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EVALUATION OF SERVICE QUALITY IN IMPROVING PUBLIC SATISFACTION AT THE POPULATION AND CIVIL REGISTRATION SERVICE (DISDUKCAPIL) OF MAKASSAR CITY
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Abstract:

This study aims to evaluate the quality of public services at the Population and Civil Registration Office (Disdukcapil) of Makassar City, focusing on five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy. The primary research source is secondary data in the form of a review of literature, articles, journals, regulations, and websites relevant to this study, while interviews with respondents are used as supporting materials. The results indicate that Disdukcapil services have generally been running well, characterized by friendly, consistent, and fair staff attitudes, as well as prioritizing services for the elderly and pregnant women. However, there are still shortcomings in the tangible dimension, such as the lack of information boards at service chairs, which sometimes confuses the public, and in the empathy dimension, where attention to people with disabilities is not optimal. The literature review supports the finding that the empathy dimension is an important indicator of public satisfaction with public services. Thus, although service quality is already positive, improvements in tangible aspects and attention to the special needs of the community are essential for public services to be more inclusive and effective.

Keywords: Quality of Public Services, Disdukcapil, Tangible Dimension, Empathy Dimension, Inclusive Services

INTRODUCTION

Public service is one of the primary functions of government in meeting the needs of the community and realizing general welfare. In the context of state administration, public service is understood as all forms of services, whether goods or services, provided by government agencies or mandated parties for the benefit of the community. These services cover various sectors, such as population, health, education, transportation, and security. Another opinion defines public service as serving the needs of individuals, communities, or organizations that have an interest in the organization, in accordance with established basic rules and procedures and aimed at providing satisfaction to service recipients (Hardiyansyah, 2011). Public service is crucial to consider because it is one of the benchmarks for assessing service quality and determining whether or not the quality of services provided by regional agencies is good. Law Number 25 of 2009 concerning public services explains that activities or a series of activities in order to fulfill service needs in accordance with the framework for fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods and/or services provided by public service providers (Fakhriyah et al., 2022).

The quality of public services is an important indicator in assessing government performance. People who receive fast, accurate, fair, and transparent services will feel satisfied and develop trust in government institutions. Conversely, if the services provided are slow, discriminatory, and do not comply with SOP (Standard Operating Procedure) standards, it will cause dissatisfaction and



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even potential conflict between the government and the community. A dynamic condition related to products, services, people, and environmental processes is very much determined by the assessment of service quality when public services are provided. The characteristics or attributes to determine service quality according to Tjiptono, 1995 include: (1) Timeliness of service, which includes waiting time and processing time; (2) Accuracy of Service, which includes freedom from errors; (3) Politeness and Friendliness in providing services; (4) Ease of obtaining services, for example, the number of officers serving and the number of supporting facilities; (5) Comfort in obtaining services, for example, location, waiting area, parking area, service area; (6) Supporting service attributes such as air-conditioned waiting rooms, cleanliness and others.

One of the missions and goals of establishing an ideal government bureaucracy is to provide good public services to the community, particularly with optimal service quality. To assess the extent to which these service quality measures/benchmarks are met, the dimensions of public service quality can be examined. According to Zeithaml et al. (in Hardiyansyah, 2011), public service quality can be measured across five dimensions: Tangible (Physical Evidence), Reliability, Responsiveness, Assurance, and Empathy.

The primary goal of public service is fundamentally to increase public satisfaction. However, in practice, the Population and Civil Registration Service (Disdukcapil), as a Regional Apparatus Organization (OPD), bears a significant responsibility for providing optimal population administration services. The quality of service at Disdukcapil is crucial because it concerns the fulfillment of basic community rights and serves as a benchmark for public trust in the government. To achieve public satisfaction, professional, fast, accurate, and transparent services are required, and in accordance with public service standards. To date, the quality of service delivery at the Population and Civil Registration Office (Disdukcapil) still faces various challenges, both in terms of human resources, infrastructure, and bureaucratic systems. This requires serious attention, as the public is the primary evaluator of service quality, directly experiencing it. Therefore, improving service quality at Disdukcapil is not merely an administrative obligation but also a strategic tool for building trust, legitimacy, and a positive image of the government in the eyes of the public.

