

Semarang City Government Efforts in Improving the Quality of Administrative Services

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Abstract. The main functions of government are development, empowerment, and serving functions, one of which is the service of rights and self-identity, and citizenship. Society always demands quality public services from bureaucrats. Excellent service is synonymous with quality service. Today's prime quality services can be provided to the public with technological developments that assist employees in carrying out their duties. A qualitative approach was used in this study to know the quality of services provided by the Department of Population and Civil Registry in making birth certificates to achieve excellent service. Employees and the community as a whole agree that the Semarang City Population and Civil Registration Service's Si D'nok Application is still of poor quality based on the Tangible, Reliability, and Assurance dimensions in the indicators of infrastructure facilities and timely guarantees. This is because the Population Administration service's process is still hampered by inadequate facilities and obstacles. It has been determined that responsiveness and empathy are satisfactory in terms of service speed, accuracy, and ease of communication. Even though there are still obstacles, efforts have been made to expand their current network.

Keywords: si d'nok; service quality; public administration

1 Introduction

The main basic functions of government are development, empowerment, and serving functions, one of which is the service of rights and self-identity, and citizenship. The community consistently expects bureaucrats to provide high-quality public services, despite the fact that these expectations are frequently not met. This is because, empirically, the public services that have been provided up to this point are characterized by: complicated, slow, costly, and exhausting. The apparatus's pure primary function as a servant of the state and the community is community service. Quality services must be provided by the government, which serves as a community service provider.[1]

Excellent service is synonymous with quality service. Today's prime quality services can be provided to the public with technological developments that assist employees in carrying out their duties.

The higher the community's need for public services, must be balanced by the higher the professionalism and quality provided. This public service is dynamic, whose needs adjust to the situation and conditions, and also requires the dynamic performance of the service apparatus in carrying out their duties. Public services are the spearhead of the administration of the government system from the lower level to the central level because public services relate to the community [2].

It is stated in Law No. 25 of 2009 concerning public services[3] that the state is obligated to fulfill some of its citizens' fundamental rights by providing certain services. In this instance, the matters that must be carried out by the Government of Kuantan Singingi Regency cannot be separated from the matters that are mandatory, particularly the apparatus components in the Population and Civil Registry Office of Kuantan Singingi Regency. Government officials at the Population and Civil Registry Service are obligated to provide the community with the services outlined in the laws and regulations based on the authority of the regional government apparatus.

The community depends on official documents like citizenship status, competency certificates, ownership or control of an item, and so on because of the services provided by the government. The reports alluded to are Character Cards (KTP), Birth Authentications, Marriage Endorsements, Demise Declarations, Mechanized Vehicle Possession Books (BPKB), Driving Licenses (SIM), Engine Vehicle Enlistment Testaments (STNK), Building Grants (IMB), Identification, Declaration of Proprietorship/Land Control, etc. Birth Certificates and KTPs are the official documents that are required for the community to become a community identity. As a guarantee of citizen identity and civil rights, this document is essential to ensuring community members' existence.

One of the civil registration administrative services is the issuance of birth certificates. Birth certificates have a very important function, namely as a citizen's identity. If many children do not have identities registered or recognized by the State, they will be very vulnerable to falsification of identity. Every child has the right to a name for self-identity and citizenship status, according to Article 5 of Law Number 23 of 2002 Concerning Child Protection[4]. This is emphasized once more in paragraphs 1 and 2 of article 27, which state: 1) The identity of every child must be given at birth; The identity mentioned in paragraph 1 is listed on the birth certificate, as stated in paragraph 2. Law Number 23 of 2002 Concerning Child Protection also states the significance of birth certificates.

No. Kepmen PAN The principles of excellent service are outlined in 63 of 2003[5]. These principles include simplicity; clarity; certainty in the law; accuracy; security; responsibility; completeness of the facilities for the infrastructure; straightforward entry; the art of treating others with respect and kindness; and ease of use.

Several factors result in the services provided by government agencies being unsatisfactory. Apart from inadequate facilities, the human resource factor is sometimes a factor that causes unsatisfactory services from government agencies.

Some cases that occur in public services are often experienced by the community, such as complicated procedures for obtaining permits or certain letters, unclear fees that lead to extortion practices, and services that are difficult to access. This shows that the quality of service from government agencies is still low.

