
Service Quality and its Determinants of Population Administration Service in Bogor Regency

Mohamad Naufal Muttaqin^a, Bulan Indah^b, Rahmawati^c, Dede Citrawati^d, Alma
Pebiana^e, Nur Harits Ahmad^f, Hanafi Maulana^g, Dewi Rahmayanti^h, Dedek
Nuryatmanⁱ, Siska Purnama Sari Sandroto^j, Mulia Putri Fisabilillah^k, Gotfridus
Goris Seran^{l*}

^{a,b,c,d,e,f,g,h,i,j,k,l} *Department of Public Administration, Faculty of Social and Political Sciences, Djuanda University,
Jl. Tol Ciawi No. 1, Kotak Pos 35 Ciawi, Bogor, Indonesia 61720*

^aEmail: opalmuttaqin@gmail.com; ^bEmail: indahbulan1823@gmail.com; ^cEmail:
rahmawatialhasan5@gmail.com; ^dEmail: dedecitrawati1998@gmail.com; ^eEmail: alma.pebi21@gmail.com;
^fEmail: nurharitsahmadxiips1@gmail.com; ^gEmail: hanafimaaulana99@gmail.com; ^hEmail:
dewirahma150@gmail.com; ⁱEmail: dedeknuryatman@gmail.com; ^jEmail: siskazandroto@gmail.com; ^kEmail:
mulia.puteri.fisabilillah@gmail.com; ^lEmail: ggseran@unida.ac.id

Abstract

Population administration service is included in public service. The population demands that the local government, in this case Bogor Regency, provides the quality service, including the quality service of population administration service. This research aims to describe the service quality and its determinants of population administration service in Bogor Regency. The result of this research indicates that the service quality of population administration service gains the mean score 3.50 interpreted as good. The good category of the interpretation is based on five dimensions that determine the population administration service, namely tangibility, empathy, responsiveness, reliability and assurance (TERRA).

Keywords: civil registration; population administration service; public service quality.

* Corresponding author.

1. Introduction

Law No. 25/2009 concerning Public Service, article 1(1), stipulates public service as an activity or series of activities in order to fulfill service needs in accordance with the laws for every citizen and inhabitant on the goods, services, and/or administrative services provided by public service providers [27]. The Local Office of Population and Civil Registration (*Dinas Kependudukan dan Pencatatan Sipil*/DISDUKCAPIL) of Bogor Regency has main task to implement the local government affairs based on the autonomous principle in the fields of population and civil registration [15]. In this context, population and civil registration are population administrations and classified into administrative services. Population administrations are series of activities to arrange and to order the implementation of population document and data through population registration, civil registration, information management of population administration, and utilizing its results to provide public services and development of other sectors [28]. DISDUKCAPIL as an implementing office mandated by Law No. 23/2006 and Law No. 24/2013 maximally efforts to actively implement function of serving the community as citizens to have the population document. The population documents as the subject matter of this research consist of family card (*Kartu Keluarga*/KK), electronic population identity card (*Kartu Tanda Penduduk-elektronik*/KTP-el) and certificates of civil registration (birth certificate, marriage certificate and divorce certificate) [7, 16]. The ownership of population documents in Bogor Regency 2019 indicates the following conditions. *Firstly*, the ownership of KK achieved 89.03%. *Secondly*, the ownership of KTP-el achieved 96.79%. *Thirdly*, the ownership of birth certificate achieved 32.54%. *Fourthly*, the ownership of marriage certificate achieved 28.09%. *Fifthly*, the ownership of divorce certificate achieved 20.59% [7] (Table 1).

Table 1: The Ownership of Population Documents in Bogor Regency, 2019

No.	Description of Document	Owning (People)		Not-Owning (People)		Total Amount
		Amount	%	Amount	%	
1	Family card (KK)	1,418,387	89.03	174,769	10.97	1,593,156
2	Electronic population identity card (KTP-el)	3,430,347	96.79	113,583	3.21	3,543,930
3	Birth certificate	1,534,537	32.54	3,181,387	67.46	4,715,924
4	Marriage certificate	696,995	28.09	1,784,692	71.91	2,481,687
5	Divorce certificate	12,132	20.59	46,776	79.41	58,908

The achievements of providing the population documents as shown in Table 1 are certainly determined by many factors stemming from both facility, equipment, information technology/system, and personnel. The population documents are provided by DISDUKCAPIL of Bogor Regency through the online information system, namely Population Administration Information System (*Sistem Informasi Administrasi Kependudukan*/SIKAP) or Population and Civil Registration Information System (*Sistem Informasi Kependudukan dan Pencatatan Sipil*/SIKASEP). The population obtains the population administration service by access to the information system and therefore demands the quality service. Based on Regulation of the Minister of Administrative and Bureaucratic Reform No. 14/2014, public service as a key program of bureaucratic reforms is necessarily evaluated to continually improve its quality [17]. Based on the background, this research aims to describe the

service quality and its determinants of population administration service in DISDUKCAPIL of Bogor Regency, West Java Province, Indonesia.

