

## **Transformation of Inspirational Population Administration Services in Biringkanaya District**

**Djohar<sup>1</sup>, Susanty I Mutia Shadat<sup>2</sup>, Dety Junita Sulanjari<sup>3</sup>, Umar Kamaruddin<sup>4</sup>,  
Ahmad Syaekhu<sup>5\*</sup>**

<sup>1,2,3,4,5</sup>Universitas Sawerigading Makassar

E-mail: [ahmadsyaekhuunsa@gmail.com](mailto:ahmadsyaekhuunsa@gmail.com)

### **ABSTRACT**

This research aims to analyze the factors that affect the quality of public services in population administration in Kecamatan Biringkanaya. The study uses a qualitative approach with a case study design. Data were collected through in-depth interviews with key informants and document analysis. The results show that the quality of public services in population administration is influenced by various factors, including human resources, facilities and infrastructure, and regulations. The study also found that local governments have implemented several strategies to improve the quality of public services, such as recruitment and training of qualified human resources, improvement of facilities and infrastructure, and simplification of regulations. In conclusion, this research suggests that local governments need to continue their efforts to improve the quality of public services in population administration by addressing the complex factors that affect it.

**Keywords:** administration, transformation, public service, population

### **INTRODUCTION**

A measure of the quality of government and governance in a country is reflected in its quality of public services. The bureaucracy responsible for providing public services often has a complicated process (Akib et al., 2022; Arhas et al., 2021; Liese et al., 2021). People who find sub-districts to be part of the government bureaucracy must have problems. Their hope is that by coming to the sub-district, their problems can be resolved as soon as possible. In reality, the convoluted process makes it difficult for residents to solve the problem. As a result, the community gave a bad stamp to the sub-district, (Lapiente & Van de Walle, 2020).

Sub-districts must be able to position themselves as friendly bureaucracies in solving administrative problems of their citizens. The community began to demand improvements in the quality of public services. Especially with the existence of social media, which is a forum for citizens to voice their opinions, The more criticism from the community, the worse the image of the sub-district. The reality that occurs is often found in Biringkanaya sub-district, which has a complicated process. In addition, various files were found scattered, letters that did not reach the destination address, and workloads that relied on certain people only. The work environment between people is not pleasant. The root of this problem is a lack of managerial skills. In addition, a lack of responsibility can cause them not to work optimally (Kuziemski & Misuraca, 2020).

To meet the needs of the community, adequate competence is needed using existing facilities and infrastructure. The facilities and infrastructure available in the sub-district are still constrained in terms of number and quality. For example, computers and software that are disrupted because of the network. Other problems were also found with inconvenient physical

facilities and queue systems that were still in shambles. Waiting chairs are often not enough to accommodate the number of citizens who come to take care of ID cards. In addition, the room is also narrow, so some residents have to wait outside. All these things further deteriorate the quality of public services in the sub-district (Al Ahbabi et al., 2019).

Transparency and integrity challenges are also trust issues in the sub-district. The public finds various frauds, such as data duplication, errors in input, and limited access to information (Etemadi et al., 2020). The resulting data becomes unstructured, and public trust also decreases. Another challenge in terms of a minimal budget. This hinders the development of human resources and the maintenance of infrastructure facilities, so it is not optimal (Mansoor, 2021).

Administrative services in Biringkanaya cannot be said to be professional. People who come to the sub-district often feel ignored because they are not served as they are. Employees should welcome the community in a friendly manner (Ozkeser, 2019).. But in reality, residents have to ask first to get services; besides that, many residents are forced to return home because the requirements given are too complicated. As a result, residents have to go home first to complete it (Bosio et al., 2022). This includes the introduction of the latest regulations in population administration as well as strengthening communication skills and services to the community. Thus, HR will have a better understanding of the needs of the community and be able to provide more responsive services (Piwowar-Sulej, 2021).

Research from Sonani & Yulia, (2021) found that the variables of empathy and assurance have a significant influence on community satisfaction. In principle, people want their data to remain safe and confidential during administrative management. In addition, the community is very happy with officers who have attention, courtesy, and are friendly towards them. People who come often feel insecure because of low educational factors. But with a polite and friendly attitude from employees, they can feel calmer when being served. Research by Juhaeriah et al., (2015) found that information systems and good services have the highest influence on the quality of public services. City residents find it very helpful to have service systems that have been integrated with technology. Information becomes easier to access, so people can more easily prepare the documents they need. Based on the data above, this study offers to determine the reasons why the quality of public services in the field of population administration in Biringkana District has not been optimal.

