implementation of E-Governance; c) There is a need for training on excellent service so that they know how to behave well and appropriately to maximize service to the community

Introduction

The Government is an organization that has duties and functions other than Regulating State Affairs and Interests, is "has authority in the process of Public Services and is obliged to process Civil Services for everyone who conducts government relations" (Ndraha, 2003). The existence of services provided by the Government is to create Welfare for the community, one of the efforts to create community welfare is to provide services to meet the needs of the community. The implementation of Public Services has

been regulated in Law Number 25 of 2009 concerning Public Services which includes Procurement of Goods, Services and Administrative Services. The implementation of this Public Service is certainly inseparable from the obstacles faced by the government as the implementer, and the community who is the target of the procurement of services provided by the government, Good service in order to create community welfare is quality service covering all aspects of facilities, attitudes and behaviors as well as time efficiency in service (Renyaan, 2023).

Administrative Services are one of the services that are urgently needed by the Community, especially in the field of Population Administration, various interests such as taking care of Health Administration, Education, Employment, Visits outside the city and abroad cannot be separated from the existence of Population Administration Documents as proof of the Identity of a Citizen, the preparation of Population Documents and Civil Records is a responsibility carried out by the Population and Civil Registration Office. Based on Law No. 24 of 2013 amendments to Law No. 23 of 2006 concerning Population Administration, the Implementing Agency has the following obligations:

a. Register Population events and record the occurrence of important events;
b. Equal and professional service to every resident for reporting Population events and important events;
c. Printing, publishing, and distributing population documents;
d. Capture the results of population registration and civil registration;
e. Ensuring the confidentiality and security of data on population events and important events;
f. Verify and validate data and information submitted by residents in population registration and civil registration services.

As mentioned in Law No. 24 of 2013, the Population and Civil Registration Office has several tasks in providing services to the community to take care of Population and Civil Registration Documents.

The provision of services organized by the government must of course have progress both in terms of quality and service process, therefore the implementation of the government process must coexist with technological advances over time. In this digital era, the use of technology has improved and can even regulate various activities carried out by humans so that it can have a good impact on the effectiveness and efficiency of an activity so that it can have an effect on the implementation of government (Rengifurwarin, 2020).

The Cirebon Regency Population and Civil Registration Office is a Government Organization that takes care of government affairs by providing services to the community in meeting the needs of Population Administration and Civil Registration, Population Administration includes the issuance of ID cards, family cards, child identity cards, moving letters and incoming letters (Sholikin & Oktaviana, 2023). Civil Registration includes Death Certificates, Birth Certificates, Marriage Certificates, and Divorce Certificates. The results of the Researcher's Observation through interviews with the head of the Civil Registration section and several communities who had applied for the preparation of Administrative Documents at the Cirebon Regency Population and Civil Registration Office showed that there were several complaints about service activities that were not in accordance with the expectations of the community and these complaints were as follows: (Dayarani et al., 2024)

a. Lack of public knowledge about requirements and information when wanting to take care of the needs of Population Administration and Civil Records.

b. The existence of a service process that is felt to be convoluted.
c. The unfriendliness of the officers when carrying out services.
d. It takes a long time when you want to get Population Administration Documents and Civil Registration that have been submitted previously.

Based on the findings in the field, it can be said that the implementation of services carried out by each agency is inseparable from obstacles that cause complaints of dissatisfaction from the community so that it will affect the image of Public Services and public trust in the government. Therefore, it is necessary to conduct research to find problems that cause community dissatisfaction when the service process is carried out so that it can be a means of evaluation and a foundation for the implementation of improving service quality through more innovative efforts (Tahir, 2016). The government can make efforts by implementing technological development in improving human resources by implementing government processes through digital technology *(E-Governance),* therefore this research is also carried out to find out how the implementation of *E-Governance* in the Population and Civil Registration Office in Cirebon Regency is implemented. The formulation of the problem that will be discussed by the researcher is as follows:

1. How is the implementation of policies in the provision of services carried out by the Cirebon Regency Population and Civil Registration Office?
2. What are the supporting factors that affect the implementation of policies and services?
3. What efforts are made during the Policy and Service Implementation process?

Theory

a. Public Service

"Service is a benefit activity provided by one party to another party. It is essentially intangible and does not create ownership. The production process should not be tied to physical products" According to *the American Marketing Association*, quoted by Donald (1984:22). In another view*, according to Lovelock (1991:22),* "Because service is intangible, service is something that can be experienced and felt by the person receiving the service, and not something that lasts for a moment or a long time.". Then, *Agung Kurniawan (2005:4),* said that "public service is the provision of services (serving) the needs of other people or people who have an interest in the organization in accordance with the basic rules and procedures set".

