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## Quality of public services in the field of population administration in malang public administrative mall

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### ABSTRACT

The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the sake of improving public services. If we are honest, there is hope that people's satisfaction is a measure of the success of public services provided by the government as a public service provider. The purpose of this study is to determine the Quality of Public Services in the Field of Population Administration in Malang City Public Administration Mall. This research is a descriptive study using a qualitative approach to determine the quality of public services in the field of population administration at the City Administration Mall in Malang. The data analysis technique used is an interactive model. The results showed that the quality of public services in the field of population administration at the Malang City Public Administration Mall was seen from the aspects of physical facilities, reliability, responsiveness, assurance, empathy, namely the Public Services section at the Malang City Public Administration Mall did not meet adequate service facilities to provide services to public. The community is satisfied with the service provided by the Malang City Public Administration Mall in the reliability aspect regarding reliability in handling any public complaints. Employees in terms of helping people who need services, especially people who are confused about services, have been seen between officers and visitors who communicate with each other. Security at the Malang City Public Administration Mall has shown efforts to improve the quality of its services related to providing a sense of security for the community. The empathy given by the Public Administration Mall is by giving a pleasant impression.



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## Introduction

Currently, the Indonesian government is rising to face the post covid 19 and all services related to public administration are also trying to improve the system and good services for the community. In this case, all service sectors to facilitate the needs of the public to be better than before. The government has an important role to play in providing excellent public services for all citizens as mandated in the law. In Article 1 of Law Number 25 of 2009 concerning public services, it is stated that the definition of public service is as follows: Public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and/or services administrative services provided by public service providers. (Wiranata & Kristhy, 2022) Public service is an effort made by a group or a bureaucratic person to provide assistance to the community in order to achieve a certain goal. One of the implementations of

public services is population administration in a government. Population administration is a series of structuring activities and control over population documents and data through population registration, civil registration, management of population administration information and utilization of the results for public services and the development of other sectors. Along with the implementation of the regional autonomy policy, government bureaucracy officials in the regions can manage and provide public services that are more concerned with the needs of their local communities.

There is a fundamental concept in terms of managing the affairs that govern this local government, namely the existence of its own initiative based on the aspirations of the local community. Regional autonomy means the willingness of local communities to solve various kinds of local community problems in order to achieve their welfare. However, in reality the implementation of public services carried out by the government is still faced with ineffective and efficient services and inadequate quality of human resources. (Supriyanto et al., 2022) This can be seen from the large number of complaints from the public, both directly and indirectly, such as through the mass media demanding an increase in the quality of public services. Improving the quality of public services is a very important issue. This happens because on the one hand the demands of society for the quality of service are getting bigger while the practice of service delivery does not experience significant changes. (Supriyanto, 2022a).

But the reality is their community always demands quality public services, even though these demands are often not in line with expectations because public services that have occurred so far are still convoluted, slow, expensive, and tiring. The results of several studies, one of which was conducted by the UGM Center for Population and Policy Studies (PSKK) with the City Governments of Yogyakarta, Blitar and Ambarawa, state that citizens who use public services are not satisfied with the services provided by the government bureaucracy. This happens because all regulations and service systems are determined unilaterally by the government bureaucracy without asking questions or trying to understand the difficulties, hopes and aspirations of the citizens for the services that their citizens want. Public services need to pay attention to customer needs. (Supriyanto, 2022b) Customer needs can be met if public services can provide services that meet six out of ten indicators of good service based on the theory put forward by Gasperz in Azis Sanapiah namely "certainty of service time, service accuracy, politeness and friendliness, responsibility, completeness, and ease of getting services. If the services provided meet these criteria, then it can be said that the needs have been fulfilled so that they can provide satisfaction to the community. (Rukayat, 2017) The government as a provider of public services needed by the community must be responsible and continue to strive to provide the best service for the sake of improving public services. On the other hand, community satisfaction is a measure of the success of public services provided by public service providers, therefore public services must be focused on fulfilling the maximum needs of society both in terms of quality and quantity. (Supriyanto et al., 2021) Based on the Decree of the Minister of Administrative Reform No. 63 of 2003 concerning general guidelines for the implementation of public services such as service procedures, service requirements, ability of service officers, speed of service, fairness in obtaining service, certainty of service fees, and certainty of service schedules, the government has consequences to improve services in public service sector. (Aini & Kurboyo, 2019), (Jatmikowati, 2021).

