

**ADMINISTRATION: THE QUALITY OF PUBLIC SERVICE  
IN THE FIELD OF POPULATION**

(A Study on E-KTP Services in Sukolilo District, Surabaya)

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**ABSTRACT**

Sukolilo District, Surabaya City as a government agency that provides public services at the sub-district level. As a regional apparatus for the City of Surabaya, Sukolilo District is an element of its territorial line whose activities are operational in nature, providing direct services to the community. As a public organization related to the implementation of service functions, the Sukolilo District Office, Surabaya City, as a public institution that provides licensing and non-licensing services, requires a level of service through improving the operational quality of employees, because high employee quality will reflect the quality of the organization as a whole. The aims of this study are as follows: To determine the quality of public services in the field of population administration (a case study of e-KTP services) in Sukolilo District, Surabaya City. The results of this study prove that the quality of public services is more dominant in providing a positive and significant influence on employee satisfaction. The conclusion obtained from this study is that the quality of public services in the field of population administration in e-KTP services in Sukolilo District, Surabaya City can be said to be good, this is because the facilities provided are adequate and the response from employees is good and the responsiveness of employees is very high. kind and empathetic from employees in solving problems in the field which aims to provide public service satisfaction to the community, but there are things that need to be improved, namely problems with the server network so that they affect service quality.

**Keywords:** *Quality of Service on E-KTP*

**A. INTRODUCTION**

Service is the process of fulfilling needs through the direct actions of others (Harbani, 2013). Public service refers to the delivery of services to meet the needs of others or the community who have interests in an organization, in accordance with the fundamental rules and established procedures (Agung Kurniawan, 2005:6 in Muslikhah, 2014). Public service is an effort by a group or an individual within a bureaucracy to provide assistance to the community to achieve certain objectives. One such form of public service is in the field of population administration, which is managed by the government. Population administration involves a series of activities for the organization and regulation of population documents and data, including civil registration, the management of

administrative population information, and the utilization of its outcomes for public services and other sectoral development.

Improving the quality of public services has become a significant issue. This is due to increasing public demands for quality services, while at the same time, the practices of service delivery have not undergone significant changes. The public consistently demands high-quality public services, even though such demands often go unmet due to services that are complicated, slow, and exhausting.

Based on the Decree of the Minister for State Apparatus Empowerment No. 63 of 2003 regarding general guidelines for public service delivery—such as service procedures, requirements, service personnel competence, service speed, fairness, cost certainty, and scheduling—the government has a responsibility to enhance public service quality.

Although the local government has made efforts to provide the best service, various problems still arise during the delivery process. These include prolonged processing times due to malfunctioning recording equipment, and the frequent unavailability or shortage of e-KTP blanks, which delays printing.

The issue of public dissatisfaction with e-KTP services at the Sukolilo District Office has drawn the attention of researchers. Based on the above background, the researcher is interested in examining “The Quality of Public Service in the Field of Population Administration (A Case Study of E-KTP Services) at Sukolilo District Office, Surabaya.”

## **B. RESEARCH METHOD**

This study employs a qualitative approach with a descriptive method. Qualitative research is a process of inquiry that produces descriptive data in the form of words—both spoken and written. This approach is chosen because it allows a direct presentation of the relationship between the researcher and the respondents, and is more sensitive and adaptive to the value patterns encountered (Moleong, 2013). Descriptive research involves the collection of data to provide an accurate depiction or clarification of a concept or phenomenon and to answer questions related to the subject of the research.

The aim is to describe and summarize various conditions, situations, or social phenomena occurring in the community that serves as the object of this study, and to bring these realities to light in order to reflect what is truly happening (Bungin, 2007).

The research focuses on the quality of public services in the field of population administration, specifically a case study of e-KTP services in Sukolilo District, Surabaya. The study is based on Tjiptono’s (2015) service quality theory, consisting of five dimensions:

1. **Tangibles:** Physical evidence including facilities, equipment, personnel appearance, and printed materials.
2. **Reliability:** The ability to provide promised services accurately and dependably.
3. **Responsiveness:** The willingness to help customers and provide prompt service.

4. Assurance: The knowledge, courtesy, and trustworthiness of staff.
5. Empathy: Providing caring, individualized attention to customers.

The research location was chosen to examine the quality of public service in the population administration field (specifically e-KTP services) at Sukolilo District, to assess the effectiveness of the service quality.

According to Sugiyono (2011), the research object is the scientific target for collecting valid, reliable, and objective data for specific purposes. The object of this study is the quality of public services in population administration at Sukolilo District, Surabaya.