Aside from that, we found that there are differences in services in some municipalities for birth certificate services. Some communities can easily apply for birth certificates without having to queue or fulfill any existing requirements, while others are required to complete all existing requirements and have to wait in long cues to obtain birth certificates. In addition, in the process of obtaining birth certificates, there is no transparency regarding the costs involved in processing birth certificates, which has led to the practice of extortion in the name of administrative costs.

This poor quality service results in reduced public trust in the government. The results in people being lazy to deal with the government system. The public will only update their important papers only when they need them. And this results in the data owned by the government being less valid, even though data on population is vital to be used as a source of information in government.

Excellent service is service that complies with service standards and satisfies customers. The main things that support excellent service are service regulation, supporting service facilities, the role of a good, easy, inexpensive, fast, useful steering team, and a good service delivery culture. According to Nina Rahmayanti, the main things in designing excellent service are:

- 1) Service regulation, the existence of SOP which includes a legal basis, service requirements, service procedure, service time, service fee, and complaint process.
- 2) The availability of facilities that provide support for services, such as restrooms, parking lots, waiting areas, and support for information technology. According to the Random House Dictionary, technology is a distinct thing, object, material, and form from humans. Computers are combined with high-speed communication lines that can carry data, voice, and video in information technology.
- 3) The role of the steering team or the person in charge who can carry out the management function properly.
- 4) Easy-cheap-fast-benefit means that the public can get services with clear information and service products without being complicated and comfortable. The public also expects services that save time, energy, and cost and with good quality benefits.
- 5) Culture of service delivery with the self-awareness to provide the best service and service improvement, namely by looking at the self-awareness of officers, service reform from time to time, and evaluating the services that have been provided

2 Method

The qualitative approach is used in this study[6]. The qualitative approach aims to learn about the Department of Population and Civil Registry's high-quality birth certificate production services in order to provide superior customer service. The Semarang City Population and Civil Registry Office houses this research because it is in charge of putting into action central and regional policies that directly serve the community.

The data used in this study are: [7]

- 1) Primary Data
Data were obtained directly from interviews with resource persons or informants who are considered to have the potential to provide relevant and appropriate information in the field, namely people who take care of birth certificates and employees who serve in making birth certificates at the Semarang City Population and Civil Registry Office.
- 2) Secondary Data
Secondary data sourced from the processed results of a particular institution or institution is not only for the benefit of the institution but also for other parties in need. It aims to obtain the basis or framework used to discuss the results. In this study, secondary data sources are reports, and documents from the Population and Civil Registry Office.

Qualitative analysis, which entails more in-depth descriptions and analyses of the research data gathered through direct interviews, observation, and documentation, was used in this study. The data must also be categorized, broken down into units, synthesized, and compiled into

patterns as part of this process. It also involves selecting what will be studied and what is important, as well as drawing conclusions that are simple for others to comprehend.[7]

3 Result and Discussion

a. Semarang City Civil Registry Service

Based on Semarang City Regional Regulation Number 12 of 2008 regarding the Organization and Work Procedure of the Semarang City Regional Office, the Semarang City Population and Civil Registry Office, also referred to as the Semarang City Population and Civil Registry Office, was established. The Office of Population and Civil Registration is one of the regional offices established by Article 2 of the regional regulation. The Semarang City Population and Civil Registry Office serves as an implementing element of regional autonomy, as stated in Article 23 paragraphs (1) and (2) of the Regional Regulation. It is led by a Head of Service who is located under the Mayor and reports to the Mayor through the Regional Secretary. The formation of the Dispendukcapil City of Semarang was motivated by the desire to enhance government administration and the provision of public services, particularly in the areas of population and civil registration. A legal remedy for registering births, marriages, child status, and deaths is the field of civil registration. The population field, on the other hand, provides services for population administration, such as creating population documents.

The Government of Semarang City relies on the Dispendukcapil of Semarang City, which is supervised by a Head of Service and reports to the Mayor through the Regional Secretary. There are approximately 131 people employed by Dispendukcapil Semarang City. In addition, 15 additional staff members are assigned to each sub-section as outsourced employees or contract employees. According to Article 2 of Semarang Mayor Regulation Number 29 of 2008 concerning the Description of the Duties and Functions of the Population and Civil Registry Office, the Semarang City Population and Civil Registry Office's organizational structure is as follows:

