



The Service Quality of Population Document to Improve Community Satisfaction Index

Hapsawati Taan

State University of Gorontalo

Jl. Jenderal Sudirman No. 6 Gorontalo City, Post Code 96128, Indonesia

Correspondence Email: hapsataan@yahoo.co.id

ABSTRACT

The research aims at 1) identifying the service quality of population documents 2) discovering problems in improving the quality of public service 3) recognizing the attempts to improve the quality of public service. The research uses a qualitative approach with an in-depth interview, observation, and documentation technique. The informants are the head office and the customer service of the object being observed. The data analysis comprises data reduction, data display, and conclusion. The research result shows that Regional Population and Civil Registry Office of Gorontalo City has not maximally utilized public service facility such as facilities and infrastructures, and human resources. Meanwhile, the staffs have shown their best to respond and help the community when they experience problems in processing the documents. It concludes that the quality of public services in the office observable from five dimensions such as tangible, reliability, responsiveness, assurance, and empathy.

Keywords: Community, Gorontalo, Index, Public, Service Quality

INTRODUCTION

The implementations of public services have some issues that do not meet the needs and changes in various fields of community, nation, and state life. It requires the conception of a public service system comprising values, perceptions, and behavioral references, treasuring human rights to get services in accordance with the hopes and aspirations of national goals. The realization of quality public services is one of the characteristics of good governance as the goal of utilizing the state apparatus thus, improving the quality of public services is an effort that must be carried out continuously, sustainably by all government officials.

Gorontalo Regional Government, through the Regional Population and Civil Registry Office, as a public servant, needs to find and figure out professional ways to meet the needs of the community. In the context of government, community needs are the demands and responsibilities of the government. Therefore, the government need to be dynamically, responsively, and quickly organized and well-targeted. In addition, the government must increase the apparatus resources and improve their habits as they are served by the community. This will lead to the efficiency and professionalism enhancement of the entire government administration structure, since the performance improvement particularly in the service sector is a great importance.

The service quality at Regional Population and Civil Registry Office of Gorontalo City has not demonstrated its optimal quality of public service. Several written and verbal complaints, criticism, and suggestions from the community experiencing the service



signify it. Some government staffs have not maximally performed in delivering the service especially for electronic identity cards and other population documents. The management process is not open, and it takes a long time to provide identity cards and other documents (Ombudsman, Republik Indonesia Perwakilan Provinsi Gorontalo, 2017). The printing of the electronic identity card at this office rarely live up to the standard operating procedures (SOP), and it still requires support from the facilities and infrastructures (BPK RI, 2017).

Based on the report of Community Satisfaction Index Survey for The Regional Population and Civil Registry Office of Gorontalo City in 2015, it reveals that the score is 78.77 (good) with the highest score on the service schedule certainty by 3.64 and the lowest score on staff politeness and friendliness by 3.05. In 2016, its score is 77.93 (good) with the highest score on service procedure by 3.22 and the lowest score on the fairness of service costs by 3.05. In 2017, the result is 80.66 (good) with the highest score on the service security by 3.44 and the lowest score on the fairness of service by 3.12. Zaihan *et al.*, (2020) stated that customers are unsatisfied with the modern customer service which will lead them to shift to the competitors.

Various complaints and critics can be construed as dissatisfaction with service. It identifies a relationship between the service and community satisfaction index. The relationship between both variables has been observed by several former researchers. Pour *et al.*'s, (2020) study showed that eWOM does not have a significant impact on customer satisfaction and evaluate satisfaction thoroughly. Other variables affecting satisfaction should also have been considered, as well as eWOM. When companies stand in e-commerce, they need to pay attention for those antecedents that drive customer satisfaction. Customers who have positive experience on website, design, timesaving, and delivery performance will enhance satisfaction. Moreover, those elements were also contributed in driving word of mouth (Mamuaya and Pandowo 2020).

