

QUALITY OF SERVICE IN MAKING KTP AND KK IN SURADE SUBDISTRICT, SUKABUMI REGENCY

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ABSTRACT

The government in implementing public services must improve the quality of services and ensure the provision of optimal public services. The problem phenomenon focuses on the not optimal quality of service in terms of errors in writing KTP and KK identities, the absence of blanks, the lack of optimal human resources, resulting in human error. The eori used by Zeithaml Parasuraman Barry (2011) include Physical evidence, Reliability, Assurance and Empathy. The research method uses observation, interviews, and documentation. The research instrument is purposive sampling. The analysis unit and the informant's setting used snowball sampling. Data validation using triangulation, data analysis using data condensation, data view, and drawing conclusion. With tangible results, it has been felt well by the people of Surade District. Based on the reliability of the service unit's ability to provide the promised service immediately and satisfactorily for service users is still not well felt and the Responsive Dimension is still not well implemented. in conclusion Service standards in District Offices Surade has been implemented in accordance with applicable procedures, but the quality of service provided is still not good because the officers who provide waiters are not friendly so they do not provide comfort for service users at the Surade District Office, Sukabumi Regency.

Keywords: *Service Quality, Public Services, KTP Making and KK Making*

A. INTRODUCTION

The *Undang-Undang Nomor 25 Tahun 2009* concerning public services regulates the principles of good government which is the effectiveness of the functions of government itself. Public service has become a strategic policy issue because the implementation of public services is a form of organizational performance. Herbert A.Simon said that an organization is a plan for a

cooperative business in which each participant has a recognized role to carry out and obligations or tasks to be carried out. In the government environment, human resources are referred to as civil servants who serve as state apparatuses who provide services to the community in a professional, honest, fair and equitable manner in the implementation of state duties, governance and development based on loyalty and obedience to the *Pancasila* and the *Undang-Undang Dasar 1945*.

The government in carrying out public services should improve the quality and guarantee the provision of public services in accordance with the general principles of government to provide protection for every citizen. In accordance the *Peraturan Menteri Pendayagunaan Aparatur Negara Nomor 63 Tahun 2003* concerning general guidelines for the implementation of public services, it is explained that there are various forms of services carried out by government agencies at the center, in the regions, and within state-owned enterprises or services, both in the context of efforts to meet the needs of the community and in the context of implementing the provisions of laws and regulations, including in the ranks of sub-district governments, where efforts to meet the needs of the community in the field of population administration such as: making a cover letter to make an ID card, family card, certificate, and others.

In connection with attitudes and services that are very important in determining the quality of services of a government institution / agency to determine superior service / excellent attitude / excellent attitude is the attitude / way of employees in serving the community well until the community is satisfied to get a level of excellent / superior service every employee must have certain skills including looking attractive, neat, calm at work, be friendly, not high-hearted, because of the dependence between the community and the employee himself masters the good work of tasks related to the department / department and other parts to be able to communicate well, be able to understand the customer's language and have other abilities about customer complaints / society professionally which is a technique in fulfilling, responding to, the interests of other people's complaints. In order for the services that can be provided to succeed well, the behavior of a person in serving this very decisive behavior can be in the form of a body / organization that is responsible for the implementation and its people in order to run well the paradigm of local government developed according to the *UU No 32 tahun 2004* which relies on democratic values, empowerment / service this means that the regions have the authority in making decisions that are related to the development of potential that owned and as a means to support the process of public services and the duties of this sub-district, one of which is to carry out community services to carry out all sub-districts in this case the sub-district and its employees are required to have high loyalty in order to achieve the goals set earlier in order to strive to improve their services to the community, for this reason, it is necessary to have a government that must really function as a community service, not just a tool government.

