QUALITY OF ELECTRONIC MANUFACTURING SERVICE IDENTITY CARD AT THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION TOJO UNA-UNA DISTRICT

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ABSTRACT
In general, this study aims to determine the Quality of Service in Making E-KTP at the Population and Civil Registration Office of Tojo Una-Una Regency. In its implementation, this study uses a descriptive method, namely a method that is compiled based on certain rules in a real context, which aims to describe and explain systematically and accurately about the state of the quality of E-KTP making services at the agency. This study is based on a qualitative approach. The theory used refers to the concept put forward by Zaithaml, Pasuraman, and Berry, as quoted by Pasolong (2007:135), which includes 5 (five) main indicators, namely: physical appearance, reliability, responsiveness, assurance and empathy. The results of this study indicate that the Quality of E-KTP Making Services at the Population and Civil Registration Office of Tojo Una-Una Regency, it can be concluded that of the 5 (five) aspects assessed, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy, 3 (three) aspects have been running optimally, namely Tangible, Reliability, and Responsiveness. While 2 (two) aspects that have not run optimally, namely Assurance and Empathy are not running optimally. It is considered not optimal because there are still some employees who show discriminatory actions in providing services to the community.

Keywords: *physical appearance, reliability, responsiveness, assurance, empathy*

INTRODUCTION

The information era where the role of public services is increasingly in the spotlight. Therefore, improving the quality of service is a must, which is certainly in line with the development of increasingly advanced human civilization. The services provided must be able to meet the needs of the wider community, so as to create services that are truly beneficial to them.

E-KTP is a form of public service provided by the government. This program emerged as a solution to the conventional KTP system in Indonesia that allows a person to have more than one KTP. This is because there is no integrated database system that can manage population data comprehensively at the national level. This condition provides a loophole for individuals who want to commit fraud by duplicating KTPs.

The Population and Civil Registration Service of Tojo Una-Una Regency is one of the government agencies tasked with implementing the issuance of E-KTP. The implementation process of E-KTP is carried out by the Registration Services Division at the Population and Civil Registration Service of Tojo Una-Una Regency. This service applies to all residents who are registered as residents of Tojo Una-Una Regency and have met the requirements to have an KTP. Based on data from the Central Statistics Agency (BPS) in 2023, the population of Tojo Una-Una Regency was recorded at 169,478 people.

In practice, the E-KTP service in Tojo Una-Una Regency faces various obstacles. One of the main causes is the large number of residents who are entitled to receive an E-KTP, which affects the quality of the services provided. Based on an interview with Mr. Dilan, a resident who is currently processing an E-KTP, he revealed that the E-KTP issuance process is often delayed. Although the standard operating procedure (SOP) states

that making an E-KTP can be completed in one working day, in reality it often takes up to three weeks. In addition, he also mentioned unfair treatment, where residents who have relations with officers at the Population and Civil Registration Service get convenience without having to queue, unlike the general public who must follow procedures according to the rules. This condition creates a dilemma among the community in processing the E-KTP. Some of the obstacles faced include the slow response of officers in meeting the needs of the community, so that services that should be simple become complicated. The community's discomfort with this service arises because the organizers of the E-KTP are considered less than appropriate in carrying out their duties. One of the main problems is the lack of a quick response to community needs, including delays in providing services which result in service times being much longer than they should be.

The actions or attitudes of some employees who tend to prioritize people they know in providing services often cause disappointment among the public. In fact, the public only expects convenience in the process of managing E-KTP without having to wait too long. They also want fair service, without favoritism, so that there is no feeling of boredom or the assumption that this service is not much different from before.

Based on the condition of E-KTP service at the Population and Civil Registration Office of Tojo Una-Una Regency, the author will evaluate the quality of service by referring to the five dimensions of service quality explained by Zeithaml, Parasuraman, and Berry in Pasolong (2007:135). These dimensions include Tangible (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee and certainty), and Empathy (empathy). These five dimensions are used as a reference to analyze and understand the quality of service in the process of managing Electronic Population Identity Cards (E-KTP).

LITERATURE REVIEW
Public service

To understand the concept of service, Sianipar (2000:23) defines service as "a way of providing assistance, serving, preparing, taking care of, or completing the needs of a person or group of people." In this case, the community served can consist of individuals, groups, or organizations. This definition emphasizes that the party providing the service must have certain skills and expertise. In addition, they also need to have special competencies that enable them to help complete needs, both individual and organizational needs.