Putra, et al, (2015) explained that the service quality emphasized the orientation on the fulfillment of expectations on the community. This research discovered the service quality as the main focus in an attempt to seek influence on community satisfaction. Besides, Dahmiri, (2014) stated that a positive relationship between service quality towards community satisfaction at the Regional Population and Civil Registry Office of Sarolangun Regency and community satisfaction was influenced by the service quality. Fitriyah *et al.*, (2020) contended that corporate governance, and financial health variables are the essence in influencing company value, although solely the financial health variables have an effect on it. Dahmiri, (2017) stated that more serious efforts are needed to increase the level of satisfaction index. Rizqi, et.al, (2018) concluded that the negative values existing in each dimension indicate that the citizen is still dissatisfied with the performance given by the service.

Community Satisfaction Index is one of the instruments used to measure the level of service performance at government institutions. Maslichah, (2016) stated that the result of service performance in Puskesmas Pamarayan, Serang Regency was at good criteria; however, there were three aspects at low scores such as service speed, staff politeness and friendliness, and service environment comfort. Riyadi, (2015) explained that the level of service quality at empathy and tangible dimension would improve community satisfaction. It became the policy that should be taken in an integrated communication system, increasing the number of staff counters, and coaching

employees through training. Yuliasuti and Tandio, (2020), organizational culture provides a partial mediating effect between the relationship of charismatic leadership styles with the good corporate governance and organizational culture. It provides a full mediating effect between the relationships of charismatic leadership styles with the good corporate governance.

The research result by Hadiyati, (2014) described the forms of the public service sector for the community as sectoral service users and measured community satisfaction based on the public service sector which gave contributions to the government in improving performance and service quality. Icha, (2015) analyzed service quality with the information system of management and leadership. Azizzadeh, et al., (2013) studied service quality based on the comparison of current and desired conditions and determined effective factors towards customer satisfaction and level. This study identified that there was a comparison between desired quality and condition (in an effective index, physical proof, reliability, guarantee, and empathy). Cidar and Celebi, (2016) figured out that the dimension of reliability and certainty positively affected customer satisfaction in public sectors.