Public satisfaction is a key indicator in assessing the success of public service delivery. Generally, public satisfaction can be defined as the level of pleasure or disappointment that arises after comparing expectations regarding service delivery with the reality received. If the service provided meets or even exceeds expectations, the public will be satisfied; conversely, if the service is perceived as slow, complicated, unfriendly, or non-transparent, dissatisfaction will arise. Therefore, public satisfaction is influenced not only by the outcome of the service, but also by the process, staff attitude, timeliness, ease of procedures, and the availability of supporting facilities and infrastructure. In the context of public services, such as at the Population and Civil Registration Office (Disdukcapil), public satisfaction significantly determines trust in the government and serves as a driving force for the agency to improve service quality continuously.

Based on this background, this research will focus on evaluating the quality of public services at the Makassar City Population and Civil Registration Office (Disdukcapil) using the SERVQUAL approach. The use of the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry in this research context is highly relevant because it provides a comprehensive overview of how services are implemented at the Makassar City Disdukcapil and the extent to which their quality contributes to public satisfaction. For example, tangible dimensions can be seen in the availability of service infrastructure, reliability (the accuracy and consistency of service), responsiveness (the speed with which officers respond to public needs), assurance (the sense of security and trust), and empathy (the friendliness and attention to community needs).



By linking SERVQUAL theory, this article not only evaluates service quality in general but also outlines specific factors that influence public satisfaction in the field. The results of this evaluation are expected to serve as a basis for formulating strategies to improve public services at the Makassar City Disdukcapil, making them more effective, efficient, and oriented toward public satisfaction.

METHODS

This research employed a descriptive qualitative approach, utilizing secondary data sources, including literature, articles, journals, regulations, and internet sites related to the study. The researchers reviewed all relevant references to obtain the results (Azmi & Asmarianti, 2019; Fakhriyah et al., 2022; Fathony et al., 2021).

The evaluation was conducted based on the Servqual theory (Parasuraman, Zeithaml, & Berry), which encompasses five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. Data validity in this study was tested using triangulation. The purpose of triangulation is to enhance researchers' understanding of data and facts from various literature sources and utilize sources outside the data as a means of checking and comparing (Pangestu & Hilman, 2020). Furthermore, to strengthen the research findings, the researchers also collected additional data from five selected respondents to enrich the information and provide more diverse perspectives on public service quality. Data analysis is based on descriptive qualitative data by describing the reality of the events being studied, making it easier for the writer to obtain objective data.

RESULT AND DISCUSSION

With rapid population growth and high mobility in Makassar City, more targeted regulations and policies are needed to regulate population administration services. Effective policy implementation by government officials plays a crucial role in providing optimal public services to the public. The goal is to ensure public satisfaction with government services. Efforts to regulate population administration in Makassar City began in 2007 and were later strengthened by the issuance of Makassar City Regional Regulation Number 9 of 2009 concerning the Implementation of Population Administration Services within the Makassar City Government. The results of the literature review are as follows:

First, a study entitled "Analysis of Administrative Service Performance at the Makassar City Population and Civil Registration Office" was conducted in 2018 by Salmawati et al. The purpose of this study was to determine the performance of administrative services at the Makassar City Population and Civil Registration Office and the factors influencing it. In this research method, the author uses a qualitative approach; this research is only descriptive, which provides an overview of the problems to be studied in the form of descriptive sentences. Based on the results of the research that has been conducted by the author shown that public services, especially Family Card (KK) and Resident Identity Card (KTP) services at the Makassar City Population and Civil Registration Office, in general, have been running quite well, with various shortcomings that also need to be improved. Overall, Services, Service Procedures, and Service Management can be implemented well. The factors that influence public services, especially KK and KTP services at the Makassar City Population and Civil Registration Office, are supporting factors including; the availability of an adequate budget, the existence of a strong government (Pemda) commitment in supporting the implementation of good services, the existence of adequate Human Resources, and Regional Regulation Policies as a reference for public services. Inhibiting factors include: Lack of facilities and



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infrastructure, the habit of people duplicating Family Cards (KK) and National ID Cards (KTP), the use of brokers and extortion (cultural factors), lack of public awareness of the importance of Family Cards (KK) and National ID Cards (KTP), and lack of employee discipline (officials).

Second, a study entitled Analysis of Public Service Quality at the Sungai Tabukan District Office, Hulu Sungai Utara Regency in 2023, was conducted by M. Ridha Anshari. The purpose of this study was to analyze the quality of service from the aspects of public service quality benchmarks at the Sungai Tabukan District Office, Hulu Sungai Utara Regency. The method used in this study is a descriptive method with a qualitative approach. Based on the results of the author's research, the Aspects of Reliability, Responsiveness, Competence, Accessibility, Politeness, Communication, Credibility, Empathy, and Physical Aspects show that overall they are well fulfilled. This is in line with the results of observations made by the author.