As described above, it can be seen that service is a basic problem for government agencies and the Surade sub-district government is no exception, which is directly dealing with the community in providing services in making

KTP and KK services. The forms of service that exist in Kantor Kecamatan Surade in general can be seen in the following table:

Table 1 Forms of Service in Surade District

No	Types of Services	Forms of Service	People's Names		Address	
			Village Buniwangi	Village Sandipis	Village Buniwangi	Village Sandipis
1	Population Administration	- Making Identity Card(KTP) - Family Card Making	- Act - Nunung - Ripal - Galih - Manta - Akin - Sujana	- Dodi HS - Supriyati - Okeu Silviani - Aldi Siswandi - Imas Masitoh - Nia - Suwandanata	- Warungtilu - Warungtilu - Warungtilu - Warungtilu - Warungtilu - Warungtilu	- Warungtilu - Warungtilu - Warungtilu - Warungtilu - Warungtilu - Warungtilu
2	Cover Letter Licensing	- Building Permit (IMB)	- Gino - Ade - Holil - Eli - Nurlaeli	- Unang - Ade	- Rhinowhite - Warungtilu - Warungloa - Warungloa	- Warungtilu - Warungtilu
3	Cover Letter	- Land Certificate (SKT), - Certificate Indemnity (SKGR)	- Aci - Ade - Ade - Acep - Yanti	- Holil - Eli Nurlaeli - Enang - Heri - Jumbo	- Warungtilu - Warungtilu - Warungtilu - Warungtilu - Warungtilu	- Warungloa - Warungloa - Warungtilu - Warungtilu - Warungtilu

Source: *Surade District 2022*.

Based on the table above, it can be seen the various types of services provided by Surade District, Sukabumi Regency, including the population administration which contains the manufacture of identity cards (KTP), making family cards (KK), permits permits, namely building permits (IMB) and introduction to information (Land certificates (SKT) and compensation certificates (SKGR).

Researchers heard the absence of blanks, the lack of competent human resources, service providers should be synergistic with their competencies in order to carry out their duties optimally or properly, here are writing errors in making KTP and KK in Surade District, Sukabumi Regency.

Table 2 Writing Errors in Making KTP and KK

No	Information	Moon (2022)		
		June	July	Agustus
1	Incorrect writing of name in KTP	2	-	2
2	Writing error of the month in the KTP	1	-	1
3	Mistake in writing the date of birth in the KTP	-	1	1
4	Name writing error in KK	89	99	79
5	Lunar writing errors in KK	23	12	20
6	Writing errors of months and years in KK	5	-	5
Sum		120	112	108

Source: *Surade District Office Archival Data 2022*

From table 2 above, it is described that there are errors in writing names on KTP and KK, for errors in writing names on KTP 2 times in June, 2 times writing errors in names on KTP in August, then writing months on KTP 1 time in June, 1 time in, August, then mistakes in writing the date of birth on the KTP 1 time in July and 1 in August, then there are errors in writing the name on the KK 89 errors in June, 99 errors in July, and 79 errors in August, then the writing of the month on the KK 23 times in June, 12 times in July, and 20 times in August, the next writing month and year on the KK , 5 errors in June, and 5 errors in August.

From the data above, it can be observed that the phenomenon of this research problem focuses on the non-optimal quality of service in terms of errors in writing KTP and KK identities, lacking facilities such as the absence of blanks, not optimal human resources competent can be seen from the many errors in writing the identity of KTP and KK.

Based on the phenomena of a problem above, researchers are interested in conducting a study with the title "Service Quality in the Making of KTP and KK Services in Surade District, Sukabumi Regency".

B. LITERATURE REVIEW

Public services or public services can be defined as any form of service, both in the form of public goods and public services which in principle are the responsibility and carried out by government agencies at the center, in the regions and within BUMN and BUMD, in order to meet the needs of the community and in the context of implementing the provisions of laws and regulations (Ratminto. 2005: 5).

According to Batinggi (2001:12), public service can be interpreted as an act or activity carried out by the government to take care of things needed by the community or the general public. Thus, the obligation of the government is to provide public services to which every citizen is entitled. Meanwhile, according to Agung Kurniawan (Harbani, 2011: 128) public service is the provision of services (serving) the needs of others or the community who have an interest in the

organization in accordance with the main rules and standards that have been set. Meanwhile, according to Sadu Wasistino in Handyaningrat (1994), public services are the provision of services either by the government or the private sector to the community with or without payment to meet the needs and or interests of the community.