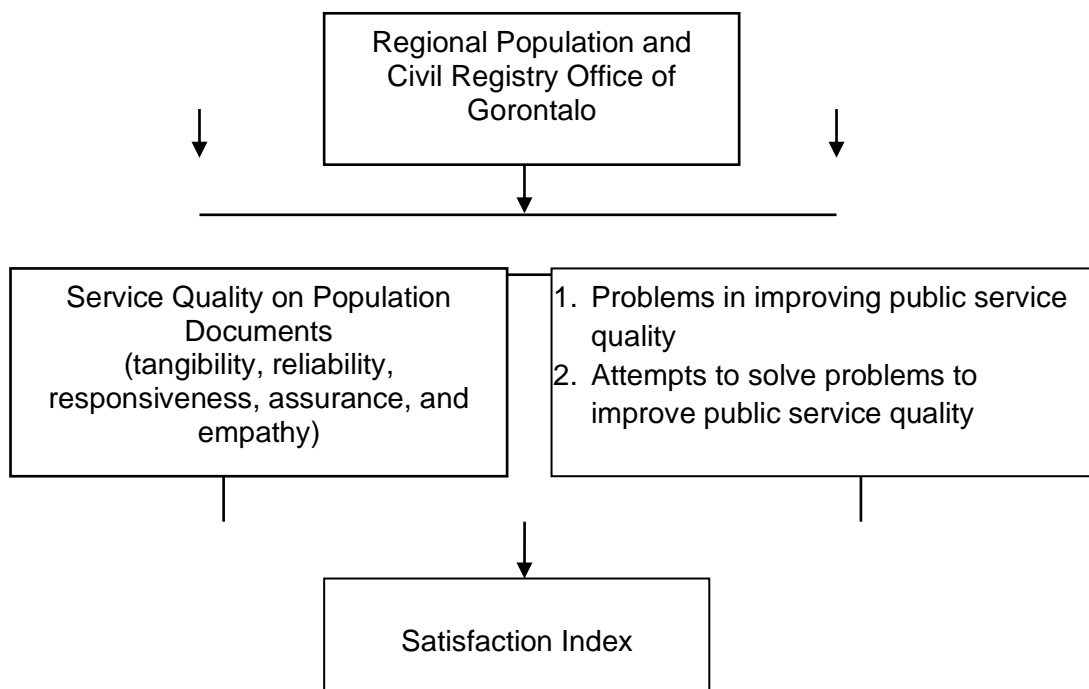


Figure 1. Conceptual Framework

Service quality is a method to describe the level of customer satisfaction. Parasuraman et al. (1998) included tangible, reliability, responsiveness, assurance, and empathy. Tjiptono, (2014:126) stated that customer satisfaction is a level of customer's belief which emerged as a result of service for the community by comparing what they wished and what they got. Community Satisfaction Index is data and information about community satisfaction index obtained by the result of quantitative and qualitative measurements based on the community's arguments after they experience service on public service by comparing hopes and needs.



Based on the phenomena and gaps of the previous research presented earlier, the difference with this research is the approach used in previous studies using an explanatory approach with quantitative methods while in this study using an exploratory approach with qualitative methods and connecting all dimensions of service quality with the community satisfaction index.

The purpose of this study is 1) to find out the quality of service delivery of population documents in improving the community satisfaction index, 2) to find out the obstacles in improving the quality of public services, and 3) to find out the efforts in overcoming the problem of quality improvement of public services.

RESEARCH METHOD

The research applies a qualitative approach with descriptive method. According to Sugiono, (2016), the qualitative research method is a method to study conditions on natural objects where a researcher as a key instrument, data collection technique in triangulation, inductive/qualitative data analysis, and research result emphasized on generalization. Nawawi (1990:64) explained a descriptive method focused on attention towards actual problems or phenomena. Therefore, it describes facts about observed problems as completed by rational and accurate interpretation.

This research uses primary and secondary data. The primary data are data obtained directly from research objects and processed by the researcher. Research informants are the head of The Population and Civil Registry Office of Gorontalo and his secretary, Head of Population Administration Services Division, Head of Population Administration Information Management and Data Utilization, Verification Services Staff or Front Office, Operators, and Community Users of Population Document Services. The secondary data of the research are from related data from the previous research and related institutions with observed variables.

Data collection technique are 1) in-depth interview to obtain required data using open questions (the researcher asked the informants about facts of events and opinions, 2) observation by directly analyzing a research object to analyzed empirical data in the form of written documents, photos, pictures, and related research objects.

A qualitative research technique of this research is a process to manage a sequence of data to organize in a certain pattern and a category of a basic sequence (Moeleong, 2000:13). Activities in the data analysis include data reduction, data display, conclusion drawing/verification (Sugiyono, 2013: 337). A validity, and a credible test on the results from qualitative research, according to Sugiyono, (2013: 368), are some attempts to maintain credibility in the study carried out by several steps including 1) extension of observation 2) increase the persistence of observations 3) triangulation 4) negative case analysis 5) using materials reference 6) holding a member check.

RESULTS AND DISCUSSIONS

The Service Quality of Population Documents in Improving Community Satisfaction Index

The data in this study were obtained through in-depth interviews conducted by researchers from March 2018 to July 2018. The interviewees were employees of



the Regional Population and Civil Registry Office of Gorontalo City and the document users.

Public service is an effort to fulfill all things pertaining to products, services, people, processes, and environments as the customers needed and desired to meet the expectations and satisfaction of the community as service users. Pasolong, (2012) suggested that bureaucratic and organizational behavior have a relationship in public organizations. Putra et al., (2015) examined the influence of service quality on community satisfaction. The study showed that the five variables including physical evidence, reliability, responsiveness, assurance, and empathy significantly influence community satisfaction.

The service dissatisfaction at the Regional Population and Civil Registry Office of Gorontalo City reflects shortages in facilities, the service quality which necessarily meets customer expectations to satisfy their needs. Tjiptono, (2014) stated that community satisfaction is an after-purchase evaluation where the alternative is chosen by at least the same or exceeds the expectations of the community, while dissatisfaction arose when the outcome does not meet customer expectations.

