

**THE ‘SIMPELAKU’ EXPERIENCE: ANALYZING SERVICE QUALITY
AT THE POPULATION AND CIVIL REGISTRATION OFFICE IN
CIANJUR REGENCY**

Zahra Laisha Anwar

Faculty of Social Sciences,
University of Muhammadiyah Sukabumi,
zahralaisha31@ummi.ac.id;

Rizki Hegia Sampurna

Faculty of Social Sciences,
University of Muhammadiyah Sukabumi,
rizkicdn@ummi.ac.id;

Tuah Nur

Faculty of Social Sciences,
University of Muhammadiyah Sukabumi,
tuahnur@ummi.ac.id;

ABSTRACT

This study aims to analyze the quality of services of the Integrated Population Administration Service Management Information System (*SIMPELAKU*) at the Cianjur Regency Population and Civil Registration Office; *SIMPELAKU* is a public service innovation to make it easier for people to access population and civil registration document recording services without having to come directly to the office. The research method used is quantitative with a descriptive approach. The research sample was 100 people from Cianjur Regency who submitted population documents through *SIMPELAKU*. This study uses the theory of Zeithaml, Parasuraman & Berry (1988: 12-40) which has five dimensions, namely tangibles, reliability, responsiveness, assurance and empathy. The results showed that the service quality of *DKPS* Cianjur Regency was good, with tangibles having the lowest contribution of 17.52. The indicator of officers responsible for providing services received the highest average of 4.59, while the indicator of office facilities suitable for use received the lowest average of 4.33.

Keywords: *Quality of service, E-government, SIMPELAKU*

A. INTRODUCTION

Service quality is a set of activities to meet the service needs of the community. The government has important aspects that function to provide various public services needed by the community, ranging from services in the form of services that are in accordance with the needs of the community. According the *Undang-Undang Nomor 25 Tahun 2009* concerning public services, it is explained that public services are activities or series of activities in the context of implemented service needs in accordance with laws and regulations for every citizen and resident of goods, services, and administrative services by public service providers.

Digital technology-based public services have developed a lot since the implementation of *e-government* in Indonesia which in its application aims to make services more effective and time efficient. As its legal umbrella, the central government has issued the *Peraturan Menteri Dalam Negeri Nomor 7 Tahun 2019* concerning Online Population Administration Services. Similarly, Cianjur Regency has implemented the concept of e-government in its governance system such as the Cianjur Regency Population and Civil Registration Office (hereinafter abbreviated to *DKPS* Cianjur Regency).

DKPS Cianjur Regency is one of the local government agencies of Cianjur Regency that provides population administrative services to the community. Residence document is an administrative document that must be owned by every Indonesian citizen. The residence document must be owned by every citizen. Population documents include Identity Cards (*KTP*), Family Cards (*KK*), birth certificates, death certificates and other population documents; this is because to get state services or facilities requires population documents. In addition, not having a residence document will make it difficult to access aid programs, such as cash food assistance and family hope programs. Therefore, population documents must be owned by every community to access government programs, public services, or all facilities provided by the State.

DKPS Cianjur Regency has made several innovations to improve service quality, one of which is the Integrated Population Administration Service Management System (*SIMPELAKU*) which is implemented online which was launched in 2021. This innovation is expected to provide convenience for the community and can be an effort to improve the quality of population administration services. This *SIMPELAKU* has 2 characteristics, namely for submitting population registration and civil registration.

With this *SIMPELAKU* innovation, it is expected to improve the quality of population administration services in Cianjur Regency. This certainly has an impact on the level of community satisfaction with the services provided by *DKPS* Cianjur Regency. To determine the impact of *SIMPELAKU* on improving service quality, the following is the community satisfaction index (*IKM*) semester 2 of 2022 to semester 2 of 2023 in service at *DKPS* Cianjur Regency.