The *Undang-Undang Nomor 25 Tahun 2009*, it has been explained that the definition of public service is an activity or series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers. Meanwhile, public service providers in the *Undang-Undang Nomor 25 Tahun 2009* are described that it is any state organizing institution, corporation, independent institution formed under the law for public activities, and other legal entities formed solely for public service activities. Meanwhile, users of public services are people, communities, government agencies and legal entities that receive services from government agencies.

From the definition according to the experts above, the researcher interprets that public services are all forms of services either in the form of public or public services which in principle are the responsibility and carried out by agency agencies or also activities in order to meet service needs in accordance with laws and regulations for every citizen and resident of goods, services and administrative services that have been provided by public service providers.

In the opinion of Manullang (1985:17) The definition of management is the art and science of planning, organizing, compiling, directing and supervising human resources to achieve the goals that have been set in advance. So management can be said to be a process that is carried out to coordinate various activities to achieve results that cannot be achieved if one individual acts alone.

Public service is a service intended to serve all members of society in accordance with the laws and regulations for every citizen. It is usually provided by the government to people living within its area, either directly or by financing the provision of services. This is associated with the social consensus that certain services should be available to all, regardless of income, physical abilities or mental acuity.

Meanwhile, public service management can be interpreted as a process of applying science and art to compile plans, implement plans, coordinate and complete service activities in order to achieve service goals or in other words, public service management means a process of planning and implementing them and directing or coordinating the completion of public service activities in order to achieve service goals predetermined public.

It is contained in the *Undang-Undang Nomor 25 Tahun 2009* concerning Public Services which defines public services as follows: Public services are activities or series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers.

According to Fandy Tjiptono (1995: 13) Service quality is a dynamic thing related to products, services, people, processes and the environment that meet or

exceed expectations. The word quality itself contains many meanings, some examples of the notion of quality are:

1. Conformity to the problem.
2. Suitability for use.
3. Continuous improvement.
4. Free from damage/defects.
5. Fulfillment of customer needs from the beginning and at all times.
6. Do everything right.
7. Something that can make customers happy.

In principle, the above understandings are acceptable, the question is what characteristics contribute to determining the quality of public services, these characteristics are:

1. Timeliness of service, which includes waiting or processing time
2. Accuracy of service, which includes error-free
3. Courtesy and friendliness in providing service
4. Ease of obtaining services, for example the number of officers who serve many supporting facilities such as computers
5. Convenience in obtaining services, related to location, space where the service is located, parker place, availability of information and others
6. Other service support attributes such as air-conditioned waiting rooms
7. Hygiene and others.

Improvement in public services is characterized by the improvement of work based on conceptions carried out in various ways, namely through improvements:

1. Efficiency
2. Efectivity
3. Quality
4. Creativeness

So if these four things are successfully pursued for improvement, there will be an increase in productivity that will provide benefits for many parties based on experience in developing a productivity culture that will provide benefits for many parties.

In assessing the quality of public services, there are several indicators that can be used as follows:

1. *Responsiveness* is the responsiveness of service providers to the expectations, desires, aspirations and demands of service users.
2. *Responsibility* is a measure that shows how far the process of providing public services is carried out in accordance with predetermined provisions
3. *Accountability* is a measure that shows how big the process of providing services is in accordance with the norms that develop in society.

Some researchers have conducted research that there are 7 (seven) things that must be avoided by the government in carrying out public services, the government's ignorance of this causes a gap between society and its government, namely:

1. Apathy
2. Refusing to deal

3. Be cold
4. Look down on
5. Works like a robot
6. Too strict on the procedure
7. Often throws affairs to the other party.