In this study, the tangible is determined by various things including the appearance of the apparatus during service, the comfortable places, service aids, and physical service facilities. Based on the analysis, the Regional Population and Civil Registry Office of Gorontalo City has implemented tangible and its indicators. Quality Assessment has been applied to meet the community expectations including service rooms, cleanliness, comfort, equipment assistance services, and security. However, in the implementation, several matters indicated that physical facilities have not addressed the community's needs. Meanwhile, according to Umar, (2005) satisfaction is the level of consumer feelings after comparing what is received with expectations.

Reliability in this research is determined by several aspects such as staff's accuracy, and discipline to serve the users, staff's ability to use new tools in serving process, and staff's speed and accuracy to give service and the simplicity in the service process. Rivai, (2014) stated that human resource management is the utilization of several individuals to achieve organizational goals by involving the managers at every level with human resource management. The public service of The Regional Population and Civil Registry Office of Gorontalo City has applied the dimension of reliability. Based on observation and an interview, the researcher finds out that this office has applied the standard operating procedure (SOP) in the service process.

The dimension of responsiveness is a willingness to help and serve quickly and accurately by giving information pertaining to the sound service needs. Hasibuan, (2013) stated that management is a process that consists of planning, organizing, moving, and controlling to achieve the specified goals. The public service at The Regional Population and Civil Registry Office of Gorontalo City is a dimension of responsiveness following the community desires such as staff's knowledge about service, ability in giving information, service users' response, accuracy to serve the customers, response to user's complaint, and their speed and accuracy.

The fourth dimension is assurance. It gives a guarantee to customers about knowledge, politeness, the ability of every staff to foster trust from the users. Each service requires an assurance of their service. It may be determined by the staff's



performance since professionalism and competence are crucial to improving a good service with good quality. Hadiyati, (2014) described that a public sector service is to measure community satisfaction to give a contribution to the government to improve performance and quality. Public service at The Regional Population and Civil Registry Office of Gorontalo City has applied the dimension of assurance and its indicators. The quality assessment of public service has been stuck to the community's desires such as service cost assurance, and accuracy assurance.

The last dimension is empathy. This dimension assigns sincere and private attention for service providers by trying to understand the desires and hopes of service providers when they can understand users specifically. Riyadi, (2015) stated that the improvement of service quality at the dimension of empathy and tangible will improve community satisfaction. It became the policy for an integrated communication system, an increasing number of counter staff, and training for the staff. Each service event or activity for the community requires a sense of empathy. Therefore, it may run well as service providers and users expected.

Problems in Improving the Quality of Public Service

The implementation process of public service does not always stay as expected. The Regional Population and Civil Registry Office of Gorontalo City faces several obstacles in the process of public service implementation such as facilities and infrastructures, quantity and quality, the lack of human resources, and the lack of public awareness on population documents. Facilities and infrastructures have not been optimally utilized for the service such as the limited service areas, the limited desks, the lack of means of infrastructure documentation which caused the documents are not properly organized. For example, a suggestion box did not work to provide information related service. The lack of human resources as well as the lack of public awareness on the importance of population documents are the other obstacles.

Attempts to Improve the Public Service Quality

Several obstacles were faced in the process of public service implementation. The Regional Population and Civil Registry Office of Gorontalo City as a government institution implementing the public services persevered effort to overcome the obstacles such as creating professional and qualified employees by competency skill improvement, technical training, and comparative study.

The Regional Population and Civil Registry Office of Gorontalo City made several efforts to maximize the procurement facilities and infrastructures. They should be appropriate to give a safe and comfortable feeling for the users to satisfy their expectations. The attempts are inventorying the facilities and infrastructures, organizing them, and making a proposal to complete them.