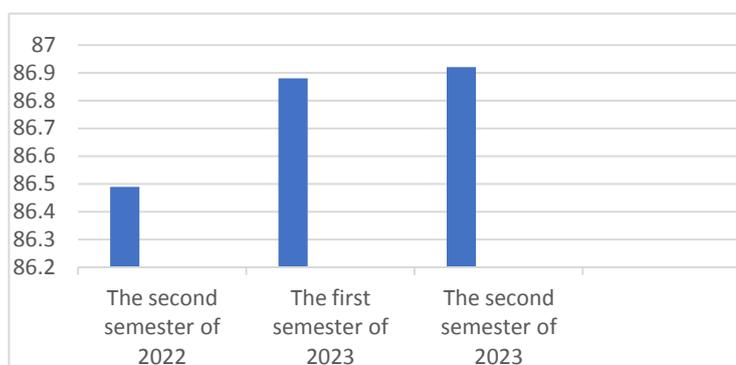


Figure 1 Community Satisfaction Index Survey on Population Administration Services in *DKPS* Cianjur Regency (Source: *DKPS* Cianjur Regency, 2023)

Based on figure 1, the implementation of public services in *DKPS* Cianjur Regency has reflected good service quality with an increase from semester 2 of 2022 to semester 2 of 2023. But in fact researchers still find several problem phenomena related to public services through *SIMPELAKU*, as for the problem phenomena found, namely:



Figure 2 *Simpelaku* who cannot submit residence documents outside working hours (Source: *simpelaku*, 2023)

Based on figure 2, *SIMPELAKU* cannot apply for residence documents outside working hours and *SIMPELAKU* also have limited quotas for submissions per day, if using the online system there should be no limited time and place.

In addition, unclear procedures are felt by the people of Cianjur Regency, such as the lack of available information about the procedures and requirements needed and resulting in many people who will submit population and civil registration documents fail and have to repeat from the beginning to submit documents through *SIMPELAKU*, can be seen in figure 3 below:

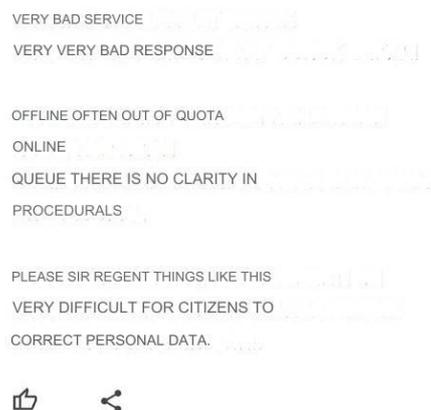


Figure 3 Public complaints related to unclear procedures (Source: Google *DKPS* Cianjur Regency Review)

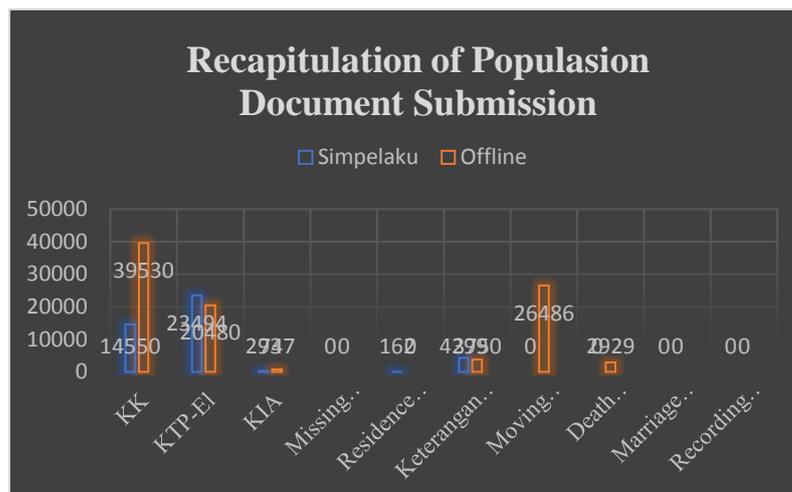


Figure 4 Recapitulation of Document Submission through Simperers January - October 2023 (Source, *DKPS Cianjur Regency*, 2023)

Based on figure 4, it can be seen that the orange bar is still dominant, this explains that there are still many people who file population documents offline, one of the reasons people still come directly to the office is because they do not understand how to use *SIMPELAKU*, do not know the existence of *SIMPELAKU* and there are obstacles from the *SIMPELAKU* system.

Based on the explanation above, researchers are interested in conducting research on *SIMPELAKU* Service Quality In An Effort To Improve The Quality Of Service At The Cianjur Regency Population And Civil Registration Office.

B. LITERATURE REVIEW

Public Administration

Public administration explains the historical basis of government studies and epistemological matters related to public service as an academic profession. As interdisciplinary, public governance can be described as a multi-dimensional field of science involving various research traditions and approaches that focus on systems of government, politics, economics, technology, law, social and culture. (Waldt G van der, 2017:183-202)

Pollitt (2010: 292) explains that public administration in general focuses on the meaning, function and structure of the public sector domain in all its forms. Administration has the characteristics of diversity and originated from various theories of schools of thought.

