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Analysis of Community Satisfaction with Public Services at the Makassar City Population and Civil Registry Service

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Abstract

This research aims to determine community satisfaction with the services provided by the Makassar City Dukcapil Office. In this research, the approach used is a qualitative method. The data analysis techniques applied include data reduction, data presentation, and drawing conclusions. The research results show that in general, the services provided to residents are quite good. However, there are several obstacles in the online service process. Not all residents understand how to register online. According to Dukcapil, the millennial generation or younger people are more likely to understand online services. On the other hand, elderly parents often experience difficulties. This is confirmed by researchers' interviews with several elderly residents in Makassar, who stated that they did not understand the online registration process. Meanwhile, younger residents feel that online registration is good and can be done anywhere. To overcome this gap in understanding, Dukcapil has committed to helping elderly residents who come to the location by registering them online. Dukcapil also tries to provide assistance to residents who need help so that all levels of society can benefit from this service. This effort shows that Dukcapil is not only focused on improving service quality, but also trying to ensure service accessibility for all citizens, regardless of age. It is hoped that these steps will increase public satisfaction with Dukcapil services in Makassar City.

1. Introduction

According to Afandi, P. (2018), human resource management (HRM) is a science or method of managing the relationships and roles of resources (workforce) possessed by individuals efficiently and effectively so that they can be utilized to their maximum potential, achieving shared goals among institutions, employees, and society. Management is the science and art of organizing the process of utilizing human resources and other resources effectively and efficiently to achieve specific objectives. HRM is a part of management, and thus, general management theories form its foundation. HRM focuses more on managing the role of humans in achieving optimal goals.

According to Astuti, M.N. (2019), the development of HRM is driven by advances in civilization, education, science, and the competitive demands for goods and services produced. In the 20th century, experts developed HRM into a specific field of study that examines the roles and relationships of humans in achieving organizational goals.

Agus Saputra, R. Suprapto, and Rachmadi A. (2018) state that government agencies are evaluated based on how well they provide services to the public, as it is the obligation of government agencies to deliver the best possible service to the public. The large number of government agencies providing direct services to the public makes public satisfaction crucial for driving service improvements. Public satisfaction allows the related agencies to understand whether the services provided are good or need improvement. Therefore, research on public satisfaction with the services of civil registration and population administration agencies is necessary.

This research was conducted in Makassar City because, according to the Population and Civil Registration Office (Disdukcapil) of Makassar City, the service system still receives many complaints from the public. This study aims to determine the public's satisfaction with the public services provided to the residents of Makassar by the Population and Civil

Registration Office. The government has always emphasized that its primary duty is to provide the best quality service. Quality public service is a hallmark of good governance, one of the objectives of optimizing state apparatus. Therefore, continuous and sustainable improvement of public service quality must be implemented by all government apparatus.

Population data is now considered crucial, as it is needed for various activities in the economic, educational, and health sectors. Due to the importance of these documents, people will undoubtedly seek to create their population data, as they cannot freely engage in activities without it. For example, a child needs a birth certificate to enroll in school, and people need an ID card to receive good hospital services. The agency responsible for managing population data is the Population and Civil Registration Office (Disdukcapil). The services provided include ID cards, birth certificates, death certificates, family cards, data activation, data changes, second copies (missing documents), name changes, and inter-provincial and city moving letters.

The current challenge faced by the Population and Civil Registration Office in Makassar City is the online service system implemented in 2020. Many citizens complain that public services are no longer as straightforward as before, as they have been transitioned to a complex online system. Citizens must use an email or mobile phone to access documents via a link or website provided by the Dukcapil Makassar, and if they do not have one, they must borrow from relatives or family members. The mandatory requirements of the online system have caused many complaints because not everyone is familiar with the online system or knows how to upload or fill out documents on the website. The waiting time for processing documents can take about 3 to 4 days, leading to dissatisfaction compared to the previous more straightforward public services. The community's understanding of the process at Dukcapil Makassar is not yet stable, making it difficult for them. The service process is divided into 12 service counters, each dealing with different population data issues and problems faced by Dukcapil Makassar employees, who have different issues.

Customer or public satisfaction is the level of feeling someone has after comparing the performance or results they perceive with their expectations. For example, if customers expect timely service but experience delays, it causes disappointment and dissatisfaction. People want services that meet their expectations: fast, friendly, and uncomplicated procedures. The disappointment stems from being directed to use online services even when visiting the Dukcapil Makassar City office. Many people find it difficult to follow the procedures listed on the Disdukcapil Makassar website. Additionally, some often fail to access documents from home due to complex procedures. The Disdukcapil Makassar City's Strategic Plan (RENSTRA) 2021-2026 aims to improve task and function performance in population and civil registration services. The strategic plan (Renstra) of regional apparatus is a planning document for a five-year period, outlining objectives, strategies, policies, programs, and activities aligned with regional apparatus functions, guided by the RPJMD and indicative in nature.