Based on the opinion above, services in government agencies basically refer to every form of service provided or provided directly by the institution to its community. Public services in government agencies are efforts made by the government to meet the needs and interests in every aspect of people's lives, including education, health, infrastructure, security, and so on. Therefore, the quality of service provided by each agency or institution will be very important. The theory of state administration teaches that in essence the state government must carry out two main types of functions, namely the regulatory function and the service function. These two things are closely related to the duties and responsibilities of the government, especially those related to the life and livelihood of the community, nation, and state, and their implementation is handed over to government officials who have functional responsibilities in certain fields (Siagian, 2014).

Public service is the provision of services according to rules and methods that have been set to meet the needs of the community who are interested in an organization. Public services are services or the provision of services and non-

services provided by public authorities, especially the government. Recipients of public services are individuals or groups of people and/or legal entities that have rights and obligations to public services (Ahmad, 2010).

b. Quality of Public Services

"Quality is a dynamic state related to products, services, people, processes, and the environment that meet or exceed expectations" (Fandy & Chandra, 2016).

According to Ibrahim (2008) in (Hardiyansyah et al., 2020), the quality of public services is a dynamic state related to products, services, people, processes, and the environment, quality assessment is based on the provisions during the implementation of public services. E-Government

E-Government is a collection of concepts for all public sector activities (both central and regional governments) that combine information and communication technology to optimize the process of efficient, transparent and effective public services (Kurniawan, 2006).

E-Government itself is the use of information technology such as the Internet, telephone, and satellites by government agencies to improve government performance to the public, the business world, and other related groups (World Bank, 2001).

Previous studies on public service quality have predominantly focused on urban centers and metropolitan areas, where public services often have better resources and infrastructure. However, there is a notable lack of research addressing the challenges and service quality at regional government offices, such as the Population and Civil Registration Office in Cirebon Regency. While many studies have analyzed e-governance in larger contexts, few have assessed how smaller, regional offices integrate digital service platforms and how this impacts service delivery. This research aims to fill this gap by focusing on a semi-urban area and examining how technology adoption and service quality intersect in local government settings, particularly in population administration and civil registration services.

The provision of effective public services is critical for ensuring citizen trust in the government, particularly in essential areas like population and civil registration. These services are foundational for citizens to access broader governmental support, including healthcare, education, and employment. In the digital age, it is imperative for government offices to optimize their service delivery mechanisms through e-governance solutions. The urgency of this research lies in its potential to identify service inefficiencies and propose enhancements that leverage digital technologies, ultimately benefiting the public by reducing processing times and improving service quality at the Cirebon Regency Population and Civil Registration Office. With increasing expectations for digital government services, this research is timely and necessary.

This study introduces a novel approach by combining the evaluation of traditional service quality dimensions with the implementation of digital service platforms like SINTREN at the Cirebon Regency Population and Civil Registration Office. Unlike previous studies that have mostly focused on service quality in urban areas, this research provides new insights into the challenges faced by semi-urban government offices in adopting and integrating e-governance. Furthermore, it assesses the effectiveness of e-governance in streamlining processes and improving public satisfaction, offering a fresh perspective on how regional offices can modernize their service delivery in a practical and sustainable manner.

The primary objectives of this research are to evaluate the overall quality of public services provided by the Cirebon Regency Population and Civil Registration Office, with

a specific focus on both physical and digital service environments. The study also aims to identify the factors contributing to public dissatisfaction with the service process and to assess the effectiveness of the SINTREN digital platform in improving service delivery. Based on these evaluations, the study will propose targeted recommendations for improving service quality through better infrastructure, enhanced employee training, and optimized digital services to meet the needs of the local population.

The findings of this research will have significant implications for policymakers and public administration officials, particularly in regional government offices tasked with delivering critical public services. By identifying key areas for improvement in both physical service processes and the digital e-governance platform, the study will provide practical recommendations that can be implemented to enhance service efficiency and public satisfaction. The benefits of this research extend beyond the Cirebon Regency, offering a model that other regional population and civil registration offices in Indonesia can adopt to improve their service quality, thereby contributing to a more effective and trusted government service system across the country.

Research Methods

The research method used by the researcher is the Qualitative Descriptive research method. This research was carried out to describe a Social Process, especially related to Public Services.