Public Management

Public management is a scientific branch of public administration that explains the budgeting system, organizational restructuring, program evaluation and resource management. Public management has a concept that is very dependent on the existing situation and environmental conditions so that it can function properly.

According to Rakhmat (2018: 106) public management at large is an action approach that coordinates and integrates public program activities. Public management is an amalgamation of norm-based orientations from traditional administration and modern management orientations. Public management cannot

be separated from public policy, because public management includes managerial, budgeting, and financial management, human resources, and technology components.

Public Service

According to Moenir (2015: 17) service is a process of meeting needs through the activities of others directly. The essence of public service is the provision of excellent service to the community which is a manifestation of the obligation of the government apparatus as public servants.

Several researchers such as Hardiyansyah (2011: 12) and Ratminto and Atik Septi Winarsih (2007: 4-5) explained that public services include all forms of services, both goods and services, organized by government agencies and state/regional owned enterprises as a form of responsibility in meeting needs and serving interests in accordance with applicable regulations in order to achieve satisfaction of the service recipient community.

Quality of Public Services

Parasuraman, Zeithaml & Berry (1985:41-50) defines that service quality as the level and direction of the gap that exists between people's expectations and perceptions, in different dimensions of service quality, discrepancies that can affect people's behaviour in the future. This definition is also the starting point of the SERVQUAL model for measuring service quality. Zeithaml, Parasuraman & Berry 1988 (12-40) condensed it into five dimension: reliability, assurance, tangibles, empathy and responsiveness (RATER).

E-Government

According to Rahayu and Juwono (2019: 318), the government uses information and communication technology to provide public services for the community. With an integrated e-government portal, public services become more accessible without having to queue for a long time or take a lot of time. The public and private parties also more easily access information and interact with various government institutions. This helps save time and costs for the community in taking care of public service needs.

SIMPELAKU

The Integrated Population Administration Service Management Information System (*SIMPELAKU*) is one of the innovations in the Cianjur Regency Population and Civil Registration Office whose system works online or through the website. Through this *SIMPELAKU*, the people of Cianjur Regency can apply for population and civil registration documents, such as Family Cards (*KK*), *KTP-EL*, Child Identity Cards (*KIA*), Displaced Persons Certificates, Residence Certificates, Move Certificates, Birth Certificates, Death Certificates, Marriage Certificates and Name Change Registration digitally through mobile devices or computers connected to the internet without having to go directly to the office Cianjur Regency Population and Civil Registration Office.

The benefits of using *SIMPELAKU*, namely:

1. Make it easier for people to access online population and civil registration document recording services without having to come directly to the office physically. This saves time and transportation costs.

2. Speed up the process of processing *KTP*, *KK*, Birth Certificate, etc. documents because there is no need to queue long at the service counter.
3. Provide certainty of the status of document requests through the online status tracking feature, so that service transparency is guaranteed.
4. Reduce illegal levies and bribes in the process of making documents, because online services lack physical interaction with officers in the field.
5. Improve the performance and accountability of the *disdukcapil* apparatus with an integrated online service and monitoring system.
6. Population data is more neatly organized, valid and integrated between related institutions through online databases.
7. Services are faster, more precise, cheaper and easily accessible from anywhere by all people in Cianjur Regency.

C. METHOD

The object of research conducted by researchers is the people of Cianjur Regency. This study used the quantitative method with a descriptive approach. The population in this study of Cianjur Regency people who submitted population documents through *SIMPELAKU* from January to October 2023 was 93,922 people. The sample in this study was as many as 100 people with a standard error of 10%.

In this study researchers used Likert scale measurements, Likert scale. According to Sugiyono (2022: 93), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, the data analysis techniques used were validity tests, reliability tests and hypothesis tests.

D. EXPLANATION

Judging from the research that has been done, researchers divide the characteristics of respondents into several parts, as follows:

Table 1 Characteristics of respondents by gender

No	Gender	Sum	Percentage (%)
1	Legal Law	49	49%
2	Woman	51	51%
Total		100	100%

Source: researcher, 2024

The characteristics of respondents based on male sex amounted to 49 people or 49% and women amounted to 51 people or 51%. So the largest respondents by gender in this study were women.