Third, a study entitled Public Service Quality: A Review of Public Satisfaction conducted in 2003 by Akhyar. The purpose of this study was to analyze the quality of public services in terms of public satisfaction as an important indicator in evaluating public services. The method used in this study was a qualitative approach with a type of library research, namely by utilizing several previous research results that have been well published. Based on the results of the study, it was revealed that the quality of public services affects the level of public satisfaction. Services that are fast, precise, accurate, efficient, easily accessible and responsive to public needs will increase their level of satisfaction. High public satisfaction will contribute to improving the quality of life together and build strong trust between the community and the government.

Finally, a study entitled Application of Ethical Principles in Population Services at the Population and Civil Registration Office of Makassar City in 2025, conducted by Nur Nisa Nila Wardani et al. The purpose of this study was to examine the extent to which public service ethics are implemented at the Population and Civil Registration Office of Makassar City. The research method used was a descriptive qualitative approach. This study collected data through observation, interviews, and documentation with five proportionally selected informants. The results of the study indicate that, in general, the services provided by the Makassar City Population and Civil Registration Office (Disdukcapil) have met expected standards. The population registration process, the issuance of documents such as ID cards and birth certificates, and other services are generally efficient and accurate, meeting the community's administrative needs. Standardization of procedures and the utilization of information technology have contributed to improving service quality. However, this study also identified several areas for improvement, such as optimizing online services and increasing human resource capacity. Furthermore, the government needs to improve employee understanding to improve its service, particularly regarding ethics towards the public as the target of service, in order to bolster public trust in the government.

Based on the literature review above, there are five indicators for measuring service quality (Along, 2020; Mulyapradan et al., 2022): tangible evidence, reliability, responsiveness, assurance, and empathy. The following is an explanation of each indicator:

Public Service Quality: Tangible Evidence. Tangible evidence refers to facilities or infrastructure that can be seen and utilized by agencies and organizations to enhance public satisfaction, such as office buildings, work equipment, and employee appearance. Based on the literature review, the physical condition of agencies is generally good, although there are still some shortcomings that need to be addressed. Overall, the services, procedures, and management have been implemented well. Meanwhile, interviews with service users indicate that the majority assess the service as good, but there are several concerns, such as the chairs in the KTP, KK, Birth Certificate, and other areas where they are processed are not clearly marked, which often confuses



them. Furthermore, the public expressed the wish that there be no parking attendants within the service area. Although their presence does not significantly disrupt the administrative process, they are considered preferable if they are eliminated.

Based on the literature review and interviews, it was found that the Tangible dimension in public services implies that the availability of well-organized physical facilities with clear purposes will significantly assist the public in obtaining optimal service. However, weaknesses were still identified, such as the lack of seating arrangements according to service type, and the presence of parking attendants, which some residents considered inappropriate within the service environment. Therefore, through the support of information technology and digitalization, the Tangible dimension can be optimized, for example, by introducing a digital queuing system and technology-based service information so that service users no longer experience confusion during the administrative process.

Reliability. Reliability is the ability to provide services to the public according to expectations, such as keeping promises, resolving problems, and minimizing errors. Based on an in-depth literature review, reliability indicators are a crucial aspect of public services. The higher the government's reliability in keeping promises, resolving problems, and minimizing errors, the greater the level of public trust in the quality of services provided. Consistent reliability will strengthen the agency's positive image and foster public trust in government services. Interviews with several respondents indicated that, in general, the services provided by the Civil Registration Office (Disdukcapil) comply with applicable procedures and standards. Population documents such as ID cards (KTP), family cards (KK), and birth certificates were generally completed within the promised timeframe. Respondents also stated that services were provided fairly and consistently without discrimination between communities.

Based on the literature review and interviews, the reliability dimension is a key factor in public services because it builds public trust in the government. Reliability is reflected in an agency's ability to keep promises, resolve problems, and minimize errors in every service process. The better the level of reliability demonstrated, the higher the level of public trust in the quality of services provided. Respondents also stated that services were provided fairly and consistently without discrimination between communities. Nevertheless, the public continues to hope for continued improvement in the quality of services, including speed, accuracy, and convenience in future service processes.