- a. Head of Department;
- b. Secretariat, consisting of:
 - i. Planning and Evaluation Sub-Section;
 - ii. Sub Division of Finance; and
 - iii. General Affairs and Personnel Subdivision
- c. Field of Population Data and Documents, consisting of:
 - i. Data and Information Processing Section;
 - ii. Section of Change of Population Data and Documents; and
 - iii. Maintenance and Storage Section
- d. Population Registration Field, consisting of:
 - i. Resident Identity Registration Section;
 - ii. Temporary Resident Registration Section; and
 - iii. Population Migration Section
- e. Civil Registration Division, consisting of:
 - i. Birth Section;
 - ii. Marriage and Divorce Section; and
 - iii. Death, Confession, and Legalization Section
 - iv. Population Control Division, consisting of:
 - v. Supervision and Control Section;

- vi. Guidance and Counseling Section; and
- vii. Population Mobility Section
- viii. Functional Groups

The City of Semarang's Department of Population and Civil Registration's primary responsibility is to carry out regional government affairs in the area of services related to population administration and civil registration, based on the principle of autonomy and co-administration. Additionally, it does the following:

- a. The formulation of technical policies in the fields of population data and documents, registration, civil registration, and population control;
- b. Implementation of government operations and public services in the fields of population control, civil registration, and the registration of population data and documents;
- c. Preparation of work plans and programs as well as coordinating the implementation of the duties of the Population and Civil Registration Service;
- d. Formulation of policies and development of population administration information systems and technology;
- e. Implementation of population event registration and important event recording;
- f. Issuance of Resident Identification Number (NIK);
- g. Implementation of services for issuing Population Documents and Resident Certificates;
- h. Implementation of registration of movement and arrival of residents, refugees, and vulnerable populations;
- i. Implementation of recording services and issuance of excerpts of civil registration certificates;
- j. Management implementation and data presentation for population administration;
- k. Information about population management is presented and provided.;
- l. Implementation of monitoring and evaluation of program implementation;
- m. implementation of document storage and management as a result of population and civil registration;
- n. implementation of population administration fostering and socialization;
- o. Implementation of public services in the field of population and civil registration;
- p. p.s. Implementation of accountability for technical studies/recommendations on agreements and/or non-permits in the field of population and civil registration;
- q. Management of Office Secretariat affairs;
- r. Implementation of coaching, monitoring, supervising, and controlling as well as monitoring, evaluating, and reporting on the implementation of the duties of the Population and Civil Registration Service;
- s. Carry out other tasks given by the Mayor by their duties.

b. Service Quality at the Semarang City Population and Civil Registry Service

Administration guideline can be as Standard Working Strategies which contains the legitimate premise, administration systems, administration prerequisites, administration time, administration charges, and furthermore grumbings methodology. In order to provide birth certificate registration services, the population served is determined by Semarang Regency Regional Regulation Number 7 of 2009 Concerning the Implementation of Population

Administration. The Minimum Service Standards are contained in this regulation. Standard operating procedures (SOPs) developed by the Semarang City Population and Civil Registration Service cover birth certificate registration procedures, fees, requirements, service times, and procedures for handling complaints.

The Semarang City Government created the Si D'nok application for population and civil registration in order to improve the quality of administrative services offered to Semarang residents and make it easier for the community to manage civil administration. Through the Si D'Nok application at the Population and Civil Registration Service of Semarang City, Java Province Middle, the theory from Zeithaml in Hardiansyah is utilized in Quality of Population Administration Services. The five indicators in the theory can be used to measure service quality: tangibles, dependability, adaptability, assurance, and empathy. The subsequent subchapters display the discussion:

a. Tangibles

According to Zeithaml, tangible is a form of assessment of service quality that can be seen directly from the goods or service processes. The quality of service in terms of the tangible dimension is seen with the indicators of the assessment, namely the first is the existence of service procedures. The service process through the Si D'nok Application is currently by established procedures. Services provided at the Disdukcapil Semarang City are listed in the Si D'nok Application. In addition, in the implementation of the Si D'nok Application service procedures, the sequence of implementation procedures runs under the Standard Operating Procedures completely and effectively. Furthermore, in facilities and infrastructure were to support a quality service process, supporting facilities and infrastructure are also needed is crucial and affect the process of implementing services at the Office of Population and Civil Registration. Good facilities and infrastructure can support and improve quality in the issuance of population documents.

Facilities and infrastructure in carrying out the duties and functions of the Semarang City Population and Civil Registration Service have a very vital function as supporting services. Without the support and availability of infrastructure, it would be difficult for the department to carry out its service tasks. Regarding the facilities and infrastructure owned by the Semarang City Population and Civil Registration Office during 2021, there are additions and improvements, these additions and improvements have fully supported the smooth running of the tasks in the service. Thus the existing facilities and infrastructure are sufficient to support the smooth implementation of the main tasks and functions.

b. Reliability

According to Zeithaml, reliability can be interpreted as the ability of a service unit to create the promised service quickly, this can be seen from the evaluation indicators, namely the ease of the service process where the ease of the administrative service process is based on the assessment of people who are currently and have finished submitting requests through the application. Si D'nok.