CONCLUSIONS

The service quality of population documents at the Regional Population and Civil Registry Office of Gorontalo City in improving the community satisfaction index can be measured by five dimensions: tangible, reliability, responsiveness, assurance, and empathy. The tangible dimension did not provide the proper service facilities for public service such as the lack of public areas, the lack of desks, inappropriate restrooms, and the lack of infrastructure documentary. The reliability dimension did not fulfill public wishes since there was still any complaint related to electronic identity cards. The



dimension of responsiveness implied that the employee was responsive enough to help the community when they faced some problems in the process of making population documentation. The aspect of assurance did not arouse public wishes since there was a complaint of lateness in the process of identity card process and civil registration. The aspect of empathy was good enough since the employees leave a pleasant impression during the process.

The obstacles to improving public service quality at the Regional Population and Civil Registry Office of Gorontalo City are the lack of human resources in civil servant status, the low public awareness of population documents, and inadequate facilities and infrastructures.

The attempts made by the Regional Population and Civil Registry Office of Gorontalo City to overcome the obstacles in improving the public service quality such as improving apparatus power, maximizing the procurement of facilities and infrastructures related to service, service mobile procurement, and organizing socialization and evaluation on employee performance.

Research Limitations

This research is limited to the Regional Population and Civil Registry Office of Gorontalo City and focuses on providing the service of population documents observation. The service should meet following several criteria such as tangible, reliability, responsiveness, assurance, and empathy-related to community satisfaction.

It is suggested for further research to measure the service quality from the other dimensions such as service procedures, service requirements, service accuracy, staff service discipline, service speed, politeness and friendliness, and comfortable environment.

REFERENCES

- Azizzadeh, F., Khaili, K., & Soltani, I. (2013). Service Quality Measurement In The Public Sector. (Llam Province Post Office Case Studies), *International Journal Of Economics, Finance And Management*, vol. 2, no. 1; March 2013.
- BPK RI (2017). Hasil Audit/Pemeriksaan BPK RI 2017 Tentang *Pemeriksaan Kinerja atas Efektivitas Penyelenggaraan Administrasi Kependudukan Tahun Anggaran 2015 s.d Semester I Tahun 2017* Pada Pemerintah Kota Gorontalo dan Instansi Terkait Lainnya.
- Cidar, I. O., & Celebi, A. (2016). Investigating A Quality Of Service In The Public Sector. Evidence from Northern Cyprus, *journal of economic and social development*, Vol.3, No. 2.
- Dahmiri, V. S. (2014). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Pada Dinas Kependudukan Dan Pencacatan Sipil Kabupaten Sarolangun (Studi Pada Mahasiswa Universitas Jambi)
- Dahmiri, S. I. (2017). The Community Satisfaction Index (CSI) Toward Public Service in Department of Population and Civil Registration in Sarolangun Jambi Province, Indonesia, *Journal of Social Sciences and Humanities* Vol. 3, No. 5, pp. 31-38, files.aiscience.org > article > pdf
- Fitriyah, Suaibatul, Makaryanawati, & Fauzan, S. (2020). The Effect of Corporate Governance and Financial Health on The Value of Companies Registered in Indonesia Stock Exchange, *International Journal of Accounting &*