Meanwhile, indications of the poor quality of public services in the government bureaucracy, which are more attributable to:

1. Low salary
2. Mental attitude of the government apparatus
3. Poor economic conditions in general

In essence, the quality of public services can be known by comparing the perceptions of customers (the public) of the services they really want. If the service in practice received by the community is the same as their expectations or wishes, then the customer is said to be satisfactory. The creation of customer satisfaction can provide various benefits, including the relationship between the community and service providers to be harmonious, thus providing a good basis for creating community loyalty.

From the description above, it is clear that the services provided by the State apparatus cannot be separated from the bureaucracy and cannot be separated from the ethics of the bureaucrat service itself.

This research uses the theory of *Zeithaml Parasuraman Barry (2011: 46)* including Physical evidence, Reliability, Responsiveness, Assurance and Empathy, The quality of service can be judged from indicators or as follows:

Table 3 Public Service Quality Indicators

No.	Indicators/Criteria	Description
1	Physical evidence	Reflected on physical facilities, equipment, personnel and communication materials
2	Reliability	Ability to meet services that are presented appropriately and reliably
3	Responsiveness	Willingness to help customers by providing the right service
4	Guarantee	Knowledge and courtesy of employees and their ability to accept trust and confidentiality
5	Empathy	Individual attention that the office gives to the community

Zeithaml Parasuraman Barry (2011:46).

According to Sudarmayanti (2004: 83) what is meant by the nature of public service is:

1. Improve the quality and productivity of the implementation of these duties and functions of government agencies in the field of public services.
2. Encourage the effectiveness of service systems and governance, so that public services can be organized more efficiently and successfully.
3. Encourage the growth of creativity, initiatives and community participation in development and improve community welfare.

Meanwhile, according to the US. Moenir (2000: 27) what is meant by the nature of service is a series of activities, because it is said to be a process, meaning that the service takes place regularly and continuously.

To be able to provide satisfactory service for service users, the implementation of services must meet the following service principles (The *Keputusan MENPAN Nomor 63 Tahun 2003*).

1. Transparansi

It is openly easy and accessible to all parties in need and is adequately provided and easy to understand.

2. Accountability

Can be accounted for in accordance with the provisions of laws and regulations.

3. Conditional

In accordance with the conditions and abilities of service providers and recipients by adhering to the principle of efficiency and effectiveness.

4. Participation

Encouraging community participation in the implementation of public services by taking into account the aspirations, needs and expectations of the community.

5. Similarities

Rights Are not discriminatory in the sense of not distinguishing ethnicity, race, religion, class, gender and economic status.

6. Balance of Duty Rights.

7. The giver and receiver of public services shall fulfill the rights and obligations of each party.

Subdistrict is a division of administrative regions in Indonesia under regencies/municipalities consisting of villages and sub-districts. In terms of Regional Autonomy, Subdistricts are Regional Apparatus Work Units (SKPD) of Regencies / Municipalities that have certain working areas under the leadership of the Sub-District.

According to Nurcholis, (2005: 133) what is meant by Subdistrict is the working area of the sub-district as a regional apparatus of the regency/city. The sub-district is a district/city device not as the head of the region. The formation of sub-districts is stipulated by local regulations. In the *Undang-Undang Nomor 32 Tahun 2004* concerning local government in article 126 Paragraph (1) it is stated:

The sub-district is headed by the sub-district head who in carrying out his duties obtains a partial delegation of the authority of the regent or mayor to handle part of the affairs of regional autonomy.

Delegation of part of the authority of the regent/mayor to the sub-district head can use two patterns, namely:

1. Uniforms for all sub-districts

2. Uniforms for certain authorities of a general nature coupled with specific (special) authorities that correspond to the characteristics of the territory and its inhabitants. (Wasistiono, 2003: 86).

Through the delegation of authority that varies according to the objective conditions of the District, further strategic steps can be prepared as follows:

1. Develop Subdistrict organizations

2. Drawing up an estimate of personnel needs in terms of quantity and quality
3. Estimate budget needs for each sub-district
4. Estimate the need for minimal supporting facilities and infrastructure.