## METHOD

This study uses a descriptive research design with a qualitative approach, (Creswell & Clark, 2017; Glaser & Strauss, 2017; Lincoln & Guba, 1985; Sugiyono, 2007; Suyitno, 2018). to explore facts about the quality of public services in the field of population administration in Biringkanaya District (Khoa et al., 2023). This research will be conducted in Biringkanaya District, Makassar City, Sulawesi Province in March 2023. Research informants were selected through purposive sampling and consisted of the Head of the Public Service section as a key informant, as well as service officers and several people who were doing services in Biringkanaya District. Data collection techniques involve direct observation of public service processes, structured interviews with interview guidelines, and data collection

through documentation. These techniques are used to obtain relevant and complete data on the implementation of public services in Biringkanaya District, including laws and regulations related to the quality of public services in the field of population administration. The data analysis technique uses an interactive analysis model from (Huberman & Miles, 2002).

## **RESULTS AND DISCUSSION**

### **Quality of Population Administration Services**

Public services have a crucial role in meeting the needs of the community carried out by the government. This includes the administrative process of identity documents, such as KTP, KK, and SKTS, which have a direct impact on the level of citizen satisfaction and trust in the government (Freddy et al., 2022). The quality of services related to this document is an important determinant in shaping public perception of government performance.

In everyday life, KTP, KK, and SKTS have a central role as proof of identity and citizenship status. Therefore, the quality of service to these documents is very important. The management process must be efficient, transparent, accurate, and provide convenience for applicants. Important aspects of identity document services involve a systematic and transparent application process, accurate and up-to-date data, fast processing times, and reasonable fee policies. Service providers must ensure information about requirements and procedures is easily accessible to the public, as well as maintain data cleanliness and security (Mustafa et al., 2020).

In the face of globalization challenges, identity document services have become more significant. The quality of this service must always be improved by collaborative efforts between the government and the community, sophisticated information technology, and improving the capabilities of the public apparatus. Thus, the community will feel fulfilled their rights and support active participation in national development (Alvarenga et al., 2020).

The quality of public services in the field of population administration can be seen from several aspects, namely:

#### **Aspects of Physical Evidence**

In the context of quality of public services, tangible refers to the physical or tangible aspects of services provided by government agencies to the public. This includes physical evidence such as identity documents, notification letters, application forms, receipts, and certificates (Hussain et al., 2019). This tangible element is concrete evidence of the process and results of public services that have been provided to the community. The physical quality of these public administration services has an important role in ensuring efficiency, accuracy, and transparency of services. When the physical evidence is presented properly and completely, the community feels confident and believes that the service has been carried out professionally and according to procedures (Piyasunthornsakul et al., 2022). Therefore, good management and presentation of tangible elements is a critical part in achieving sustainable quality public services and increasing public satisfaction and trust in government agencies.

Data obtained in the field shows Biringkanayya sub-district measuring 8 m<sup>2</sup> x 6 m<sup>2</sup> with a capacity for 5 officers. Inside the room there are tables, electronic ID card hoisting tools and wooden loungers for the community.

Mr. Suhariyanto, who was interviewed while queuing to make an e-KTP, said, "The facilities are still lacking, especially the table for the contents of the form. The equipment is still not enough, so if you want to make an ID card, you have to queue for a long time."

The same thing was also said by Mr. Wahyuri as a service officer, "We can see the desk, there is still a lack of cash, the seats alone are not enough to sit in line. The problem is that this e-KTP is very important for residents, so many people must come. Na this room is very narrow, because of the community. We have proposed for additional facilities but there has been no answer from above,"

The observations show that the Biringkanaya District Office still lacks service facilities. For example, for chairs and tables to be still very minimal. People sometimes have to use their thighs to write forms. This also has an impact when there are many queues, as people have to queue outside the hot room. In addition, facilities such as generators still do not exist, the impact when there is a power outage, the service will stop completely. Based on the results of the interviews and observations above, it can be concluded that to improve administrative services in Biringkanaya District, it is necessary to improve physical facilities and completeness of facilities and infrastructure (Mbassi et al., 2019; Mosimanegape et al., 2020). This is in accordance with the service principle which emphasizes that every public service provider is obliged to provide quality services and oriented to customer satisfaction in accordance with Law Number 25 of 2009 concerning Public Services (Public Service Law).

### **Reliability Aspect**

The reliability aspect is one of the important principles in public services that determines the extent to which a service can be relied upon and consistent in providing good services to the community. Reliability means that the services provided can be expected to run well, accurately, and as promised without significant failure or uncertainty (Kuziemski & Misuraca, 2020).