Responsiveness. Responsiveness is the ability of an agency to be responsive, listen, and respond to public needs in order to satisfy them. This is reflected in the ability to provide information quickly, accurately, and effectively, to maintain a neutral attitude, and to provide prompt assistance when needed. A thorough literature review indicates that information technology-based services require technological support, enabling officers or employees to respond quickly and accurately to various information needs, enabling the public to understand and perceive the responsiveness of the services provided more easily. Responsiveness supported by information technology not only speeds up the service process but also increases transparency, reduces the potential for errors, and strengthens public trust in the performance of government agencies. Interviews indicate that the public perceives Disdukcapil employees as friendly and responsive in responding to questions and requests for assistance. Employees are also perceived as responsive when encountering service challenges, such as data errors, long queues, or system disruptions. Furthermore, respondents found it relatively easy to submit complaints and obtain solutions from Disdukcapil. Although services are already considered good, the public still hopes for improvements, particularly in maintaining



consistent employee friendliness, expediting the resolution of technical issues, and providing more practical and effective complaint channels.

Based on the results of a literature review and interviews, the Responsiveness dimension plays a crucial role in information technology-based services because technological support enables employees to respond to public needs more quickly, precisely, and accurately. Respondents continue to hope for consistent employee friendliness, expedited resolution of technical issues, and the provision of simpler and more effective complaint channels.

Assurance. Assurance encompasses the aspects of Competence, Credibility, and Security, namely the ability of employees to foster public trust and confidence through mastery of knowledge, polite behavior, and the ability to respect public feelings and needs. Based on an in-depth literature review, the Assurance dimension emphasizes the importance of competence, credibility, and security assurance in public services. Public trust will be strengthened if employees possess adequate knowledge, are courteous, and are able to assure data security. The literature also shows that clear and easy-to-understand service procedures play a significant role in fostering public satisfaction and trust in government performance.

Similarly, based on interview results, the majority of respondents stated that they felt confident that the Civil Registration Office (Disdukcapil) staff had mastered their duties and were able to provide accurate information (Heykal et al., 2024). This gave the public a sense of confidence that the service they received met their expectations. Furthermore, the public perceived the security of their data and documents throughout the service process, fostering confidence that Disdukcapil maintains the confidentiality and security of population documents. Regarding the clarity of service procedures, respondents believed that the existing service flow was relatively easy to understand, allowing the public to follow each stage of the administrative process without experiencing significant confusion.

Empathy. Empathy encompasses the aspects of Access, Courtesy, Communication, and Understanding, namely the ability and willingness of employees to provide personal attention, for example, by being friendly, understanding needs, and demonstrating concern for the community they serve. Based on a literature review of several scientific journals, the author concluded that the empathy dimension of service personnel is relatively positive and not disappointing. This is demonstrated by the physical posture of service personnel, including their communication and answering questions. Interviews also indicated that the public perceived the attitude of Disdukcapil employees as friendly and polite in providing service. Respondents also emphasized that services are provided fairly without discrimination. The elderly receive assistance from security officers, while pregnant women are usually prioritized in queues, thus feeling more supported. However, attention to the special needs of people with disabilities is considered less than optimal due to the lack of adequate facilities and special services to support them. This contrasts with literature reviews from several articles, which show that public services generally have shown positive results, particularly in the empathy dimension, namely the ability of officials to provide personal attention and care for the community's needs. The literature states that empathy is a crucial indicator in building public satisfaction with services. Therefore, although service practices at the Population and Civil Registration Office (Disdukcapil) are already quite good, improvements in empathy, particularly in providing greater attention to people with disabilities, are still essential to ensure more inclusive services and meet the standards recommended in the literature review.

Based on the explanation above, considering the five dimensions that serve as indicators of public service quality, it is clear that the quality of public services at Disdukcapil has demonstrated positive results across several service dimensions, particularly in employee friendliness, fairness in



service, and attention to community groups such as the elderly and pregnant women. However, there are still shortcomings in addressing the special needs of people with disabilities, which have not been fully accommodated. This indicates that although public services are already performing quite well, improvements are still needed, particularly in the tangible and empathy dimensions, to ensure more inclusive services and meet the expectations of all levels of society.

CONCLUSION

Based on the research and interviews, it can be concluded that public services at the Makassar City Population and Civil Registration Office (Disdukcapil) have generally been running well, particularly in terms of staff friendliness, fairness in service, and prioritization of the elderly and pregnant women. However, several shortcomings remain. In the tangible dimension, the lack of information boards at the service desks for KTP (Kartu Kartur Kartur), KK (Family Card), and other documents sometimes confuses the public, leading them to expect clear information boards to make the service process more transparent and easier to follow. Meanwhile, in the empathy dimension, attention to people with special needs, particularly those with disabilities, is still less than optimal and needs to be improved to ensure truly inclusive services. Therefore, while the quality of public services is already positive, improvements in the tangible and empathy aspects are essential to meet the expectations of all levels of society.

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