Identity Card (KTP) is the official identity of a resident as proof of self issued by the implementing agency that is valid in all areas of the Unitary State of the Republic of Indonesia. This card is mandatory for Indonesian Citizens (WNI) and Foreign Citizens (WNA) who have a Permanent Stay Permit (ITAP) who are 17 years old or have been married or have been married. Children of foreign parents who have ITAP and are already 17 years old are also required to have an ID card.

Family Card (KK) is a Family Identity Card that contains data about the composition, relationship and number of family members. The Family Card is a must-have for every family. This card contains complete data on the identity of the Head of the Family and his family members. Family cards are printed in duplicate 3 which are each held by the Head of the Family, the Head of the RT and the Village Office. Family Card (KK) is a document belonging to the local provincial government and therefore must not cross out, change, change, add to the contents of the data listed in the Family Card (KK).

Every time there is a change due to Data Mutation and Biodata Mutation, it must be reported to the Lurah and a new Family Card (KK) will be issued. Newcomers who have not registered themselves or have not had the status of a local, their name and identity must not be included in the Family Card.

C. METHODS

Research methods in this study use data collection techniques including:

1. Observation

According to Sugiono (2009: 166) Observation is the observation and recording of the symptoms studied. The observations made are direct observations. To see how the implementation of public services in Surade District, Sukabumi Regency.

2. Interviews

According to Sugiono (2009: 72) An interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. The author conducted a question and answer interview directly to the Surade sub-district employee. In this study, the author conducted a structured interview with the source (*key informant*), namely using a guide in the form of questions that will be asked to informants related to the title of the study. The tools used in this study areah cellphone book and pen.

3. Documentation

Documentation is the collection of data through books or literature or even evidence and documents related to the research carried out. Documentation in this study was obtained from the Surade Subdistrict office of Sukabumi Regency or books and other literature related to the title of this study.

The types and sumber data that researchers use are:

1) The type of research carried out is qualitative research. Qualitative research is a research method by directly describing the phenomena that occur in the object of study.

2) Data Source

In every research to be able to support the process and results of the research, certain and real data from the object of research is needed. In this case the data source used is :

a. Primary Data

Primary data is data that the researcher collects directly from his object. Where the primary data here is obtained through direct observation in the field from the results of interviews .

b. Secondary Data

Secondary data is data obtained to complement the primary data obtained from the agency concerned. Where the secondary data here is obtained through records owned by the relevant agencies needed for this study, it covers:

- 1) The type of services provided by the Surade Subdistrict Office, Sukabumi Regency.
- 2) The number of apparatuses of the Surade Sub-district Office of Sukabumi Regency.
- 3) A brief history of the establishment of the Surade Sub-district Office of Sukabumi Regency.
- 4) The organizational structure of the Surade Sub-district Office of Sukabumi Regency.
- 5) The situation of the residents of Surade District, Sukabumi Regency.
- 6) Educational facilities and infrastructure as well as worship facilities in Surade District, Sukabumi Regency.

Table 4 Research Informants

No.	Informant	Position	Number of Informants	Pedestal
1.	Informant 1	Sub-district head of Surade	1 person	The plan maker in carrying out the quality of service
2.	Informant 2	Surade District Secretary	1 person	Parties who record the quality of service in Surade District
3.	Informant 3	General and Staffing Staff	4 people	Parties who regulate activities while performing services in Surade District
4.	Informant 4	Public Service Kasi	5 people	Parties who regulate activities while performing services in Surade District
5.	Informant 5	Community	5 people	Parties who feel the

	Users Pembuatan KTP and KK Services Surade District		results or impact of the quality of service that has been felt in Surade District
	Sum	16 People	

Source: *Researcher, 2022*

A total of 16 informants consisted of the Sub-District Head of Surade, the secretary of Surade Subdistrict, the staff of the General and Personnel Section, the Head of Public Services, the Community of service users on KTP and KK services in Surade District, researchers took 5 informants who were the community of service users on the KTP and KK services in Surade District, Sukabumi regency.