The relationship between community satisfaction and punctuality in public service is very close. Community satisfaction is the result of the extent to which public services meet their expectations and needs, while timely reflects the ability of public services to provide services within promised times or within reasonable time limits (Almaiah & Nasereddin, 2020). People will be more satisfied with public services if they are provided on time as promised. Inaccuracy in providing services can lead to dissatisfaction and disappointment. Punctuality in public service contributes to the level of community satisfaction (van Ooijen et al., 2019). If services are provided quickly and on time, people will feel valued and considered important.

Imam Sumantri, an interview with one of the brenama residents, said, "I often feel frustrated with government services that are often late in completing procedures or providing the documents I need. For example, when managing SKTS, the process is often convoluted and takes longer than promised. Yes, there is also the problem of service consistency. I've had experiences where I got different information from two

different officers while taking care of the same thing. It was very confusing and made me feel that the ministry was inconsistent."

Results interviewed the head of the Public Service about the speed of the ministry said, "Actually, everything is easy if people have understood the requirements of each of their affairs. For example, to take care of KK, there are still some residents who do not understand what documents they must bring. So come only bring your ID card. So we have to explain again the other requirements. Automatically if they don't bring it then they have to go home again and be photocopied. If the person is patient and painstaking, he will definitely come back on the same day. Tap if the house is far away, there are other urgent needs that day, they will come back tomorrow or in a few days. So the impression is that our service is slow, even though the completeness of the file is not there. "

Mother Sri Lestari as the ministry department emphasized, "There is already time to solve problems for each management. Both KTP and SKTS are a maximum of 3 days, except for KK management for a maximum of 4 days. If all documents have been entered, we can guarantee the process according to the time provisions. The problem is that if the file is incomplete, they have to go back and forth, so they feel a long time coming."Based on the data obtained, it can be concluded that the problem of time for completing proposals already has standards from the Biringkanayya sub-district. Factors that prevent such proposals from entering the service desk are incomplete documents and the ability of the applicant to complete them promptly. The sooner they complete, the faster the application will be processed.

### **Responsiveness Aspect**

The responsiveness of sub-district employees to the quality of public services refers to the extent to which they respond quickly and effectively to the needs, requests, and inputs of the community(Samangun & Bakar, 2023). Good responsiveness is one of the important aspects in improving the quality of public services and building positive relationships between the government and the community. Sub-district employees must be able to quickly respond to community requests related to various public services. For example, when there is an application to arrange an ID card or permit, employees must immediately direct the public to the appropriate counter and provide clear guidance.

Responsiveness is also seen in the ability of employees to manage community complaints. When people file complaints or service-related issues, employees must take swift action to resolve those issues and provide satisfactory solutions. Responsiveness also involves the ability of employees to solve problems faced by the community. They must be able to overcome obstacles or difficulties that may arise in the service process(Palijama, 2021).

Respondent Bernama Mr. Suhariyanti said, "The response from employees here is quite good. When I came to take care of making the KK, the officer immediately checked the documents I brought and provided information about the process clearly. They were also very responsive in answering my questions. There was one experience that made me feel very helpful. When I applied to speed up the process of making a KK because there was an urgent need, the officer responded quickly and helped me complete the

process in no time. I feel appreciated as a citizen who needs help and their response has been positive."

In observation, sub-district employees will welcome the community by asking questions, "Please sir, can I help you?". This shows a strong sense of respect and communication from the officers. This helps the community to be more comfortable to serve. They also explain the requirements for proposing in a structured and friendly manner. Based on these results, it can be concluded that the responsiveness or responsiveness of administrative services in Biringkanaya sub-district is very good. They treat customers friendly, fast and responsive.

### **Warranty Aspect**

The relationship between the assurance aspect to the satisfaction of administrative services in the sub-district reflects the importance of ensuring the quality and smooth process of administrative services to achieve community satisfaction (Pangestu, 2022). Administrative service assurance involves efforts to ensure that the services provided are consistent, reliable, and in accordance with established standards. Administrative service assurance requires sub-districts to establish clear and transparent procedures in every administrative service provided. This certainty helps people understand the stages to go through and reduces the potential for confusion or uncertainty.

Administrative service guarantees require sub-district employees to provide accurate information and data and avoid errors that can hamper the administrative process. Accuracy in providing services will increase community satisfaction because they get documents and services that are in line with expectations. *Aminan Administrative Services* ensures that information regarding procedures, requirements, waiting times, and service outcomes must be easily accessible and open to the public. Thus, people can understand what they need and can plan better (Pramudya, 2023).

The results of the interview with Mr. Wahyuri stated: "I see some security measures implemented here. First, they check the identity and originals carefully before issuing new documents or updating data. Secondly, they also use special technology and devices to print documents, such as KK and ID cards, which have certain security markings."