It is hoped that government officials throughout Indonesia will carry out public services properly according to what is expected by the community. There is still a lot that needs to be corrected from public services in Indonesia and it is possible that the Malang City area will become one of the executors of public services. Malang City Public Administration Mall is one of the Public Administration service activity units in Malang City, one of which is carrying out public services in the field of population administration. Public services in the field of population administration at the Malang City Public Administration Mall include making Family Cards (KK), Electronic Identity Cards (e-KTP), Temporary Residence Certificates (SKTS) and there are Recommended services include: making birth certificates, marriage certificates, land deeds, business licenses (HO), introduction to making SKCK and driving licenses. Based on preliminary observations that have been made at the Malang City Public Administration Mall that there are several problems regarding the quality of public services in the field of population administration.

The problem that is encountered when people want to make products from population administration is that there are still many people who do not understand what requirements must be brought. It can be shown from the fact that there are still many people who have not completed the requirements for making a Family Card (KK) or Electronic Identity Card (e-KTP). The incompleteness of these requirements is due to a lack of information from the Dispenduk regarding the requirements needed. Indirectly, this problem will hinder the process of making KK and Electronic KTP. So that it will affect the length of time for making KK and Electronic KTP so that it will have an impact on the service satisfaction received by the community. (Supriyanto, 2022c) Another problem in Malang City, namely regarding the unresolved target of recording Electronic KTPs to date. Based on the results of observations made in the city of Malang, data on a population of 874,890 were obtained,

with a composition of 431483 males and 443407 females. 600,000 people who are over 17 years old are required to have KTPs.

His party noted that there were 4,087 residents who were registered as having KTPs, while 1,933 had not carried out the recording. This shows that there are still many people who have not implemented KTP recording. This will indirectly affect the quality of services provided by the City of Malang to the community, this is caused by several factors including people who are sick, people who work outside the region or abroad who have not returned to carry out data recording. Another obstacle in public services in population administration in Malang City is the location of the Malang City population and civil registration office which is located at the end of the Kedungkandang sub-district, not in the middle of the city which is easily accessible by the community.

The solutions offered are that Where people, if they want to get service to get to the office, require a long distance and a long time because they have to pass through the traffic jams in the middle of the city. related to inadequate facilities and infrastructure both operational facilities, physical facilities and other supporting infrastructure. Inadequate waiting places for people who will perform services. Based on the results of interviews when carrying out observations in the public services section, it was provided information that there was a vacancy for service employees at the Public Administration Mall, which consisted of five employees, but in reality there were only there personnel on duty. With this shortage of service employees, it causes employees to concurrently work on other jobs and require more time to complete service work that should be carried out quickly.

Another problem encountered regarding administrative work that has not been carried out properly, namely the arrangement of archives in the service room is still visible in the arrangement of archives that have not been neatly arranged in the archive cupboard. With a filing system that is not in accordance with procedures, it can make it difficult for service employees to serve because the search takes a long time because the archive arrangement is not correct. So that in serving services it becomes less fast because it is disturbed by long archive searches. Based on the constraints above, it illustrates that the services provided by public service providers in Malang City have not been able to provide satisfaction to the community. By carrying out its functions and duties and having special authority and not abusing authority, position or power, it can provide quality servants as public servants.