Informants are a part of all individuals who are the object of research, which aims to obtain information about the object of study by observing only a part of the population, a reduction in the number of research objects (Mardalis, 2003:p 56). In taking the informant retrieval technique, the author uses a *non probability sampling* method where in this technique the number or size of informants is adjusted to the problem and purpose of the study. The specification of the *non-probabolity sampling* method used by the author is *purposive sampling*, which is a technique for deliberately determining informant samples with certain considerations (Sugiono, 2006: p. 96). That is, the researcher determines for himself the instrumen to be taken because there are certain considerations. So, the instrument taken is not random, but is determined by the researcher himself. The instruments in this study were divided into 2 (two), namely from the Surade District (as a secondary informant) and from the Surade District community (as a primary informant).

The unit of analysis in this study is the Surade Subdistrict apparatus. In qualitative research, researchers make observations, interviews and documentation to people who are seen as knowing the problem intended by the researcher. The determination of data sources in the interviewee is carried out by snowball sampling, which is a technique of determining subjects / objects (samples) which are initially small in number, then become enlarged according to the needs of the researcher, the number of informants in the field research process ends when the data needs have been met. Snowball sampling is a technique in determining samples that were initially small in number, but then these samples were told to choose their friends to use as samples" (Sugiyono, 2011: 61).

Data validation in this study uses triangulation techniques, "triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources" (Sugiyono, 2013: 241). In relation to on an ongoing basis, an examination of the validity of the data collected is always carried out so that there is no incorrect or inappropriate information in context.

There are three types of triangulation used as follows:

1) Source triangulation

Source triangulation can be done by checking data through various sources. Data sources in this study include laws and other regulations related to research,

interviews with informants, data from observations in the form of pictures and writings, as well as documents obtained from Surade District related to research.

2) Triangulation techniques

The examination techniques used are interviews, observations and documentation.

3) Time triangulation

Time triangulation is carried out by checking data with different techniques with different times and situations. In this study, checking the accuracy of the data was carried out by conducting interviews, observations and documentation with different times and situations.

Analysis is understood as the process of solving a complex topic of substance into smaller parts to better understand it. This research uses a qualitative approach that is carried out before entering the field, during the field and after the field, by examining all the collected data to improve understanding of the research. Related to the need for research data analysis used data analysis techniques model Miles and Huberman "there are three activity streams, namely 1). Data condensation, 2). Data views, and 3). Drawing conclusions/verification" (Miles and Huberman, 2014 : 31-33).

a) Data condensation

Data condensation refers to the process of selecting, focusing, simplifying, or modify the data that appears as field notes, interview transcripts, documents or other documents. "Data condensation is an analysis that sharpens, sorts, concentrates, discards, and organizes data in such a way, so that final conclusions can be drawn and confirmed" (Miles and Huberman, 2014: 31).

b) Data display

The next data analysis activity is data display. A view in this context is an arranged collection of information that allows for the drawing of action-taking conclusions. All are designed to gather organized information into a form that is directly accessible and summarized so that researchers can see what is happening and draw conclusions.

c) Conclusion/Verification

The last activity is drawing conclusions or verification. From the beginning of data collection, qualitative analysis interprets what it means by recording patterns, explanations, and causal currents. The final conclusion appears when data collection is complete depending on the size of the researcher's field records. The conclusions are also verified as a result of analysis.

D. EXPLANATION

The performance of public organizations is influenced by variegated factors. In the context of the application of standard operating procedures (SOPs) in the public organizational environment, it is said that one of the factors that determine the influence of sop policy implementation on employee performance in the organizational environment is the organizational structure. One of the most basic structural aspects of an organization is the basic size work procedures of SOPs. By using SOPs, implementers can take advantage of the available time. In addition, the SOP also homogenizes the actions of officials in organizations. The

Surade Sub-district Office already has a clear SOP and is seen in Peraturan Bupati Sukabumi Nomor 65 Tahun 2018 concerning *Standard Operating Procedures* (SOP) in the District. This standard includes the service process, service time, service costs, service products, infrastructure, and competence of service officers. Surade Subdistrict has clear Public Service Standards that are indeed important for employee guidelines in serving service users in the service process because it is based on service standards, the service process can run well.