According to (Sugiyono, 2019), qualitative research is a research method that studies natural objects, the researcher as the main instrument, and the data collection technique is carried out using triangulation (combination), the analysis is inductive/qualitative, and the results are qualitative. The research emphasizes meaning. not generalization. Meaning is real data, unique data that represents the value behind visible data.

According to (Sugiyono, 2013), the qualitative descriptive method is a data analysis method that describes or presents the collected data as it is, without aiming to draw conclusions or broad generalizations. Therefore, the qualitative research method conveys data narratively based on the Data Collection Method in the form of interviews, observations, and questionnaires. The interview was carried out with the Head of the Civil Registration Division of the Cirebon Regency Population and Civil Registration Office in order to obtain information that became supporting data from the research results. Observation was carried out 3 visits to observe how the service process and service places provided by the Cirebon Regency Population and Civil Registration Office and also Observation of the Official Website of the Cirebon Regency Population and Civil Registration Office Online Services which contains various information and community responses which can also be used as a reference for researchers. The questionnaire was carried out through filling out a Google Form intended and filled out by 15 people living in Cirebon Regency. The focus of this study is based on the theory from Zheitaml, Parassuraman & Berry (Hardiyansyah, 2018), that the quality of services can be measured based on 5 dimensions, namely:
a) Physical Evidence *(Tangibel)*
b) Reliability
c) *Responsiviness*
d) Assurance
e) Empathy

This research was conducted at the Cirebon Regency Population and Civil Registration Office in the Population Administration and Civil Registration service section. The location of this research is in Cirebon Regency, West Java. The data analysis used is a data analysis model from (Sugiyono, 2019), namely by data collection, data reduction, data presentation, and drawing conclusions and verifications called Miles and Huberman model data analysis.

Results and Discussions

1) The process of implementing policies in the provision of services carried out by the Cirebon Regency Population and Civil Registration Office is as follows;
   a) Physical Evidence *(Tangibel)*

   According to Zheitaml Physical Evidence is a customer need that focuses on physical appearance, equipment, employee appearance and means of communication. This physical evidence will be shown to the community when the service process is carried out and this physical evidence can be shown through various forms. *This tangibel* (Physical Evidence) aspect can also determine how satisfied the community is regarding the services provided.

   Based on the data found in the field, it shows that the physical evidence provided by the Cirebon Regency Population and Civil Registration Office has not fully provided satisfaction and comfort to the community. This is due to the lack of several facilities including:

   1) Lack of Seating Facilities for the public at the service counter

   The front includes counter 4 for recording beginner E-KTP, counter 5 for legalization of KTP and KK, counter 6 for checking KTP data and checking the queue for reprinting KTP in the sub-district, counter 7 for submitting a moving letter and moving between cities/regencies or provinces, counter 8 for taking a moving letter, counter 9 for submitting a KK and Indonesian citizen biodata, Counter 10 for the deletion of duplicate NIK data, Counter 11 for digital ID card activation, Counter 12 for the repair of lost and damaged Birth/Death Certificates or update of Deed data, Counters 13,14,15,16,17 & 18 for the input of newly submitted Birth Certificates and Death Certificates, and Counter 19 for the Legalization of newly submitted Birth/Death Certificates. all of these counters are in one room in the front building of the Cirebon Regency Population and Civil Registration Office, so that when many people want to take care of administrative needs related to what has been mentioned above, there will be many people who do not get a seat so that it affects the comfort and satisfaction of the community.

   2) The lack of facilities in the form of an indoor room equipped with air conditioning (*Air Conitioning)* for the public at Counter 1 for Birth and Death Certificate Form services, Counter 2 for Server services for updating NIK and KK data that has not been active. Because for services, Counters 1 & 2 are located at the back of the Cirebon Regency Population and Civil Registration Office Building and are outside the room which is only given a galvanized roof so that it provides inconvenience to the community, especially when the weather is hot.

   In the Ministry of PAN No. 63 of 2003 it is stated that the provision of facilities in supporting the smooth process of services is a standard in public services, but in reality there are several facilities to support the smooth process

of public services that can be said to be not good and need to be improved to provide satisfaction and comfort to the community during the service process.

b) Reability

According to Zheitaml, reliability is the ability to provide services appropriately and quickly according to the specified time.

Based on the findings of researchers in the field, it can be concluded that there is a different perception between service implementers and the community as service users. It was revealed that the community was not satisfied with the delay in the process of making the administrative services needed. According to the service implementer, people who have completed and provided the requirements for submitting the creation of administrative data will be processed according to the incoming queue and with a time of 1×24 hours to 1 week after the requirements are submitted. So actually the Cirebon Regency Population and Civil Registration Office has employees who are reliable and can solve the needs and serve the community according to the set time if the community submits service needs in making Administration in accordance with the Procedures and completes the specified Conditions.