2. Theoretical Framework

Population administration service is included in administrative service and classified as public service or government service [3, 27]. Said (2015) views public service as an activity done by the government as public service administrators to serve the needs and interests of a group of people living in the community according to the legitimate laws and regulations [22]. Savas (1987) defines government service as provision of service by government that employs its officers [3, 24]. Public service or government service is implemented in an effort to fulfill the needs of people, including the need of people for population administration. The implementation of population administration service is preferably based on service quality. By service quality, Parasuraman, Zeithaml and Berry (1985) define as the difference between the expected and perceived service by the customer. If expectation is greater than performance of service, then perception of service quality is less satisfactory and it is dissatisfaction [4, 8, 10, 18, 23, 29]. Parasuraman, Zeithaml and Berry (1988) say service quality as a function of differences between perception and expectation. By comparing customer perceptions with expectations, they provide service providers in public sector with a two-part measure of perceived quality that enables to segment the customers in public sector into groups with different service expectations [6, 9, 11, 20, 25]. To measure the service quality, Parasuraman, Zeithaml and Berry (1985, 1988) track five dimensions, namely tangibility, empathy, responsiveness, reliability and assurance (TERRA). Building on five dimensions, Parasuraman, Zeithaml and Berry (1988) develop a tool for measuring service quality by incorporating the gap analysis idea, which measures quality as the difference between customer expectations and perceptions. They present a service quality framework shown in Figure 1 [1, 5, 13, 14, 18, 23].

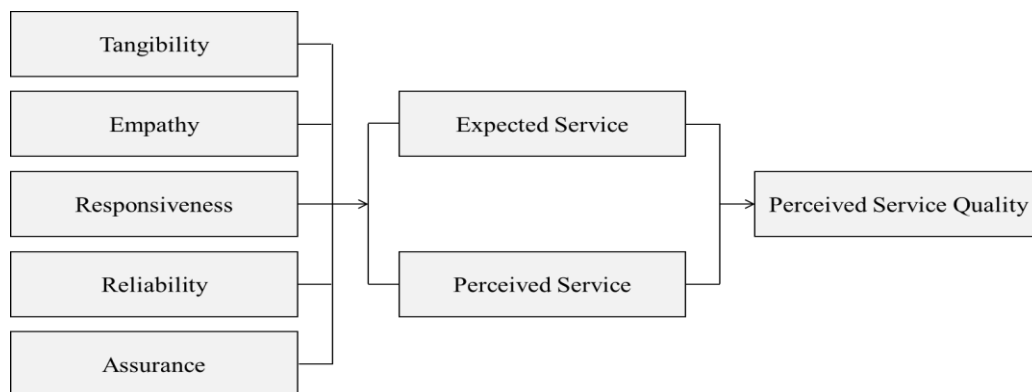


Figure 1: Parasuraman, Zeithaml and Berry's Modified Service Quality Framework

The valid quality of a public service experienced by customers can be measured by five following dimensions in detail. (1) Tangibility: service quality on its physical forms such as office buildings, waiting room, information booth, computerized administration, and physical appearance of personnel. (2) Empathy: firming the attentive manner provided to customer. (3) Responsiveness: willingness and competency to help and provide a service in a quick and accurate manner and responsive to customer's needs. (4) Reliability: ability and competency to provide a reliable service. (5) Assurance: ability and cordiality of personnel in gaining customer's trust [2, 5, 12,

14, 19, 21, 22, 23, 30]. The service quality is operationally defined in Table 2.

Table 2: Dimension, Definition and Indicator of Service Quality

Dimension	Definition	Indicator
Tangibility	Appearance of physical facilities, equipment, personnel, and communication materials	Appearance of physical facilities and equipment
		Appearance of communication materials
		Appearance of personnel
Empathy	Provision of caring and individualized attention to customers	Provision of caring and individualized consideration to customers
		Provision to help customers to overcome their troubles
Responsiveness	Willingness to help customers and provide prompt service	Willingness of personnel to help customers
		Response of personnel to provide prompt service
Reliability	Ability to perform the promised service dependably and accurately	Ability to perform the promised service dependably
		Ability to perform the promised service accurately
Assurance	Knowledge and courtesy of personnels and their ability to convey trust and confidence	Knowledge and courtesy of personnels
		Ability to convey trust and confidence

The dimensions, definitions and indicators of service quality shown in Table 2 indicate as a reference to measure the fast, accurate and efficient service quality – in this case population administration service – in order to improve the population administration service quality.