To find out the implementation of SOPs at the Surade Subdistrict Office, Sukabumi Regency, it can be seen from the following indicators:

Service process

The service process is needed for service users. Based on research conducted at the Surade Sub-district Office, it has implemented convenience for service users who want to take care of their needs in the service department. One example of the convenience provided in the service process is to provide the conditions needed by service users to complete their needs in the service department. Based on the results of the interview, the researcher observed that the service at the Surade Sub-district Office has provided convenience to the community in the service process so that the community is not confused in taking care of all needs.

Service Time

The right time to complete work in a service process is important, because by completing it on time, it will not make service users wait. Employees must provide proper completion time so that service users are not disappointed. But not all work can be completed in a timely manner.

From the interview results, it is explained that employees have done services at the right time so that service users do not have to wait long in taking care of all needs. Apabila complete requirements will be completed immediately without delay, if it can be done quickly then there is no need to delay so that service users get satisfied service.

Service Fee

In managing needs in the sub-district, not all spend money to take care of it, depending on the type of service. The guarantee of certainty of costs is already in the *Peraturan Bupati Sukabumi Nomor 65 Tahun 2018* concerning Standard Operating Procedures (SOP) in the District. From the results of the interview with the Head of the General Section, it was explained that the cost guarantee does not exist or is free, making it easier for the public. With the guarantee that there are no fees from service employees, service users do not need to spend money to take care of their needs.

Quality of Public Services in the Making of KTP and KK Services in Kecamatan Surade, Sukabumi Regency

Service quality is the expected level of perfection and control over that perfection to meet customer wishes. In other words, there are two factors that affect the quality of services, namely the expected services and the perceived services. The implication is that the quality of service depends on the service provider's ability to consistently meet customer expectations.

To determine the quality of public services at the Surade Subdistrict Office in Sukabumi Regency, researchers used five dimensions of public service quality proposed by Zeithaml, Parasuraman and Berry:

Dimensions of Tangibles

The Tangible Dimension is the appearance of physical facilities, equipment, personal, and communication media in service. These dimensions include physical facilities, equipment, employees and communication facilities as well as operational vehicles. Thus direct/tangible evidence is one of the most concrete indicators. The form is in the form of all facilities that can be seen if this dimension is felt by the community as a good service user, the community as a service user is good, the community will judge well and feel satisfaction with the services provided by the District Office service employees. Surade but on the contrary if this dimension is perceived by the community as bad, then the community will judge badly and will not feel satisfied with the services provided by service employees. Work discipline is needed by every employee in carrying out services. Discipline is the basic capital that must be owned by employees, especially in the service department in order to show good performance, behavior and life patterns. Discipline is a requirement for the formation of attitudes, behaviors, and life systems that will shape the personality of employees who are full of responsibility at work, thereby creating conducive work atmosphere and supporting efforts to achieve goals. Moreover, in the service process, employees must be disciplined in terms of time and work discipline, especially in working on the needs of service users. Based on the results of interviews of service users, it is judged that employees at the Kec Office are very disciplined in providing services to service users.

Reliability Dimension

The Reliability dimension is the ability of the service unit to provide the promised service immediately and satisfactorily, this dimension is also the ability of the service provider to provide services in a timely and consistent manner. The fulfillment of appropriate and satisfactory services includes punctuality, proficiency in providing services and proficiency in responding to complaints if there are complaints coming in from customers and providing services reasonably and accurately. The carefulness or accuracy of employees in serving service users is very important for the service process. If employees are not careful in serving the community, mistakes will occur and create new jobs. Based on the research conducted, employees of the Surade Sub-district office are not careful or meticulous in serving the community so that mistakes often occur, but in order not to make mistakes again, the employees of Surade District require service users to check back what has been made so that mistakes do not repeat themselves.