However, in the implementation of E-Governance, employees of the Cirebon Regency Population and Civil Registration Office have not fully run well, this can be seen from the online response on the Cirebonkab Disdukcapil Website and also the Cirebonkab Disdukcapil Online Service Website. On the Website, people have constraints in accessing and activating their Sintren account when they want to make Population Administration needs. This happens because the training of employees' ability to manage community needs offline to online has not been optimal, because with the innovation of online service implementation, it is also necessary to improve skills and abilities in operating computers as well as understanding the implementation of online programs using digital technology.

According to (Sunyoto, 2004) The reliability of individuals in providing services is necessary because every service requires a form of reliable ability from each individual, the Population and Civil Registration Office of Cirebon Regency has implemented it well because it has employees who are capable of solving the needs of the community which is a form of service process. However, in the implementation of E-Governance in accordance with the Program held by the Cirebon Regency Population and Civil Registration Office, it has not been optimal because the ability of employees who are not fully reliable in managing and operating computers thus poses obstacles for people who want to access the Online Service.

c) *Responsisviness*

Responsiveness is a response or response from employees or service implementers to the community who needs services. Based on the findings in the field, the responsiveness provided by the Population and Registration Office officers is still not good, this condition is seen from the existence of community complaints related to the unfriendliness of officers when there are people who need services, and the inadequacy of the officers' response to the community both when they want to get information and when they want to submit the required files for the creation of administrative data, There is also a lack of a good attitude from officers in providing directions related to procedures and mechanisms in providing services.

In KemenPAN no. 63 of 2003, it is stated that one of the principles of Public Service is Discipline, Courtesy (Service Providers Must Be Disciplined, Polite and Courteous, Friendly and provide services with sincerity. In fact, the community complained about the unfriendliness of the officers to the community who wanted to apply for services, making the community reluctant to take care of the needs of Population Administration and Civil Registration directly due to the unfriendliness of the officers.

d) Assurance

Good service can be seen from the aspect of providing guarantees by officers to the community. This is seen from the timeliness in completing the services needed by the community. In this aspect of guarantee, the Population and Civil Registration Office has been running well, the completion of Administrative services can be completed in accordance with the time and procedural provisions, this is contrary to the understanding of the community who takes care of the creation of Administrative data at the Population and Civil Registration Office through other parties, it is possible that if through other parties the required files will be given to the Population and Civil Registration Office not on time so that they are in the lower queue and experience delays in the process of making Population and Civil Registration Administration Documents, that is what is the difference in understanding to the public so that they provide views on the performance of employees at the Cirebon Regency Population and Civil Registration Office is not good.

It is said that "success in building public service performance in a professional, effective, efficient, and accountable manner will raise the positive image of the village government apparatus in the eyes of its citizens" (Permana, I & Jaya, T. M: 2018). This is in line with the fulfillment of the needs of the community as promised, so the guarantee of the results of service to the entire community is the key to success in building the image of public services so as to provide public trust in the apparatus. Likewise, the Cirebon Regency Population and Civil Registration Office has provided services in accordance with the needs of the community as clear evidence of the existence of guarantees in the implementation of services for the community which is the authority of the Cirebon Regency Population and Civil Registration Office.

e) Empathy

In terms of Empathy, the Cirebon Regency Population and Civil Registration Office has been running well, officers can communicate and have a good relationship with the community, the Cirebon Regency Population and Civil Registration Office also has a good sensitivity to community complaints and strives for various programs to overcome obstacles faced by the community. Officers' attention is also shown to the community by implementing *programs KELINGAN ADMINDUK,* this service is provided by officers going directly to several location points in the Cirebon Regency Region to provide services to the community, so that people whose residence is far from the location of the Population and Civil Registration Office can come to the nearest Kelingan Adminduk location point. So that with this program, the community feels cared for and does not hesitate or hesitate when they want to apply for administrative services at the Cirebon Regency Population and Civil Registration Office.

Emphaty is to pay attention to customers by trying to understand customer desires and it is hoped that a company can provide understanding and have knowledge about customers (Parasuraman, 2000). The Cirebon Regency Population and Civil Registration Office has implemented this dimension well, it can be seen from the efforts made by the Cirebon Regency Population and Civil Registration Office by procuring various programs including Kelingan Adminduk which can meet the needs of the community that are easily accessible.