Handoko (2000:31) explains that service is an action in which a person or group offers something to another party. This service is basically intangible and can be related or unrelated to the physical aspect of a product.

According to Moenir (2001:18), service is a process of fulfilling needs carried out through the activities of other people directly. Therefore, service officers must always be oriented towards customer satisfaction as a whole, without exception. In fact, the success of the service can be measured by the level of satisfaction felt by customers. To realize this, service officers must always uphold the principle of service that is carried out wholeheartedly.

Quality of Public Services

Service quality has almost become a determining factor in maintaining the sustainability of a government bureaucratic

organization or a company organization. If the service or service received or service is perceived as good and satisfying. If the service or service is perceived as ideal quality. It is better if the service or service received is lower than expected, then the quality of the service or service is perceived as bad (Tjiptono, 2004:59).

According to Sinambela (2011:6), service quality is any form of effort that is able to meet the needs or expectations of customers (meeting the needs of customers). Meanwhile, Wyock (1988), as quoted by Fandy Tjiptono (2004:268), explains that service quality is the level of excellence expected and the management of this excellence to meet consumer needs.

Basically, the quality of public services includes the following (Sedarmayanti, 1999:207-208):

1. The aspect of human resource capability consisting of skills, knowledge and attitudes is attempted to be improved, so this will affect the implementation of tasks, and if the implementation of tasks is carried out more professionally, it will result in better service quality;
2. If facilities and infrastructure are managed appropriately, quickly and completely, in accordance with the needs or demands of the community, this will result in better quality of service;
3. The procedures implemented must pay attention to and apply procedural accuracy, so that they can improve the quality of service better than before;
4. The form of service provided to the community can be in the form of ease in obtaining information, accuracy, speed, service, so that better quality of service can be realized.

Public services can be considered quality if they are able to meet the expectations, desires, or needs of the community receiving the service. To find out whether the services provided by the government are in accordance with the needs or expectations of the community as users, the quality of public services must be assessed directly by the community. This opinion is in line with the view of Lukman and Sugiyanto (2001:12), which states that service quality can be achieved if the services provided receive recognition from the party being served. Recognition of service quality does not come from the apparatus providing the service, but from the service users themselves.

Dimensions of Service Quality

According to Zeithaml, Parasuraman, and Berry in Pasolong (2007:135), the quality of service perceived by consumers can be measured through five main dimensions. These dimensions include:

1. Tangible: the quality of service that is visible from the physical facilities of the office, computerized administration systems, waiting rooms, and information centers.
2. Reliability: the ability and dependability to provide trustworthy services.
3. Responsiveness: willingness to help and provide services quickly, accurately and responsively to consumer needs.
4. Assurance: competence, friendliness, and courtesy of employees in building consumer trust.
5. Empathy: full attention with a firm but caring attitude given by employees to consumers.

Service is considered satisfactory or quality if it can meet the needs and expectations of the community. Conversely, if

the community is dissatisfied with the service provided, the service is considered not qualified or inefficient. Therefore, service quality must be a top priority and focus on customer satisfaction.

Assessment of service quality should be viewed from the perspective of the community as service users, not from the perspective of service providers. Because the community is the one who directly feels and enjoys the service, they are the ones who have the right to assess its quality. If the service provided is in accordance with expectations, then the quality is considered good and satisfactory. If the service exceeds expectations, then the quality is considered ideal. However, if the service does not meet expectations, then the quality is considered poor. Thus, the level of service quality is highly dependent on the ability of service providers to consistently meet community expectations.

METHOD

According to Subana (2010), descriptive research is a method designed to reveal facts, conditions, variables, and phenomena that are occurring at the time the research is taking place, and present data according to actual conditions. Analysis in this method does not require statistical or mathematical testing, but is carried out by describing data through understanding, explanation, and evaluation. Qualitative research is used to explore data in depth, namely data that has meaning or real value behind the visible data. In this study, researchers use certain instruments to collect data, so that events or relationships that are relative and distributive can be found between the concepts being studied. After the data is collected, the results will be presented descriptively to analyze the quality of service

in the process of making E-KTP at the Population and Civil Registration Service of Tojo Una-Una Regency.

The data used in this study consists of primary and secondary data. Primary data includes information collected directly from predetermined informants. Meanwhile, secondary data, according to Moleong (2000), refers to documents in the form of written materials or visual recordings such as transcripts, books, newspapers, magazines, inscriptions, minutes, papers, agendas, and others.