Data sources come from service providers (district staff) and service users (local citizens). The data includes:

1. Primary data: Obtained directly from field observations and interviews with informants, including two district staff and three community members who received services.
2. Secondary data: Sourced from documents, internet references, newspapers, journals, etc.

Interviews were conducted face-to-face to gather responses relevant to the research problem. Observation was carried out over approximately one month to observe public service quality in population administration. Documentation included images and organizational materials like the profile, structure, vision, and mission of the Sukolilo District Office. Field notes were used to record both descriptive (what was seen, heard, and experienced) and reflective (researcher impressions and interpretations) observations. Data condensation involved selecting, focusing, simplifying, abstracting, and transforming data. Data presentation followed the qualitative approach using brief descriptions, flowcharts, and category relationships to facilitate conclusions.

Conclusions were drawn based on the research questions, summarizing key findings and aligning them with social contexts and the application of transitivity elements. The analysis looped back to initial stages to validate complex data (Miles & Huberman, 2014).

## C. RESULTS AND DISCUSSION

### Tangibles

Tangibles are one of the indicators of public service quality that cannot be separated from the delivery of public services. This aspect refers to physical evidence, including facilities and infrastructure, which help employees serve the public more efficiently. These include ID card recording equipment, waiting rooms, service equipment, physical facilities, service desks, newspapers, and communication media.

Regarding the facilities, infrastructure, cleanliness, and the appearance of employees—aligned with the existing rules in Sukolilo District Office, Surabaya—an interview with Mrs. Evi Dinda, a service staff member, revealed the following:

"In my opinion, providing services has been greatly supported by well-established facilities and infrastructure that aid the public service process. These facilities are arranged in a way that prioritizes public

comfort. Our workspace is always kept clean every day because we have janitors who clean in the morning and evening." (Wednesday, November 9, 2022)

From the above interview, it can be concluded that the available facilities have provided a sense of comfort to the public. Cleanliness is consistently maintained, contributing to a comfortable environment during service interactions. When asked whether facilities and infrastructure support employee discipline in service provision, Mrs. Evi stated:

"Yes, supporting employee discipline is very important as it enhances public comfort, especially when supported by adequate facilities and infrastructure." (Wednesday, November 9, 2022)

Based on this, it is concluded that employee discipline contributes significantly to public comfort in service delivery. However, the presence of adequate facilities and infrastructure is still essential. One of the keys to effective service delivery is employee discipline combined with the support of proper facilities and infrastructure, which together simplify the service process.

Providing quality public service requires continuous improvements to meet public satisfaction. The appearance and capability of physical facilities and their surrounding environment are tangible proof of service quality—this includes the physical facilities at the service location, the equipment used, and the employees' presentation while serving.

According to an interview with Mrs. Sia, a member of the public in Sukolilo District, regarding the employees' service process:

"I think the staff's service is already very good. The friendliness of the staff makes us feel comfortable and welcome while recording or processing ID cards. The complete office facilities also provide convenience for the public." (Friday, November 11, 2022)

This shows that the public already feels comfortable with the service provided. Adequate service facilities provide comfort to people during their visit. It can be concluded that the Sukolilo District Office, particularly the service department, has sufficient physical facilities and infrastructure to support public services.

The Sukolilo District Office has implemented the tangible dimension of service, including physical service facilities, comfortable service areas, and support tools. Service quality assessment has met public expectations in this dimension, particularly in terms of employee appearance, cleanliness, and comfort of the service area.

### **Reliability**

Reliability refers to the capability of service units to deliver the promised service promptly and satisfactorily. It emphasizes the ability to provide dependable and trustworthy services. Reliability also implies delivering services on time and consistently. It means carrying out tasks correctly, in accordance with work procedures, service standards, and pre-determined timelines.

High-quality service must be reliable and professional—prompt, accurate, and satisfying—to create public satisfaction. Reliability is demonstrated by the

ability to deliver good service quickly and satisfactorily, adhering to applicable rules and service procedures. According to Mrs. Inas, a service staff member:

"Here, we follow the SOP because we must always be ready when the public needs help. As we know, people today demand clarity and speed. If not, they might file a complaint." (Thursday, November 10, 2022)

This indicates that the services provided are in accordance with existing regulations. Service provision requires employees to be reliable when assisting the public. Employees must follow service procedures and inform the public about any changes. Mr. Surianto, a local resident, said:

"When providing service, staff are responsive. If there are any changes in administrative procedures, they communicate them to the public. They also follow proper service procedures and technicalities." (Thursday, November 10, 2022)

This shows that staff at the Sukolilo District Office provide good service to the public, resulting in satisfaction. Employees are capable of adhering to service procedures. Employee expertise is crucial to successful service delivery, and they have demonstrated both capability and procedural compliance, which enhances public comfort.