2) Factors Hindering the Implementation of Population Administration and Civil Registration Services

The factor that is an obstacle in the implementation of Administrative Services activities at the Population and Civil Registration Office of Cirebon Regency is the limitation in meeting the needs in the form of infrastructure to support employee performance in the form of Office Needs such as Employee Desks and Computers. The lack of facilities for the community is also a factor that hinders service activities, especially the need for chairs and air conditioners in the hearing room for people who need services. In addition to Facilities and Infrastructure, the attitude of employees towards the community is also a factor that hinders service activities because it creates a bad image in the eyes of the community. In addition, the role and awareness of the community is an obstacle to the implementation of services, such as lack of information about service procedures but feels that it is the fault of employees who do not want to process the service.

3) Supporting Factors and Efforts Carried out by the Cirebon Regency Population and Civil Registration Office

Service activities require changes and improvements in the implementation process, it is appropriate for Government Organizations that have the authority to improve the quality of services that will be provided to the community in order to have a good impact on the image of the government as proof of professionalism and responsibility by trying various innovations to keep up with the times, as expressed by (Mulyana et al., 2024) "*Are maximizing human resources, repairing unstable networks and further socializing or educating the public*" Meaning, "maximizing human resources, repairing unstable networks and more socializing or educating the public". Therefore, this is also carried out by the Cirebon Regency Population and Civil Registration Office by carrying out various updates to the Service Program on technological advances that occur today.

The Cirebon Regency Population and Civil Registration Office is able to adjust Government activities through the Implementation of E-Governance with the implementation of Service Programs through an Online Application in the form of SINTREN (Population Integrated Information System) This Online Service can be accessed for the needs of Digital Population Identity Activation, Family Card, Migration, Moving In, Family Card Separation, Birth Certificate, Marriage Certificate, Divorce Certificate, Death Certificate, Change Citizenship, Inactive Data Complaints, Service Complaints, Illegal Collection Complaints.

Based on the services provided on the Sintren Website of the Cirebon Regency Population and Civil Registration Office, it is able to meet many needs of the community with new innovations that in taking care of the above administrative needs do not have to come to the Office but can be accessed easily online, anywhere and anytime. This Sintren also provides reporting facilities for people who have complaints

and get poor treatment before and during the service process with complaints on the *Sintren* Website .

It was stated that "*The implication of the desire for the advancement of science and technology that can run effectively and efficiently is a signal that solving the lack of* citizens *who use the SINTREN application or website takes a long time, considering that some people must be technologically literate" blic*" (Mulyana et al., 2024). This means that the implication of the desire for scientific and technological advances to run effectively and efficiently is a signal that solving the shortage of citizens who use *the SINTREN* application or website takes a long time, considering that some people must be technologically literate.

Although it is quite convincing, in its implementation it requires more optimal effort and time because not only human resources and technology from service implementers need to be developed, but the community as users also need knowledge and development in learning electronic devices as well as internet networks to be able to use the Online Service Facilities to maximize the procurement of *the SINTREN* Program.

Therefore, in the services of Population Administration, the Population and Civil Registration Office of Cirebon Regency continues to strive and innovate in order to provide good services in Online Services to the Community by holding *the KELINGAN ADMINDUK* program, This program provides convenience for people who have difficulties when accessing the Sintren Website, especially for parents who do not understand how to use electronics for digital access. process services without having to come to the office by participating in the Kelingan Adminduk program. This program is a service activity in meeting the needs of Population Administration which is carried out outside the Cirbeon Regency Population and Civil Registration Office, in this program employees/apparatus will go around visiting several locations to hold Population Administration services so that the community has ease in processing services as needed.

Conclusion

The quality of service in the preparation of Population and Civil Registration Administration documents at the Cirebon Regency Population and Civil Registration Office has shown several areas in need of improvement. Despite the implementation of E-Governance to facilitate online services, issues persist regarding physical evidence, reliability, and responsiveness. Facilities such as seating at service counters are inadequate, and the comfort of service areas is compromised by insufficient infrastructure like air conditioning. Additionally, staff members need to enhance their skills in handling online services, as delays in account activation on the SINTREN platform have been a common complaint. Furthermore, community feedback indicates that employee interactions can be unfriendly and that responses to inquiries about administrative requirements are often slow. To address these challenges, the office must invest in better facilities, provide training to improve employee professionalism, and encourage community engagement in utilizing available online resources for a smoother service experience. This comprehensive approach will enhance service delivery and foster a positive relationship between the government and the community.

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