Responsive Dimensions

The Responsive Dimension is the responsiveness of employees in providing services needed and being able to complete the services needed and being able to complete the services quickly according to the promised time period. This responsiveness is related to the employee's resourcefulness and way of thinking shown to customers. To measure the *Responsive* dimension in an effort to

determine the Quality of Service at the Surade District Office, it can be measured through the following indicators:

Ø Respond to any service user who wants to get service

Service employees are required to respond to service users who come. Service users will feel valued by service employees when service employees can give a good response. Responding to service users can have a positive effect on the quality of public service at the Kecamatan Surade office. From the results of interviews, the community judged that the responsiveness provided by service employees was good. Service users will be happy if employees at the Surade Sub-district Office are responsive to the needs of service users. This will be a good assessment for users of the service.

Ø Employees perform services quickly

Fast and precise service is an important thing that must be done as a form of responsiveness to service users, but in addition to fast service must also be done appropriately. Service users will feel happy when service employees carry out the service process quickly and precisely. Based on the interview, it is explained that the service at the Kec Office is veryfast and precise, but if there are only one or two employees, the service will be hampered or long.

Dimensions of Assurance

The Assurance dimension includes knowledge, abilities, courtesy and trustworthy traits possessed by employees. Guarantee is an effort to protect the community for its citizens against risks that if the risk occurs it can result in disruptions in the normal structure of life. In measuring the dimensions of Assurance in an effort to find out the Quality of Service at the Surade District Office, it is known that employees provide timely guarantees in service at that time if it can be completed by employees trying on time. Based on the results of interviews in conducting services depending on the type of service. If it can be completed in a few minutes, service users do not have to wait long and do not need to come again tomorrow, but if there is something that cannot be resolved, they will be guaranteed a day and must come again tomorrow.

Emphaty Dimensions

The Emphaty dimension includes ease of conducting relationships, good communication and understanding the needs of service users. The public has the right to obtain public services of decent quality. Government agencies must ensure that the public has received proper service. For this reason, it is necessary to regulate the relationship between citizens as consumers of public services and public service providers. To measure the dimensions of Emphaty in an effort to find out the Quality of Service at the Surade Sub-district Office, namely Precede the interests of service users and the needs of service users related to services in the District must be given top priority and must be in accordance with what is required by service users. Based on the results of interviews service employees have put the needs of the community first. Prioritizing the interests of service users is indeed very important because service users are a priority for service employees. If the service user does not feel that they come first, complaints will arise and will give a bad image to the service. It can be concluded that employees

at the Surade Sub-district Office have put the interests of service users first, making it easier for the community to take care of all needs.

The friendliness of service employees is indispensable in the service process. If the service employees are friendly, it will give a good assessment from service users, because basically everyone will like a place of service in which there are many friendly people. However, when researchers observed, not all employees provided hospitality to service users because there were some employees who chatted with other employees when serving service users. Based on the results of interviews, researchers found that there is still a lack of friendliness and politeness of employees towards service users. Because hospitality and politeness are indeed very important for service employees in the service process of serving service users so that service users feel satisfied with the services provided.

The attitude of respect in serving is also almost the same as the attitude of courtesy. An attitude of appreciation can be done by greeting and smiling with service users, providing explanations related to customer needs, and trying to have customer needs met. Researchers also observed that the service employees of the Surade District Office all have an attitude of respect for service users. The results of the interviews conducted by the researchers can be concluded that employees are good at serving and appreciating every service user, so that service users feel valued at the Surade District Office.

E. CONCLUSION

Based on the results of the research that has been carried out, it can be concluded as follows:

1. Prosedur Operational Standards(SOP) as a performance appraisal tool oriented towards institutional internal performance assessment, especially in terms of clarity of the work process of achieving smooth operational activities and the realization of coordination, facilitation and control that minimizes overlapping activity processes within the subdivision in the Surade Sub-district Office, Sukabumi Regency. Based on the results of the study, it is known that the service at the Surade District Office has been implemented in accordance with applicable procedures.
2. The quality of public services at the Surade Sub-district Office in Sukabumi Regency can be said to be not good because it has not gone according to community expectations, namely regarding the unfriendliness of service employees in serving service users. So that it makes people uncomfortable in taking care of all their needs.

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