This research was conducted through several stages of data collection, including:

1. Observation
   Observation techniques are used to formulate problems, compare problems with reality in the field, deeply understand existing issues, and design questions for questionnaires. Observation also aims to find the most relevant data collection strategy and understand the phenomenon being studied.

2. In-depth Interview
   Interview is a conversation method with a specific purpose, involving an interviewer to ask questions and a respondent (interviewee) who provides answers (Moleong, 2000). Through this interview, researchers can analyze the quality of service in making E-KTP at the Population and Civil Registration Service of Tojo Una-Una Regency.

3. Documentation
   Documentation method is a data collection technique that involves various forms of records, such as transcripts, books, newspapers, magazines, inscriptions, minutes, papers, and agendas. According to Arikunto (1996:236), documents are an important source in understanding and analyzing the phenomena being studied.

RESULTS AND DISCUSSION

Service is a series of activities designed to meet the needs of the community, whether in the form of goods, services, or administration. Routine evaluation of public services organized by government institutions is essential to ensure the achievement of maximum results. If deficiencies are found in the service aspect, corrective steps can be taken immediately to increase public satisfaction as service recipients.

As a Government Institution responsible for the issuance of E-KTP, the Population and Civil Registration Service of Tojo Una-Una Regency is expected to provide quality services to support the principles of good governance. In providing E-KTP issuance services, this Institution strives to meet the various needs of the people of Tojo Una-Una Regency, respond to complaints effectively, and ensure that services are carried out in accordance with the right principles. The main focus is on the interests of the community as recipients of services, without prioritizing personal or group interests.

In relation to this, the researcher will present the results of the research conducted on the quality of E-KTP making services at the Population and Civil Registration Service of Tojo Una-Una Regency using several indicators as part of the research.

Tangible (Physical Appearance)

Tangible or physical appearance is one of the indicators that support the improvement of service quality at the Population and Civil Registration Service of Tojo Una-Una Regency. This includes facilities and infrastructure, such as buildings, facilities, and equipment, as well as aspects related to personnel, such as the appearance, skills, and competence of officers. According to Tjiptono (2012:175), aspects of physical appearance include service facilities, equipment, human resources, and company communication materials. The dress code of officers is quite disciplined and neat, and the facilities and infrastructure available are quite complete. However, there are still some limitations in the number of facilities, such as parking buildings, computers, laptops, printers, wifi, and seating.

It can be seen that in table 1 related to facilities and infrastructure, from the available data it shows that these factors are considered as the main elements that must be considered in assessing or evaluating the competence of the Population and Civil Registration Service of Tojo Una-Una Regency. Physical evidence in service quality is a form of actualization that is visible or can be used by employees according to their function.

The results of the field facts, the author concluded that the Tangible aspect (physical evidence) according to Parasuraman, Zeithaml, and Berry in Pasolong (2007:135) includes physical facilities, equipment, and staff appearance and communication facilities. The results of the study at the Population and Civil Registration Service of Tojo Una-Una Regency showed that the available facilities and infrastructure, such as waiting rooms, registration rooms, collection rooms, and recording rooms, were adequate and provided comfort for the community in the administration of making E-KTP. However, this service needs to continue to monitor and repair damage to existing facilities, such as chairs and other equipment. With these steps, the quality of service in making E-KTP can run well and optimally.

Table 1. Facilities and Infrastructure

No.	Facilities and infrastructure	Amount
1.	Parking Lot Building	2
2.	Computer	14
3.	Laptop	16
4.	Printer	14
5.	Wi-Fi	2
6.	Service Chair	46

Reliability

Reliability refers to the ability of the service unit to provide the promised service quickly and satisfactorily. This aspect includes the ability of the service provider to carry out services in a timely and consistent manner. Reliability can be understood as the implementation of tasks in accordance with work procedures, service standards, and predetermined times. Proper and satisfactory service fulfillment includes timeliness, ability to provide services, and expertise in handling customer complaints. In addition, services must also be delivered fairly and accurately. It can be concluded that reliability can be achieved optimally if supported by competent human resources (HR) who are able to carry out their duties and functions well.

The theoretical analysis of Parasuraman, Zeithaml, and Berry in Pasolong (2007:135) sees the quality of E-KTP services at the Population and Civil Registration Service of Tojo Una-Una Regency reflects a good level of reliability. The combination of competent human resources and clear SOPs produces services that are accurate, reliable, responsive, and meet public expectations. However, to further improve the quality of service, the service can: 1) Improve employee training to face the challenges of new technology; 2) Strengthen the system of monitoring and evaluating services periodically. Overall, the quality of service provided is approaching the standard of reliable and high-quality public service.