3. Methodology

This research uses descriptive method to describe a research problem related to the question of a variable. By descriptive research, the researcher describes what actually happened about the current situation being researched [26]. This research describes the service quality and its determinants of population administration service in DISDUKCAPIL of Bogor Regency, West Java Province, Indonesia. This research was conducted during two months, April-May 2020. The respondents of this research consisted of 30 people as users of population administration service in DISDUKCAPIL of Bogor Regency. The primary data were collected by the google form-designed questionnaires because Bogor Regency at the time implemented the covid-19 policy of large scale social restriction. The secondary data are collected by the library research. The questionnaires are designed into five options based on Likert's scale. The options range from "strongly agree" to "strongly disagree". If respondent chooses "strongly agree", the score is 5, "agree" (4), "undecided/neutral" (3), "disagree" (2), and "strongly disagree" (1) [19, 23]. The data, particularly collected by questionnaires, are analyzed by using Weight Mean Score formula to obtain the mean score. The mean score is interpreted on the following category of evaluation: 1.00 – 1.79 (very bad), 1.80 – 2.59 (bad), 2.60 – 3.39 (moderate), 3.40 – 4.19 (good), and 4.20 – 5.00 (very good) [19, 23]. Results of the analysis are used to evaluate the service quality and

its determinants of population administration service in DISDUKCAPIL of Bogor Regency.

4. Result and Discussion

This research conducted in DISDUKCAPIL of Bogor Regency presents its results and discusses them based on five dimensions of population administration service quality, namely tangibility, empathy, responsiveness, reliability and assurance.

Firstly, tangibility. Tangibility refers to the appearance of physical facilities, equipment, personnel and communication materials utilized for the provision of services. The physical appearances of population administration service are related to the physical evidences like facilities, equipments, communication materials including information technology/system, and personnels. The mean score of the tangibility dimension of population administration service quality in DISDUKCAPIL of Bogor Regency is indicated in Table 3.

Table 3: Tangibility of Population Administration Service Quality in DISDUKCAPIL of Bogor Regency

No.	Indicator	Mean	Category
1	Appearance of physical facilities and equipments	3.50	Good
2	Appearance of communication materials	3.53	Good
3	Appearance of personnel	3.50	Good
	Tangibility	3.51	Good

The tangibility of population administration service quality in DISDUKCAPIL of Bogor Regency presented in Table 3 gains the mean score 3.51 categorized as good. The perception of community as customers of population administration service measured by the tangibility finds a good evaluation. In this case, the good evaluation indicates that the physical facilities and equipments, communication materials and information technology/system, and personnels well appear to perform the population administration service.

Secondly, empathy. Empathy is related to the caring and individualized attention provided to customers of services. Empathy of service quality indicates the measurement of caring and individualized consideration given to the community as customers of public services. The caring and individualized attention/consideration can be done by listening the customers including listening their complaints, helping the customers to find solution, understanding what the customers need, and so on. The mean score of the empathy dimension of population administration service quality in DISDUKCAPIL of Bogor Regency is indicated in Table 4.

Table 4: Empathy of Population Administration Service Quality in DISDUKCAPIL of Bogor Regency

No	Indicator	Mean	Category
1	Provision of caring and individualized consideration to customers	3.56	Good
2	Provision to help customers to overcome their troubles	3.66	Good
	Empathy	3.61	Good

The empathy of population administration service quality in DISDUKCAPIL of Bogor Regency presented in Table 4 gains the mean score 3.61 categorized as good. The perception of community as customers of population administration service measured by the empathy finds a good evaluation. In this case, the good evaluation indicates that the caring and individualized consideration to customers and the helping of customers to overcome their troubles are well provided to perform the population administration service.

Thirdly, responsiveness. Responsiveness means the willingness to help customers and give quick services. Responsiveness of service quality indicates how fast the personnels are willing to provide services to the customers. Responsiveness of population administration service quality relates to the willingness of personnel to help customers and the response of personnel to provide prompt service. The mean score of the responsiveness dimension of population administration service quality in DISDUKCAPIL of Bogor Regency is indicated in Table 5.

Table 5: Responsiveness of Population Administration Service Quality in DISDUKCAPIL of Bogor Regency

No.	Indicator	Mean	Category
1	Willingness of personnel to help customers	3.70	Good
2	Response of personnel to provide prompt service	3.20	Moderate
	Responsiveness	3.45	Good

The responsiveness of population administration service quality in DISDUKCAPIL of Bogor Regency presented in Table 5 gains the mean score 3.45 categorized as good. The perception of community as customers of population administration service measured by the responsiveness finds a good evaluation. In this case, the good evaluation indicates that the willingness of personnel to help customers and the response of personnel to provide prompt service are well done to perform the population administration service.