Table 2 Characteristics of respondents by age

No	Age	Sum	Percentage (%)
1	<30 Years	49	49%
2	30 – 40 Years	36	36%
3	40 – 50 Years	14	14%
4	>50 Years	1	1%
Total		100	100%

Source: researcher, 2024

The characteristics of respondents based on the age of <30 years amounted to 49 people or 49%, the age of 30-40 years amounted to 36 people or 36%, the age of 40-50 amounted to 14 people or 14% and the age of >50 years amounted to 1 person or 1%. So the largest respondent based on age in this study was the age of <30 years.

Table 3 Characteristics of respondents based on the purpose of the submission

No	Purpose of Application	Sum	Percentage (%)
1	Resident Registration	60	60%
2	Civil Registration	40	40%
Total		100	100%

Source: researcher 2024

The characteristics of respondents based on the purpose of submission are 60 people or 60% aim to file population registration documents and the purpose for civil registration is 40 people or 40%. This shows that the largest characteristic of respondents based on the purpose of filing is for resident registration.

Table 4 Intensitas Pengajuan

No	Submission Intensity	Sum	Percentage (%)
1	1 times	66	66%
2	2 times	27	27%
3	3 times	7	7%
4	>3 times	0	0%
Total		100	100%

Source: researcher, 2024

It is known based on the intensity of submission 1 time amounting to 66 people or 66%, 2 times amounting to 27 people or 27% and 3 times 7 people or 7%. This shows that the intensity of submission through the largest *SIMPELAKU* is 1 time.

Validity Test Results

Table 5 Service Quality Validity Test Results

No Item	R count	R table	Information
1.	0,57	0,30	Valid
2.	0,72	0,30	Valid
3.	0,67	0,30	Valid
4.	0,61	0,30	Valid
5.	0,59	0,30	Valid
6.	0,72	0,30	Valid
7.	0,60	0,30	Valid
8.	0,67	0,30	Valid
9.	0,74	0,30	Valid
10.	0,55	0,30	Valid
11.	0,64	0,30	Valid
12.	0,56	0,30	Valid
13.	0,77	0,30	Valid
14.	0,71	0,30	Valid
15.	0,67	0,30	Valid

Source: processed SPSS data version 26, 2024

Based on the validity test, all statement items are valid, which means that all statements can measure what will be measured, namely the quality of service of *SIMPELAKU* in an effort to improve the quality of service at *DKPS* Cianjur Regency.

Reliability Test Results

Table 6 Service Quality Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.906	15

Source: SPSS data processing version 26, 2024

The alpha value in this study is 0.906, this value is greater than 0.6, which means that the variable instrument of service quality is reliable or acceptable with an extraordinarily good degree of reliability.

The following is a presentation of the results of research on the quality of *SIMPELAKU* services based on the size of each dimension in terms of percentage and average indicators:

Tangibles Dimension

Based on the results of the study, the average per indicator of the dimensions of tangibles was obtained as follows:

Table 7 Dimensions of Tangibles

Dimension	Indicator	Rate
Tangibles	The appearance of the <i>SIMPELAKU</i> website is easy to understand	4,34
	<i>SIMPELAKU</i> website makes it easier for people	4,47
	Office facilities worth using	4,33

Source: researcher, 2024

Based on table 7, indicator number 2 regarding the *SIMPELAKU* website makes it easier for people to obtain the highest average score of 4.47. Meanwhile, indicator number 1 gained an average of 4.34 and indicator number 3 gained an average of 4.33. In terms of percentage, the tangible dimension for the quality of *SIMPELAKU* services in *DKPS* Cianjur Regency achieved a success rate of 17.52%. Improving the appearance of the website and office facilities can improve the perception of service quality.

Reliability Dimension

Table 8 Dimension of Reliability

Dimension	Indicator	Rate
Reliability	Officers can complete documents appropriately	4,51
	Officers are responsible for providing services	4,59
	Officers provide fast service	4,46

Source: researcher, 2024

Based on table 8, indicator number 2 regarding officers responsible for providing services obtained the highest average value of 4.59. Meanwhile, indicator number 1 gained an average of 4.51 and indicator number 3 gained an average of 4.46. In terms of percentage, the reliability dimension for the quality of *SIMPELAKU* services in *DKPS* Cianjur Regency achieved a success rate of 18.08%. But the speed of service still needs to be improved.