The preparation process includes: (1) preparing the regional apparatus strategic plan; (2) drafting the regional apparatus strategic plan; (3) finalizing the regional apparatus strategic plan; (4) establishing the regional apparatus strategic plan. It is linked to planning documents at the national, provincial, and district/city levels. The 2021-2026 Disdukcapil Makassar City Strategic Plan aims to: 1) Enhance service quality and productivity, especially in population and civil registration; 2) Promote effective service systems and procedures; 3) Foster community creativity, initiative, and participation; 4) Optimize the population administration information system (SIAK) for excellent service; 5) Serve as an effective monitoring tool and foundation for improving public service effectiveness in population and civil registration. The RENSTRA 2021-2026 aims to implement the vision, mission, goals, and strategies outlined in Makassar City's RPJMD 2021-2026, aligning

with government policies and macroeconomic changes.

2 Research Methodology

This research uses a descriptive qualitative methodology to investigate social phenomena and human issues. Lexy J. Moleong (2018) explains that the qualitative method is a research technique that produces descriptive data from individuals and observed behavior in the form of oral or written words. The purpose of this research is to collect data in detail to better understand the elements that influence public satisfaction with public services. The focus of the research is to analyze public satisfaction with public services at the Department of Population and Civil Registration of Makassar City, focusing on the quality of services provided to the community.

This research will be conducted at the Department of Population and Civil Registration, Jalan Sultan Alauddin No. 295, Gn. Sari, Rappocini District, Makassar City, South Sulawesi, for two months, from January to February 2024. The data obtained are primary data, which are discovered for the first time through initial observations and direct interviews with the leadership and staff of the agency, according to the needs of this research. The research informants come from direct interviews, consisting of 4 community members to assess satisfaction with public services and 3 employees to evaluate the existing service system.

Data collection techniques include observation, where researchers conduct in-depth observations and record the state of the agency or the behavior of objects and targets while at the research location. Interviews are conducted in a structured manner with prepared guidelines, involving the interviewer and the interviewee. Documentation collects information about subjects or variables through notes, books, newspapers, magazines, and other media relevant to public satisfaction with public services and the structure of the Department of Population and Civil Registration of Makassar City.

In qualitative research, data analysis is conducted while data is being collected. The interactive model of Milan and Huberman is used to assess qualitative data from observations and interviews. This analysis consists of three concurrent activities: data reduction, data display, and conclusion drawing/verification. The collected data is summarized, focused, and narrowed to meet the research objectives, with data reduction done through classification, abstraction, and compilation of field notes, interviews, and supporting materials. After the data is summarized, the information collected is examined before being provided as interview notes (CW), field notes (LC), and documentation notes (CD). Each piece of information is coded and examined to make it quick and simple for the researcher to review. Conclusions are drawn if the initial assessments are supported by reliable evidence, and these conclusions can take the form of illustrations or descriptions of something previously unclear, making the studied object more visible..

4.1 Discussion Of Research

The framework of this thesis on the analysis of public satisfaction at the Population and Civil Registration Office of Makassar City includes several indicators. Service is a process related to fulfilling consumers' expectations and needs, and a service can be considered high quality if it meets most of these expectations. Based on interviews conducted with residents like Mrs. N, Mrs. R, Mrs. Y, and Mrs. K on January 26, 2024, they expressed that the services provided by the Makassar civil registration office were satisfactory. Mrs. N appreciated the option of online services, while Mrs. R and Mrs. Y noted the quick and straightforward procedures. Mrs. K also mentioned that the current services are much easier, especially with the online options available.

In terms of cost, residents reported that there were no fees involved in processing their documents. Mrs. N and Mrs. R highlighted that the services were free, and the waiting time depended on the completeness of the

documents. Mrs. Y found the online services a bit complicated but acknowledged the benefits of the manual services. Mrs. K appreciated the online system for its convenience. The system is defined as a set of elements combined for a common purpose. Interviews with employees like Mr. S, Mrs. T, and Mr. A from the civil registration office revealed that document requirements comply with the Ministry of Home Affairs Regulation No. 109 of 2019. The processing time for all services is three working days, according to the Standard Operating Procedure (SOP), provided all documents are complete.