### **Responsiveness**

Responsiveness refers to how responsive employees are in delivering the required services and their ability to complete the service promptly within the designated timeframe. It includes the willingness to help and provide quick and appropriate service, as well as responsiveness to user needs.

Promptness is a reflection of the staff's attentiveness in service provision, closely tied to the process and procedures. According to Mrs. Inas:

"Yes, sometimes people complain about delays in document processing, which is often due to network issues. Sometimes, people who arrive later demand quicker service—especially if they're officials, they want immediate attention. We try to handle everything quickly. If someone asks whether their document can be done in a day, we say yes—as long as they are patient, because delays aren't our fault. Today, for instance, the network has been down for two days. We can't do much. But we respond quickly if people communicate directly with us, not complain outside." (Wednesday, November 9, 2022)

This indicates that the staff's responsiveness in the service process is good, although network issues sometimes delay services. When there are many people and poor connectivity, the completion process becomes longer.

Responsiveness also includes the willingness to help and clearly communicate important service information to the public. Mrs. Evi Dinda said:

"We respond to the public's questions and explain, for example, if the network is down and the ID card printer can't function. We inform them directly and suggest they return the next day." (Wednesday, November 9, 2022)

This shows that staff inform the public about network issues to avoid unnecessary waiting and encourage them to return the next day.

Responsive service significantly impacts employee behavior, such as sincerity and promptness in responding to public requests. Staff responses help ease the public's administrative processes.

Staff at the Sukolilo District Office aim to provide fast services, especially when there are long queues, so that users feel satisfied. As Mrs. Inas said:

"Yes, we always try to give our best to the public and serve quickly, although it also depends on how many people are waiting."

(Wednesday, November 9, 2022)

This highlights the importance of speed in service as part of good responsiveness to ensure public satisfaction.

In addition to speed, the public appreciates services that are accurate and do not disappoint. Proper service meets the public's actual needs and leads to their satisfaction. As stated by Mrs. Mar, a resident:

"Yes, when I processed my ID card, it was completed on time.

Although the requirements were a bit complicated at first, eventually the card was finished." (Friday, November 11, 2022)

This underscores the importance of accuracy in service. Mistakes can delay completion and waste employees' time, which could have been used for other tasks.

People feel appreciated when service staff respond well. Positive responses contribute to service quality, allowing staff to interact effectively with those seeking assistance. Mr. Surianto said:

"The staff at the service desk responded well, so my ID card process was completed quickly. Their response to complaints was good, which made the service quick and precise." (Thursday, November 10, 2022)

This confirms that the staff at Sukolilo District Office respond quickly and appropriately to public needs. Proper responsiveness generates positive public perception of service quality.

Responsiveness at Sukolilo District Office has already demonstrated good service quality. Staff respond quickly and appropriately, provide services within the expected timeframe, and address complaints effectively.

### **Assurance**

Assurance refers to one of the competencies or courtesies that all staff members in the institution must possess in order to build public trust in delivering services. In this concept, the public acts as the service user in the Sukolilo District Office and expects to receive quality service. To ensure this quality, there must be effective communication between service providers (the institution) and service recipients (the public).

Based on the research conducted, the communication referred to includes interactions between the institution's leaders and staff, among the staff themselves, and between staff and the public. For instance, when an officer provides services to someone requesting a change or issuance of an ID card (KTP), they are expected to offer timely service assurances. However, based on an

interview conducted in the Sukolilo District Office with a resident, Mrs. Mar, she stated:

“The service in Sukolilo District is not always on time. When I applied for a new ID card, the process took about 3–4 days to complete. Especially when there are many people handling administrative matters, the staff cannot guarantee when my ID card will be ready.” (Friday, 11 November 2022)

From the interview above, the researcher concludes that the Sukolilo District Office is unable to provide a timely service guarantee. Since services are crucial, if staff cannot ensure timely completion, residents may face uncertain waiting periods and might have to retrieve their pending documents later.

Providing assurance and certainty is very important. Therefore, the competence of the service officers plays a key role in building trust among service users and providers. The quality of assurance depends on the performance of the service officers, which means professionalism and competence are essential to improving the quality of services.