Fourthly, reliability. Reliability refers to the ability to provide the promised service dependably and accurately. In reliability of service quality, providing the promised service dependably refers to the personnels that provide services to community on time and based on the existing regulations concerning public services. Meanwhile providing the promised service accurately refers to the personnels that constantly and precisely perform services in a well-mannered way without any errors. The mean score of the reliability dimension of population administration service quality in DISDUKCAPIL of Bogor Regency is indicated in Table 6.

Table 6: Reliability of Population Administration Service Quality in DISDUKCAPIL of Bogor Regency

No.	Indicator	Mean	Category
1	Ability to perform the promised service dependably	3.40	Good
2	Ability to perform the promised service accurately	3.46	Good
	Reliability	3.43	Good

The reliability of population administration service quality in DISDUKCAPIL of Bogor Regency presented in Table 6 gains the mean score 3.43 categorized as good. The perception of community as customers of

population administration service measured by the reliability finds a good evaluation. In this case, the good evaluation indicates that the ability to perform the promised service dependably and accurately is well provided to perform the population administration service.

Fifthly, assurance. Assurance is related to the knowledge and courtesy of personnels and their capacity to encourage trust and confidence. Assurance of service quality involves knowledge, consideration, politeness, respect and friendliness of contact personnel to give better services. Assurance of population administration service quality relates to the ability to improve the trust and confidence of community through the knowledge and courtesy of personnels in providing services to community. The mean score of the assurance dimension of population administration service quality in DISDUKCAPIL of Bogor Regency is indicated in Table 7.

Table 7: Assurance of Population Administration Service Quality in DISDUKCAPIL of Bogor Regency

No.	Indicator	Mean	Category
1	Knowledge and courtesy of personnels	3.63	Good
2	Ability to convey trust and confidence	3.33	Moderate
	Assurance	3.48	Good

The assurance of population administration service quality in DISDUKCAPIL of Bogor Regency presented in Table 7 gains the mean score 3.48 categorized as good. The perception of community as customers of population administration service measured by the assurance finds a good evaluation. In this case, the good evaluation indicates that the knowledge and courtesy of personnels and the ability to convey trust and confidence are well provided to perform the population administration service. Generally, the population administration service quality in DISDUKCAPIL of Bogor Regency based on five dimensions, namely tangibility, empathy, responsiveness, reliability and assurance, is indicated in Table 8.

Table 8: Variable of Population Administration Service Quality in DISDUKCAPIL of Bogor Regency

No.	Dimension	Mean	Category
1	Tangibility	3.51	Good
2	Empathy	3.61	Good
3	Responsiveness	3.45	Good
4	Reliability	3.43	Good
5	Assurance	3.48	Good
	Population administration service quality	3.50	Good

As presented in Table 8, perceptions of the community on population administration service vary among five dimensions of population administration service quality. At first, based on the empathy dimension gaining the mean score 3.61, the community perceives that the caring and individualized consideration to customers and the helping of customers to overcome their troubles are well provided to perform the population administration service. Meanwhile the community then evaluates the reliability dimension on the mean score 3.43, referring to the condition that the lower mean score is compared to other dimensions. The community perceives in order to dependably and accurately provide the population administration service. Nevertheless, the population administration service quality in DISDUKCAPIL of Bogor Regency presented in Table 8 generally gains the mean score 3.50 interpreted as good. The community as the customers of population administration service well

perceives all dimensions of population administration service quality.

5. Conclusion

This research concludes the population administration service quality determined on five dimensions, namely tangibility, empathy, responsiveness, reliability and assurance (TERRA). *Firstly*, based on the result of discussing each dimension of population administration service quality: (1) Tangibility gains the mean score 3.51 interpreted as good. (2) Empathy gains the mean score 3.61 interpreted as good. (3) Responsiveness gains the mean score 3.45 interpreted as good. (4) Reliability gains the mean score 3.43 interpreted as good. (5) Assurance gains the mean score 3.48 interpreted as good. *Secondly*, this research generally concludes that the population administration service quality gains the mean score 3.50 interpreted as good. The community perceives all dimensions of population administration service quality as good determined on tangibility, empathy, responsiveness, reliability and assurance.

6. Recommendation

This research recommends to continually improve the population administration service quality determined on tangibility, empathy, responsiveness, reliability and assurance (TERRA). Moreover, this research uses the limited samples based on perspective of the community as customer of population administration service. The next research will take the large samples in order to deeply explain the population administration service quality.

Acknowledgement

The authors would cordially wish to express special thanks to the Local Office of Population and Civil Registration of Bogor Regency that facilitated to conduct this field research at the crisis moment of covid-19 pandemic. The authors also would thank the Dean and colleagues at the Faculty of Social and Political Sciences of Djuanda University Bogor that supported to carry out this research.

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