The infrastructure used to run this program is what is commonly used, namely smartphones to communicate, serve and provide information to the public. The human resources implementing the PANADDOL-MANTAP program are personnel who have been ensured to understand and be able to provide services in their fields and of course, the implementing officers who run this program have been given socialization and knowledge regarding procedures and conditions for administering population documents, especially birth certificates through the program. This PANADDOL-STOPPING. However, there are still people who still

complain that they have to leave their homes to exchange files at the sub-district or the Population and Civil Registration Office of Lumajang Regency. So the quality/grade indicator is still not effective in achieving it. In this study, the authors found findings that revealed that he experienced difficulties in the process of applying, this was due to his age and ability to use a smartphone so in the application process he had to be assisted by another person. Although some complaint about difficulties in the service process, not a few people say that the Si D'nok Application service is very easy. The next thing that supports is the service standard where the smoothness of the service process using the Si D'nok application is due to clear service standards that have been designed and compiled by the Semarang City Population and Civil Registration Office through Public Service Standards that have been set on January 7, 2020, Head of the Semarang City Population and Civil Registration Office. Services require human resources which are important capital to determine the development of services so that they are of higher quality. Human resources that support Si D'nok Application services are apparatuses that serve in the implementation of Si D'nok Application services by the field of service.

c. Responsive

Responsiveness is the desire of employees to help consumers and provide responsive service. Alertness and response are needed in providing fast service. The indicators of responsiveness in service are responding to every customer/applicant who wants to get service with the apparatus providing fast and appropriate service. Such as employee responsiveness where good service is judged not only by how quickly the service process is completed but this is also supported by how responsive employees are in providing services, such as when helping people who are confused or when asked for directions in solving problems that exist during the service process other. Therefore, fast and appropriate service also affects the public's assessment of the service itself.

d. Assurance

Assurance includes the knowledge, ability, courtesy, and trustworthiness of staff free from harm, risk, or doubt. Employees are required to be more competent in providing services and of course employees must have good competence. Service activities that occur at the Semarang City Population and Civil Registration Service (Disdukcapil) run according to the time specified for the Population Document Completion Period, the fastest is 1 (one) hour, and the longest is 24 (twenty-four) hours after the application file is declared complete and correct. Then when the document has been made, it is continued with sending the document that has been made to the address of the applicant. This shipping process takes 2-3 days and a maximum of 5 days.

e. Empathy

Empathy is the ease of making relationships, good communication, personal attention, and understanding the needs of consumers. Empathy is given by employees towards Si D'nok Application services. One of the things that can show empathy in Si D'nok's service is satisfactory. Satisfaction is a measure of the pleasure felt by the community or consumers for services within an organization. In the implementation of services through the Si D'nok Application, the indicators assessed are employee attitudes and the presence or absence of discrimination. The implementation of services can run smoothly with good attitudes and behavior from service providers. Good attitudes and behavior can be shown by showing friendly attitudes, and courtesy, being serious in providing services without discriminating in behavior towards the community, and being responsible for providing services to the community. Officers must be able to adjust the conditions and character of each community because

sometimes there are differences in character in the community so officers must be able to be objective and level-headed in providing services. It is related to the confusion of the public regarding the Si D'nok Application. There are only a few officers who are considered less sensitive to the people who are still confused. However, the level of community satisfaction with the service of the Si D'nok Application in the attitudes and behavior of service officers is more than sufficient. It is shown in the attitudes and behavior of officers who are recognized by the community as very helpful in the process of making population documents and empathy for people who need assistance while carrying out Si D'nok Application services.

4 Conclusions

Semarang Regional Government's endeavors to work on authoritative administrations by sending off the Si D'Nok application. Employees and the community as a whole agree that the Semarang City Population and Civil Registration Office's Si D'nok Application is still of poor quality based on the Tangible, Reliability, and Assurance dimensions in the indicators of infrastructure and timely guarantees. This is because the Population Administration service is still hampered by insufficient facilities and obstacles. In terms of service speed, accuracy, and ease of communication, responsiveness and empathy have been deemed satisfactory. Despite the fact that there are still some challenges, efforts have been made to enhance their existing network.

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