Connection, as defined in the Indonesian dictionary, facilitates ease in all matters or activities. Mr. S from the office stated that their technological infrastructure is excellent, supported by the Communications and Information Technology network with a speed of 100 MBPS. They also have a self-service kiosk (ADM) for printing documents like family cards and birth certificates. Mrs. T mentioned that the technology infrastructure is very good, with adequate facilities and free drinking water for visitors. Mr. A pointed out that information technology has improved significantly, with complete facilities and polite staff interactions with the public.

Quality refers to the level of excellence of something provided or executed. Mr. S explained that the SOP requires applications to be completed within three working days, and complaints submitted via WhatsApp are responded to on the same day. Mrs. T noted that applications take a maximum of 30 minutes per person, emphasizing the efficiency of online services, especially during the COVID-19 pandemic. Mr. A confirmed that the introduction of online services in 2020 was necessary due to social distancing requirements.

Regarding the population data report from the Makassar City Civil Registry Office, the data includes the total number of districts and sub-districts, population by religion, gender, marital status, and age distribution. For instance, there are 14 districts with various numbers of sub-districts, a total population of 1,474,393, with 732,391 males and 742,002 females. The data also covers the number of families, mandatory KTP holders, and population movements.

Based on interviews conducted with four residents of Makassar's Dukcapil, the following conclusions were drawn: All four informants expressed that the services provided by Dukcapil meet their needs and expectations. The procedures are considered appropriate, and the current online system is seen as more convenient since it can be accessed anywhere using a smartphone. Regarding the costs, all services are free, and the time taken for service depends on the network and the nature of the service requested. For example, obtaining a KTP (Identity Card) is processed at the respective district office, with timeframes varying based on the district's processes. Some informants noted that the online system is more efficient than the manual system because it allows for service from home. However, one informant, Mrs. Y, finds the online system complicated due to a lack of understanding, despite having a smartphone, and prefers manual processing.

The interview with Dukcapil employees revealed that service procedures must comply with Ministry of Home Affairs Regulation No. 109 of 2019, which governs the forms and books used in civil administration. One employee mentioned that original documents are required for processing, and the requirements vary depending on the service requested. The standard processing time for documents is set at three working days, according to the SOP (Standard Operating Procedure), but this also depends on the completeness of the submitted documents. Dukcapil employees noted that the infrastructure and technology at Dukcapil Makassar have improved, with support from the Ministry of Communication and Information, providing a network speed of up to 100 Mbps.

Facilities at Dukcapil Makassar include ADM machines for printing completed documents such as birth certificates and family cards, though KTPs cannot be printed due to

restrictions from the Ministry of Home Affairs. Informational banners and free drinking water are also available to visitors.

Dukcapil has introduced online services to minimize physical visits to their offices. Residents can register from home or anywhere, even outside the city. Free Wi-Fi is available for those who wish to register on-site, and a WhatsApp service is available for complaints, which are responded to promptly, generally within 30 minutes. While younger people find the online services efficient due to their familiarity with technology, older residents often require assistance, which Dukcapil provides by helping them register online when they visit in person.

The decision to implement online services originated from the need to manage large crowds vying for service numbers. The COVID-19 pandemic further accelerated this shift, with approvals from the Ministry of Home Affairs. Online services continue to this day, providing easy access regardless of the physical distance to Dukcapil offices. The queueing system at Dukcapil Makassar is efficient, with a ticket machine and staff assisting with number allocation. Twelve service counters handle various civil documentation issues.

A study similar to this analysis is "Customer Satisfaction Analysis on Planning and Reporting Services" by Sri Agustini (2020). This research concluded that public service execution in the Planning Bureau is generally good but noted the need for improvements in service personnel capabilities. Similarly, the analysis of public satisfaction with Makassar's Dukcapil found that services are generally satisfactory, but the online process is not well-understood by all, particularly older residents. Dukcapil staff assist older individuals with online registration when they visit the office.

In summary, Makassar's Dukcapil services are considered satisfactory, provided residents comply with established regulations. The online service procedure, implemented since 2020, remains in effect, and Dukcapil offers support to those who need help, especially the elderly. Facilities such as free Wi-Fi, monitors displaying requirements, banners, and free drinking water are available to aid residents at the office.

5. Closing

Analysis of public satisfaction with public services at the Makassar city population and civil registration service is generally quite good because all the procedures in the Makassar city dukcapil can be said to be good, except for the procedures for the online registration part because not all people understand online registration but the dukcapil said that For those who don't understand, they will be registered directly at the Makassar dukcapil. Then, if the entire dukcapil community complies with the regulations that have been provided, the service process will be smooth and hopefully in the future the procedures will improve and the community will be more satisfied and it will be easier to process population data.

It is hoped that in the future the service will be improved even better and pay more attention to the public in terms of providing online services and teach them better in registering online. It would be best to make it easier for elderly people to manage population data files.

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