Previous research related to Public Services in the Field of Population Administration in Mal Administration is to improve public services Therefore, the results of the national survey support the idea that governance will generate greater support for strategies to attract and retain, but the effectiveness of these strategies.(Williams et al., 2017), (SANDU, 2021), (Vasileva et al., 2021). good service has a systematic impact on service provider innovation is not unlimited, but limited by stakeholders who have authority in the public sector procurement system in general. We suggest that recognising the procurement office's important role in innovation can be an important first step in demonstrating their ability to support this innovation.(F. A. Miller & Lehoux, 2020),(Tambovtsev & Rozhdestvenskaya, 2022), (Olteanu et al., 2022).Then in the public service is important Human Resources Service of the authorities of the Russian Federation to provide an integrated approach to the formation of the requirements of the level of maturity of digital capabilities of applicants seeking positions in the civil service. It will also help implement a targeted approach that considers digital literacy requirements when designing programs to develop prospective employees.(Vasileva et al., 2018),(Ombashi et al., 2022),(Farasat et al., 2022). In many ways, public safety personnel cannot be treated as a group. As an exception, perceptions of organizational support and psychological resilience were associated with positive outcomes, albeit to varying degrees across domains. Other individual and organizational factors have very different influences on different fields.(A. Miller & Unruh, 2019),(Hertati, 2023),(Lourenço, 2023). public services must also be supported by technology, this is in Digital transformation and artificial intelligence are major challenges for various industries. The results achieved confirm a marked improvement in administrative, economic, and social efficiency. From these aspects, state governments should gradually design and implement digitalization and artificial intelligence strategies in public services. Invest. EU countries are encouraged to make large-scale public investments to integrate artificial intelligence applications into public services and implement the digital transformation necessary for efficient and intelligent public administration.(Androniceanu, 2023),(Saepudin et al., 2022),(Saepudin et al., 2022).

Based on the results of previous research, there are interesting things related to public education based on Administration, some research says that in public service administration there is a need for supporting technology to facilitate services to the community, but on the other hand, public administration services should not be carried by personal interests in terms of government politics and then the importance of public knowledge of social media technology in related education Good and honest service. However, in contrast to the research that the researcher will use, in this case, the researcher focuses more on how to maintain the quality of public services in the field of population administration in the Malang City Public Administration Mall.

## Method

This research is descriptive research with a qualitative approach. This research was chosen because it presents data in a systematic, factual and accurate manner regarding the facts in the field.(Rukajat, 2018) Using a descriptive research design with a qualitative approach aims to explore facts regarding the quality of public services in the field of population administration at the Malang City Public Service Administration Mall. Research informants were selected by purposive sampling. According to Sugiyono, sampling techniques such as purposive sampling and snowball sampling are more commonly used in qualitative research. Targeted sampling is a technique that samples data sources from a specific point of view. For example, assume that the person knows best what we expect.(Sugiono, 2012)Research informants are based on the consideration that research informants can provide information that is as complete as possible and relevant to the research objectives. .The following data sources were used for this study: Google Forms. For data collection, researchers distributed questionnaires via smartphones and social media to collect information about research data and materials. Field research. This is done to obtain direct data from City Public Service Administration Mall as research subjects using the following methods: Supervision. The data collection method is carried out by direct observation of the research subject as a data source. A survey is a data collection technique that presents respondents with a series of written questions or responses. In this study, researchers used the Likert scale as a measurement scale. Likert scales measure the attitudes, opinions, and perceptions of individuals or groups of people towards social phenomena. Likert scales were used in this study. According to (Sugiono, 2012) the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about existing phenomena. Social phenomena here have been specifically described by researchers, hereinafter referred to as research variables The research informant was the Head of the Public Services section as a key informant who directly carried out activities in public services and had knowledge of the field of public services, while the supporting informants were service officers and several people who were carrying out services at the City Public Service Administration Mall. Poor. The data analysis technique used in this research is interactive model analysis. Interactive model analysis allows qualitative data analysis to be carried out interactively and continuously until complete so that the data is saturated.