Responsiveness

Responsiveness refers to the ability and readiness of service providers to respond to customer needs, requests, and complaints quickly and effectively. This includes the willingness and speed of employees to help, provide clear information, and handle any problems faced by the community in the service process. This responsiveness is one of the important factors in creating public satisfaction and trust in the quality of service provided. The policies implemented aim to provide fast (responsive) and accurate service to customers, as well as convey information clearly. Delaying service can create a negative perception of service quality. According to Tjiptono (2012: 175), this is related to the willingness and ability of service providers to help customers and respond to their requests quickly.

As a government institution tasked with serving the community, the Population and Civil Registration Service of Tojo Una-Una Regency, through its employees, has the responsibility to respond quickly to various inputs and suggestions from the community regarding the services provided. Employees in the agency are also obliged to always pay attention to problems faced by the

community, especially in the process of managing E-KTP.

To evaluate the quality of service at the Population and Civil Registration Service of Tojo Una-Una Regency, the analysis was conducted based on interviews that had been conducted with reference to the theory of Parasuraman, Zeithaml, and Berry in Pasolong (2007:135), which measures the quality of service. Based on information obtained from interviews with various informants, the results of the analysis showed that the Responsiveness indicator at the Service was classified as good. This is reflected in the ability of the Service to respond to community proposals and input related to the E-KTP administration process effectively. In addition, the E-KTP making service provided has been in accordance with community expectations. This Service also shows good responsibility by providing fast, accurate, and responsive services.

Assurance **(Guarantee)**

Knowledge, courtesy, and skills of employees play a major role in building customer trust in the company. This aspect includes several important elements, such as communication skills, credibility, security assurance,

competence, and ethics in interacting. According to Tjiptono (2012: 175), these factors are related to the extent to which the knowledge and politeness of employees can increase customer trust and confidence in the services provided.

Every type of service requires assurance of the quality provided. This assurance is highly dependent on the reliability of employees in carrying out their duties, so that service recipients feel satisfied and believe that all their affairs will be resolved properly. These factors include aspects of speed, accuracy, ease, smoothness, and quality of service provided (Parasuraman, 1996:69).

Evaluation of the quality of E-KTP services at the Population and Civil Registration Office of Tojo Una-Una Regency can be based on the theory of Parasuraman, Zeithaml, and Berry in Pasolong (2007:135) related to the Assurance dimension. This dimension includes competence, friendliness, and the ability of officers to build public trust in the services provided. The results of the analysis show that E-KTP services at this office have several advantages, such as clear procedures, fast service completion, and response to public complaints. However, there are aspects that need to be improved, such as facility maintenance, handling technical obstacles, and strengthening officer empathy in providing services. Integrating these findings through training for officers is expected to improve the quality of services to better meet public expectations.

Empathy

Providing sincere and personal attention to each customer is very important. This step includes the ability to deeply understand the specific needs and desires of each individual. Companies are expected to be able to identify the specific needs of customers and provide flexible and convenient service schedules for them. According to Tjiptono (2012:175), companies must understand the problems experienced by customers and act in their interests. This effort includes providing personal attention and providing operational hours that are in accordance with customer needs.

Every service activity requires understanding and understanding related to

the interests related to the service. Service can run well and with quality if all parties involved have the same sense of empathy and commitment in resolving service-related matters (Parasuraman, 1996: 40).

Based on the theory of Parasuraman, Zeithaml, and Berry in Pasolong (2007:135), an evaluation of the quality of E-KTP services at the Population and Civil Registration Service of Tojo Una-Una Regency, especially in the Empathy dimension, revealed that the implementation of this aspect is still not optimal. Although a number of informants stated that employees have been directed to carry out their duties with full responsibility, establish emotional relationships with the community, and understand their needs in order to increase service satisfaction, the realization has not been fully maximized. Several employees were still found to exhibit discriminatory behavior in providing services to the community.

CONCLUSION

Based on the research conducted on the Quality of E-KTP Making Services at the Population and Civil Registration Office of Tojo Una-Una Regency, it was concluded that of the five dimensions evaluated, Tangible, Reliability, Responsiveness, Assurance, and Empathy, three dimensions, namely Tangible, Reliability, and Responsiveness, have been running well. However, the other two dimensions, namely Assurance and Empathy, have not reached the optimal level. This is because there are still employees who show discriminatory attitudes in providing services to the community.

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