Officers must be accountable in delivering services and should be able to complete their duties in a timely manner. As stated by Ms. Evi Dinda, a service officer:

“When providing services, we are always ready to take responsibility for what we do. We strive to offer quick and accurate service.” (Wednesday, 9 November 2022)

Based on the interview above, it can be concluded that the staff is willing to take responsibility and provide fast and accurate services. This leads to customer satisfaction and contributes to improving service quality. As mentioned by another resident, Mrs. Sia:

“Regarding time, I’m not too sure. But I often see that when there are a lot of people taking care of their documents, the service isn’t always on time. I also had to come directly here because my documents were urgent and needed quick processing. Usually, if I go through the village office, it takes about a week.” (Friday, 11 November 2022)

This shows that service officers must be capable of providing guarantees to the public to ensure they feel comfortable with the services. Officers should offer timely assurances so that documents can be completed promptly, and residents don’t have to wait too long. This also relates to assurance in terms of time and cost, as expressed by Mr. Surianto:

“As for the cost, there’s none—it’s all free. The only expenses are for things like printing and photocopying. But the actual processing is free of charge.” (Thursday, 10 November 2022)

From the above interview, it can be concluded that while officers do provide timely services and there are no official fees for ID card issuance, delays still occur due to the large number of applicants or network issues that sometimes disrupt operations.

### **Empathy**

Empathy is genuine, individual attention provided to the public in an effort to understand their needs. It reflects a caring attitude towards service users and

helps staff understand them better. The friendly attitude of service officers plays an important role in determining the quality of services, which ultimately supports the well-being of the responsible agencies. Understanding how officers interact with the public is crucial to maintaining service quality. As stated by Ms. Inas, a service officer:

“There's no difference, everyone wants good service, and we provide it according to procedures at the Sukolilo District Office. We serve quickly, with a smile, and with care, in accordance with the rules.”  
(Thursday, 10 November 2022)

This indicates that there is no preferential treatment; all residents are served equally and promptly with a friendly attitude. The same sentiment was echoed by another officer, Ms. Evi Dinda:

“Even if someone has relatives here, they still have to take a queue number. Everyone must queue, even if it's a government official's child—they must follow the same process. Whoever arrives first is served first. Once the first person is served, the next in line follows. Our approach is to smile, greet, and ask, ‘How can I help you, Sir/Madam?’” (Wednesday, 9 November 2022)

This confirms that all residents are treated fairly without discrimination. Everyone must follow the queuing system, and service officers must remain firm and fair.

Officers are also expected to gain public trust through respectful and friendly service. As expressed by Mr. Surianto, a resident applying for an ID card:

“The staff respects the residents and communicates easily. When I asked for help, they prioritized me as a service user. In my view, there's no difference in how they treat people. If there's a complaint, they respond right away.” (Thursday, 10 November 2022)

This implies that all residents receive equal treatment, and staff are ready to help address any complaints. Similarly, Mrs. Sia shared:

“In my opinion, the service is good and the staff are easy to talk to. They prioritize customer needs and treat everyone the same, regardless of whether they are relatives or not. Everyone must queue.”  
(Friday, 11 November 2022)

This further confirms that the Sukolilo District Office treats everyone equally, without favoritism, to ensure fairness and avoid public criticism.

Officers are expected to provide sincere, individualized attention to users, understanding their needs and expectations. This helps the public engage with services more effectively. Staff at the Sukolilo District Office have demonstrated their commitment to fair and quality service without discrimination.

## **D. CLOSING**

### **Conclusion**

Based on the research findings and discussion, the following conclusions can be drawn:

The quality of public service in the Sukolilo District Office, as measured using:



1. Tangible dimension (physical evidence): The service support facilities are adequate, including air conditioning, waiting chairs, and newspapers.
2. Reliability dimension: Staff respond to public complaints and follow service procedures in accordance with the SOPs in place.
3. Responsiveness dimension: Staff deliver services promptly and accurately, responding well to public inquiries and efficiently handling complaints.
4. Empathy dimension: Staff provide sincere, caring service and do not discriminate, leading to customer satisfaction.
5. Assurance dimension: While staff show professionalism, the aspect of timely assurance still needs improvement so that residents can collect their documents within the promised timeframe.

### Suggestions

Based on the overall research results and conclusions, to improve service quality at the Sukolilo District Office in Surabaya:

1. The four dimensions—Tangible, Reliability, Responsiveness, and Empathy—have been well-implemented according to community interviews.
2. However, the Assurance dimension still requires improvement. The institution is encouraged to enhance service quality by ensuring timely service delivery to the public.

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