## Results and Discussions

Quality of Implementation of Public Services in the Field of Population Administration at Public Service Administration Mall Malang City Public services are currently part of the needs of every community. Every public bureaucracy needs to strive to provide the best quality of service-to-service user communities. Government public services, in this case at the Malang City Public Service Administration Mall, are currently felt to need to be improved and improved, especially in an era like this. Efforts to improve the quality of better public services are a must that must be carried out immediately to create services that are more efficient, effective and in accordance with the needs and aspirations of the community.The results show that it has the potential to be applied to other information systems such as evaluation systems and urban planning systems, as well as construction and facilities management systems.(Kim & Heo, 2017)The quality of public services in the field of population administration can be seen from several aspects, namely.

### Aspects of physical evidence in Malang City Public Service Administration Mall

In realizing quality public services, it is necessary to make changes and improvements that lead to community satisfaction. One aspect that must be improved in improving service quality is the problem of service facilities. The role of service facilities is very important and one that greatly influences the improvement of the quality of public services because the existence of adequate service facilities can make services to the community more comfortable and satisfying while in the service room. Based on the results of research conducted in the aspect of physical evidence (tangible) Pasirjambu District has a room area of 8x6m<sup>2</sup> for a capacity of five service officers. The service room has service tables, work desks, two sets of Electronic Identity Card recording devices and long chairs intended for people waiting for service.

The results of interviews about the service waiting room facilities at the Malang City Public Service Administration Mall with the community who were making a certificate for marriage said "it is still lacking; a table should be provided so that there is a table for writing. The seats are also less like before queue until someone is waiting outside." This is in line with what the service officer stated as follows: "As for infrastructure, you can also see for yourself here, in my opinion the infrastructure is inadequate, as can be seen from the chairs in the waiting room, there are still very few and very limited space. We have been trying to procure goods but so far this has not been realized." Regarding the completeness of the equipment and facilities for the waiting room, it is not yet complete, especially for chairs and tables for waiting, information facilities such as brochures and pamphlets are not yet available. Supporting facilities such as photocopiers are not yet available and the use of

generators when the power is off has not been optimized. From the results of interviews and observations parties at the Public Service Administration Mall in Malang City have not fulfilled adequate service facilities to provide services to the public such as there are still at least chairs in the waiting room, there is no table to write in the waiting room, information facilities are not yet available. Facilities such as generators are not optimized so that when the electricity goes out, the service process will also stop completely, which means that people cannot get service. From this statement in Malang City Public Service Administration Mall, especially the service department, it is still necessary to improve physical facilities as well as adequate facilities and infrastructure for the sake of improving population administration services. This is in accordance with one of the service principles listed in the Decree of the Minister for Administrative Reform, namely the availability of adequate work and other supporting facilities and infrastructure, including providers of telecommunications and informatics technology facilities and Law explained that the provision of adequate service facilities and infrastructure by public service providers.

#### **Aspects of reliability in Malang City Public Service Administration Mall**

The increasing public need for this service needs to be balanced with maximum and fast service which requires the apparatus to be nimble at work. Reliability is the ability to provide promised services promptly, accurately and satisfactorily, such as timeliness, speed and accuracy in completing services. Reliability here is the extent to which the apparatus can quickly, precisely and accurately in providing services to the public. In providing services to the public, reliability and professionalism in providing a service quickly, accurately and satisfactorily are needed in order to create customer satisfaction. The ability of a government agency office providing services to provide services as promised in a timely, accurate and reliable manner and provide the same service is one of the important elements that must be owned by service providers.