- Finance in Asia Pasific (IJAFAP)*, Vol.3 No.2,77-90, <http://www.ejournal.aibpm.org/index.php/ijafap>
- Hadiyati, E. (2014). Service Quality And Performance Of Public Sector: Study On Immigration Office In Indonesia, *International Journal Of Marketing Studies*, Vol.6 No. 6, 2014, ISSN 1918-719X E-ISSN 1918-7203, Published by Canadian center of science and education.
- Hasibuan, M. (2013) *Manajemen Sumber Daya Manusia*, EdisiTujuhBelas, Jakarta, Bumi Aksara
- Icha, Y. (2015). Studi Tentang Indeks Kepuasan Masyarakat (IKM) Dalam Pelayanan Publik Di Kelurahan Klandasan Ilir Kota Balikpapan *E Journal Administrasi Publik*, 2015,3 (3)833-844, ISSN 0000-0000, Retrieved from <http://www.ejournal.an.fisip-unmul.ac.id>.
- Mamuaya, N. & Pandowo, C. A. (2020). Determinants of Customer Satisfaction and Its Implications on Word of Mouth in E-Commerce Industry: Case Study in Indonesia, *Asia Pacific Journal of Management and Education (APJME)*, Vol 3, No 1, 16-27, Retrieved from <http://www.ejournal.aibpm.org/index.php/apjme>
- Maslichah, K. (2016). Pengukuran Indeks Kepuasan Masyarakat, (IKM) Di Puskesmas Pamarayan Kabupaten Serang, *Jurnal Lingkar Widyaiswara*, Edisi 3 No 2, Apr-Jun 2016, P.22-26, ISSN: 2335- 4118.
- Moleong, Lexy, 2000, *Metode Penelitian Kualitatif*, Bandung, PT. Remaja Rosdakarya
- Ombudsman, Republik Indonesia Perwakilan Provinsi Gorontalo. (2017). *Temuan dan Saran Laporan Masyarakat*.
- Pour, R. S. A., Darani, H. R., & Rahnama, A. (2020). Electronic Word of Mouth as A Motivation Tool in Searching, Using Information and Travel Decision: An Empirical Study in Shiraz, *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, Vol.3 No.2, 1-12, Retrieved from <http://www.ejournal.aibpm.org/index.php/ijthap>
- Parasuraman, A., Valarie, A., Zeithaml, & Berry, L. L., (1998). Refinement and Reassessment of the SERQUAL Scale, *Journal of Retailing*, 67 No. 4
- Pasolong, H., (2012). *Teori Administrasi Publik*, Bandung, Alfabeta
- Putra, D. G., Ratih N., & Pratiwi, T. (2015). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat (Studi Pada Dinas Kependudukan Dan Pencatatan Sipil Kota Blitar), *Jurnal Administrasi Publik (JAP)*, vol. 3, no.12, 2015).
- Rizqi, S., Djamaludin, M. D., & Nurhadryani, Y. (2018). Analysis Of Service Quality Satisfaction Of E-Ktp Service At Public Administration And Civil Registration Office Of Bogor District, *Journal of Consumer Sciences* E-ISSN: 2460-8963, Vol. 03, No. 02, 55-65, [media.neliti.com > publications](http://media.neliti.com/publications)
- Riyadi, Slamet, Aji Hermawan, Ujang Sumarwan, 2015. Kepuasan Masyarakat Terhadap Pelayanan Kantor Pertahanan Kabupaten Indramayu, *Jurnal Ilmu Komunikasi*, Januari 2015, p:49-58 Vol. 8 No. 1. ISSN:1907-6037.
- Rivai, V. (2014). Manajemen Sumber Daya Manusia Untuk Perusahaan (Dari Teori dan Praktek) EdisiKetiga, Jakarta, PT. Raja Grafindo Persada
- Sugiyono (2013). *Metode Penelitian Kuantitatif Kualitatif dan R & D*, Bandung, Alfabeta
-, 2016, *Metode Penelitian Administrasi*, Bandung, Alfabeta
- Tjiptono, F. (2014). *Pemasaran Jasa-Prinsip, Penerapan, dan Penelitian*, Yogyakarta: Andy
- Umar, H. (2005). *Metodologi Penelitian Aplikasi dalam Pemasaran*, Jakarta, Gramedia Pustaka Utama



- Yulastuti, I. A. N., & Tandio, D. R. (2020) Leadership Style on Organizational Culture and Good Corporate Governance, *International Journal of Applied Business and International Management (IJABIM)*, Vol 5, No 1, 23-33, <http://www.ejournal.aibpm.org/index.php/IJABIM>
- Zaihan, E., Ereena, B., Daisy, M. H., Kee, A. Z. B., Zarimi, A. N., Hisham, A. A. B. E., Alkandri, A. N., & Mishra (2020), What Drives the Success of a Business Entity or An Organization? A Case Study of Mydin Mohamed Holdings Berhad, *Journal of The Community Development in Asia (JCDA)*, Vol 3, No 2, 35-42, Retrieved from <http://www.ejournal.aibpm.org/index.php/jcda>