Responsiveness Dimension

Table 9 Dimension of Responsiveness

Dimension	Indicator	Rate
Responsiveness	Attitude of officers in dealing with community complaints	4,46
	Responsive officers in dealing with community complaints	4,47
	Officers provide assistance when problems occur	4,54

Source: researcher, 2024

Based on table 9, indicator number 3 regarding officers providing assistance when problems occur obtained the highest average value of 4.54. Meanwhile, indicator number 2 gained an average of 4.54 and indicator number 1 gained an average of 4.46. In terms of percentage, the responsiveness dimension for the quality of *SIMPELAKU* services in *DKPS* Cianjur Regency achieved a success rate of 17.96%. However, the attitude of officers in dealing with complaints still needs to be improved.

Assurance Dimension

Table 10 Dimension of Assurance

Dimension	Indicator	Rate
Assurance	The officer has knowledge related to the <i>SIMPELAKU</i>	4,52
	The officer provides information about the procedure for submitting residence documents through the <i>SIMPELAKU</i>	4,41
	Officers provide services free of charge	4,46

Source: researcher, 2024

Based on table 10, indicator number 1 regarding officers having knowledge related to *SIMPELAKU* obtained the highest average score of 4.52. Meanwhile, indicator number 3 gained an average of 4.46 and indicator number 2 obtained an average of 4.41. In terms of percentage, the assurance dimension for the quality of *SIMPELAKU* services in *DKPS* Cianjur Regency achieved a success rate of 17.85%. However, the delivery of procedure information is still lacking.

Empathy Dimension

Table 11 Dimension of Emphaty

Dimension	Indicator	Rate
Emphaty	Comfortable service	4,50
	Fair service	4,47
	Friendly service	4,46

Source: researcher, 2024

Based on table 11, indicator number 1 regarding comfortable service obtained the highest average value of 4.50. Meanwhile, indicator number 2 gained an average of 4.47 and indicator number 3 gained an average of 4.46. Judging from the percentage, the dimension empathy for the quality of *SIMPELAKU* services in *DKPS* Cianjur Regency achieved a success rate of 17.90%. However, there is still room for improvement so that people feel more cared for.

Hypothesis Test Results

Table 12 Hypothesis Test Results

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality of Service	94.246	99	.000	67.0500	65.638	68.462

Source: SPSS data processing version 26, 2024

Based on the results of the hypothesis test calculation in table 12, it shows that the service quality variable is 94,246. The value of the calculated t compared to the table t value is found in the table listed in the appendix based on $dk(n-1)$ and the error level is set at 5% or equal to 0.05 to $df=100-1=99$ so that the table t is obtained 1.66039. Based on the results of the table above, it can be seen that t count $94.246 > t$ table 1.66039 then H_1 is accepted and H_0 is rejected. This shows the quality of *SIMPELAKU* services at *DKPS* Cianjur Regency good.

This study provides an evaluative study of the quality of *SIMPELAKU* services in *DKPS* Cianjur Regency. *SIMPELAKU* is an e-government-based public service innovation implemented to improve the quality of population administration services in Cianjur Regency. In assessing the quality of *SIMPELAKU* service, this study uses dimensions from Zeithaml, Parasuraman & Berry (1988: 12-40) which include tangibles, reliability, responsiveness, assurance and empathy. This comprehensive research provides an overview of the quality of *SIMPELAKU* services from various important aspects.

The research findings revealed that overall, the people of Cianjur district considered the quality of *SIMPELAKU* services to be good. However, the tangibles dimension received the lowest score with a contribution of 17.52%. In addition, this study also identified several obstacles in the implementation of *SIMPELAKU*, such as limited submission time, limited submission quota per day, lack of clarity of procedures, and low public understanding in using *SIMPELAKU*.

On the other hand, the results of this study show an increase in public satisfaction with the services of *DKPS* Cianjur Regency with the existence of *SIMPELAKU*. This indicates the positive contribution of e-government-based service innovation in improving the quality of public services. Thus, the novelty of this research lies in comprehensive research, identification of constraints and evaluation of the impact of perpetrators on community satisfaction. This finding provides important input for the Cianjur district government to continue to optimize *SIMPELAKU* services in the future.

E. CONCLUSION

Based on the research conducted, it can be concluded that the quality of *SIMPELAKU* services at the Cianjur Regency population and civil registration service is considered good. Although the overall quality of *SIMPELAKU* services is considered good, there are still several aspects that need to be improved, such as decent office facilities and the appearance of the *SIMPELAKU* website that is easy to understand. These efforts are expected to improve the quality of *SIMPELAKU* services on an ongoing basis in order to meet the needs and satisfaction of the community.

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