From the results of the study it was revealed that the people of Malang City were satisfied with the services provided at the Malang City Public Service Administration Mall in the aspect of reliability (reliability) regarding reliability in handling every public complaint, reliable in terms of time and accuracy of the service process as conveyed by the informant "The procedure it's easy, I just leave the conditions to the officer and follow the instructions given by the officer in making the KK, so the service is fast." From the results of interviews from the public regarding the speed of officers in serving the community at the Malang City Public Service Administration Mall, for this reason the researcher interviewed the Head of Public Services as follows: carry out services. But there are still people who don't understand according to the procedure, so that many people still come without bringing the complete requirements, so the community has to complete the requirements again." This was confirmed again by the results of an interview with a mother who stated that "the time set, namely for KTP for there days, SKTS for there days and KK for four days. And services that are recommended and can be immediately legalized on the same day, for example legalization of family cards and ID cards, applications for birth and death certificates, etc. Based on the results of interviews and observations, it can be concluded that the procedure for making population administration is actually easy as long as the requirements and documents needed are complete. In completing the work itself, how long or quickly the file is completed depends on the applicant himself. (Matraeva et al., 2018) The main thing that often causes delays is the lack of completeness of the files brought by the applicant himself so that it takes more time in the completion process.

#### **Aspects of responsiveness in Malang City Public Administration Mall**

Employee responsiveness is needed in public services because this is evidence and concrete actions taken by the organization in responding to and recognizing the needs and aspirations of the community. Responsiveness here can mean the response or alertness of officers in helping people who need service. To find out the community's response regarding the responsiveness of service officers at the Malang City Public Administration Mall, the researcher interviewed a community member who was there "It's good, I asked about the same requirements for employees being served well". This was confirmed by other visitors who stated that "the employee who served me was good enough, he asked whether all the conditions for taking care of family members had been taken." With this situation, it can be seen that the responsiveness aspect of the service staff at the Malang City Public Administration Mall is good enough with mutual communication between officers and the community by asking the completeness of the files brought by the community. Responding to the statement above to find out the responsiveness of employees in dealing with community needs as stated by the following informant: "help explain difficulties or confusion in the community so that they fully understand and explain what requirements are lacking and what requirements must be completed". This shows the response/responsiveness provided by the Malang City Public Administration Mall in accordance with what is needed by the community.

#### **Aspects of guarantees in Malang City Public Administration Mall**

As an office authorized to handle population problems, especially residents of Malang City. The large number of people who come should get comfort during the service, namely by providing a sense of security for the community during the service, both in the office and outside the office. Therefore, there is a need for an

improvement in service to provide a sense of security for the community during service. Responding to security issues in the environment around the Malang City Public Administration Mall, the informant's statement was as follows: "For security, I think it is safe enough because there is already a parking area outside with parking guards. Thus the public does not need to be anxious when carrying out services. The same thing was also conveyed by other informants that "for security I can say it is safe because there have been no bad or criminal incidents here such as theft, this means that conditions are safe, apart from that we also have security from Satpol PP here." that the level of service security of Malang City Public Administration Mall is safe can be seen from the response of the following informant was "Yes, it is quite safe because there is already a parking attendant to look after the vehicle being brought so there is no need to worry anymore". This was confirmed by another informant's statement "in my opinion the environment in the service room, it is necessary to provide duty officers besides for security, they can also provide information related to services".

From these interviews and from the results of observations for guaranteed issues, especially the security of the Malang City Public Administration Mall, it is quite good. Efforts to improve the quality of its services are related to providing a sense of security for the community, namely by placing parking attendants who participate in securing conditions in the parking lot. Apart from guaranteeing the security of the service environment, there is no less important, namely the existence of a definite guarantee for population administration applicants with the capabilities provided by the agency, so that they feel satisfied. In this case the competence of public service providers must be based on the knowledge, expertise, skills, attitudes, and behavior that are needed. Malang City Public Administration Mall service officers have made maximum efforts to carry out their duties properly in the service process. If there are complaints from the community, the Pasirjambu District will immediately follow up. The Malang City Public Administration Mall has made every effort to carry out its duties properly during the service process. If there are complaints from the public, the Malang City Public Administration Mall will immediately follow up. This is in accordance with the Decree of the Minister of Administrative, one of which is the competency of the service provider must be determined appropriately based on the knowledge, expertise, skills, attitudes, and behavior required. Service delivery at the Malang City Public Administration Mall is carried out by making sure that it is carried out effectively and efficiently. Therefore, both the people who receive services and the officers who provide services must understand the procedures that apply. The community must be able to fulfill the predetermined conditions as stated by Moenir (2008: 204), that "quality service is not only determined by the party serving but also the party being served".

#### **Aspects of empathy in Malang City Public Administration Mall**

Empathy is a sense of caring to pay attention to the people who are in need of service. As a public institution that provides services, it is demanded to always be ready to help people who need services. The concern of employees to always prioritize the needs of the community will support the creation of quality public services. Related to the attitude of empathy or concern shown by service workers, according to an informant, namely: "explain as clearly as possible so that services can be well received by the public and wholeheartedly accept criticism and suggestions as interoption for better service. As servants of the state, whether we like it or not we must be ready to serve and also help the community, such as explaining what must be fulfilled in making KK, KTP, SKTS, etc., so there are no employees here who are unprepared." According to the community, the willingness of officers to serve, in my opinion, is quite good. From the results of interviews with the community, it can be seen that the problem with the willingness of officers to serve the community has been good with many community responses stating that they are quite good. The provision of services, the willingness of officials to provide information is something that needs attention. The willingness of employees to provide information to people who need services will be able to improve the way of service in the eyes of the community. So that in creating community service excellence, it needs to be supported by employees who are empathetic in helping the needs of people who need information.

#### **Discussion**

Obstacles in Improving the Quality of Public Services at the Malang City Public Administration Mall. In carrying out its duties as a public service, the Malang City Public Administration Mall faces several problems in the process of administering its public services, which include the following: Apparatus Resources Providing maximum service to the public requires adequate government apparatus. The number of employees in the public service section is five people, consisting of one section head, two computer operators and two service staff. However, currently there are only three employees for this service because one computer operator is on maternity leave, one service staff is taking a computer course held by BKD Malang City. With the limited number of employees in the public service section so that it can hinder the work of public services to the community because employees have to have multiple jobs.

Community Awareness One of the factors that also influences the implementation of government service tasks in Malang City is the community awareness factor. Community awareness is intended to mean awareness

to prepare everything that is required to carry out a service matter at the Public Administration Mall, the relationship between government officials and the community must support each other in order to achieve the expected goals, both from the community and from the government officials themselves. Facilities and infrastructure The condition of facilities and infrastructure for the implementation of public services that have not been fulfilled smoothly for the benefit of service matters. The service area has not been fulfilled with waiting/guest room facilities and has not been supported by facilities that can create a comfortable atmosphere for service applicants. Waiting rooms that are not yet in accordance with the volume of visitor arrivals, lack of available seats and tables or places for visitors to write, special places for people with special needs. Efforts to Overcome Problems in Improving the Quality of Public Service Delivery in Public Administration Malls There are problems in improving the quality of public service delivery as mentioned above, the author tries to provide efforts to overcome them as follows: Conduct counseling programs through the Neighborhoods head to the community, to assist in the dissemination and understanding of information to the public, regarding matters relating to service activities. Organizing services that are not burdensome and difficult for the people of Malang City. Increase the professionalism of each employee in the Public Administration Mall. Proposing the procurement of public service supporting facilities.

## Conclusion

Based on the results of the research, the people of Malang City are satisfied with the services provided by the General Administration Mall in the aspect of reliability (reliability) regarding reliability in handling every community complaint, reliable in terms of time and accuracy of the service process. The responsiveness of employees in terms of helping people who need services, especially people who are confused by services, has been seen between officers and visitors who communicate with each other. This is shown by officers who want to help the difficulties experienced by visitors. Judging from the aspect of guarantee, especially security in malls, public administration has shown efforts to improve the quality of its services related to providing a sense of security for the community, namely by placing parking attendants who participate in securing the situation in the parking lot. Then there are items left in the service room that will be kept by the clerk until the owner picks them up. The empathy provided by the Mall Public Administration is to give a pleasant impression. This can be seen from the attitude of officers who explain as clearly as possible about service procedures and wholeheartedly accept criticism and suggestions as interrogation for better service.

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