Mother Sri Lestari also expressed the same thing, "Yes, we also use security systems such as the official stamp and seal of the sub-district office. In addition, the management of SKTS (Certificate of Disability) they also require the signature of the village head and verify data with the relevant village. All this is done to ensure the validity and security of the documents."

Mr. Suhariyanto also affirmed the same thing "Yes, I feel safe and confident that my personal data is protected. I see that the officers here are very careful and professional in handling people's personal information. They also explained the privacy and data protection rights we have as citizens."

Ibu Sri Lestari further revealed "Perhaps, one of the things that can be improved is further awareness and education to the public about the importance of protecting their

personal data. I also hope there will be more training and capacity building for sub-district officers in the face of potential growing security threats, such as cybercrimes."

The community feels safe and confident that their personal data is protected during the process of processing the document, because sub-district officials are very careful and professional in handling people's personal information. Also, they provide explanations regarding the privacy and data protection rights possessed by the public. Although these security measures have been implemented, there are still some suggestions for improvement. One of them is to increase awareness and education for the public about the importance of protecting their personal data. In addition, training and capacity building for sub-district officers in the face of growing security threats also need attention.

By prioritizing security aspects in public administration services in the sub-district, it is hoped that the public will feel more comfortable and confident when taking care of these documents. The security of people's personal data and documents must always be maintained and improved so that public trust and satisfaction with public services will increase.

### **Empathy Aspect**

The aspect of empathy in administrative services in sub-districts is very important to improve the quality of service. Empathy refers to the ability of service officers to understand and feel the feelings, needs, and desires of the community who come to take care of administration such as KK, KTP, and SKTS. The empathy aspect involves the ministry worker's ability to listen carefully and understand each individual's unique needs. In an administrative context, each citizen may have different situations or constraints, and the officer's ability to understand this can help them provide more precise and meaningful solutions (Rumambi et al., 2022).

Empathy also involves patience in serving the community. Officers who are patient and friendly will help create a more positive and comfortable service environment for the community. This is important because the administrative process can sometimes be time-consuming and cause inconvenience to the community. Empathic officers will show concern and concern for the community who come to take care of the administration. They will listen intently, provide clear guidance, and provide satisfactory answers to questions and concerns expressed by the community. The aspect of empathy must be balanced with professional ethics. Officers must maintain professionalism and objectivity in providing services, without discrimination or nepotism.

Mr. Wahyuri said in his interview, "When I came to arrange KTP and SKTS because of urgent needs, the officers responded very well and understood my situation. They provide support and explain the process attentively. I feel listened to and appreciated as a citizen who needs help."

Mother Sri Lestari in her interview said, "I want to convey that the government continues to encourage and strengthen empathetic aspects in public administration services. The community will feel more valued and supported if officers always face them with a smile and a friendly attitude. I would like to convey that the government continues to encourage and strengthen the aspect of empathy in public administration services. The community will feel more valued and supported if officers always face

them with a smile and a friendly attitude. In my opinion, there is more training and socialization about the importance of empathetic service for officers in this sub-district office. I realize that having many tasks and pressures, but with an empathetic presence and more attention, people will feel more helped and more valued."

The conclusion regarding the aspect of empathy in administrative services in sub-districts is that empathy is a key component that is very influential in improving the quality of public services. Based on the results of interviews with residents, it was found that the aspect of empathy provided by officers at the sub-district office had a positive impact on community satisfaction in taking care of administration such as KK, KTP, and SKTS. Empathic officers are able to understand the unique needs of each individual who comes to take care of the administration. By listening and understanding well, they can provide solutions that suit the situation and needs of each citizen. The friendly and caring behavior shown by the officers creates a more positive and comfortable service environment for the community. This helps reduce the anxiety and fear that may be felt by the community when taking care of administration. Although this aspect of empathy has had a positive impact, it needs to be improved through more intensive training and socialization for officers in sub-district offices. By prioritizing and strengthening aspects of empathy in administrative services, it is hoped that the community will feel more valued, supported, and satisfied with the process and results of the services provided.

### **Obstacles in Improving the Quality of Public Services**

Sub-district offices often face various obstacles in organizing public administration services such as KTP, KK, and SKTS. Some of the obstacles that are often faced are as follows:

#### **Human Resources**

The constraint of limited resources is the main challenge for sub-district offices in providing public administration services such as KTP, KK, and SKTS. In carrying out its role as an effective and efficient service provider, sub-district offices face a number of complex problems. One of them is the limited amount of human resources. The high demand for public services burdens subdistrict officials, but recruiting and retaining sufficient personnel becomes difficult. This hinders rapid response and can affect community satisfaction. In addition, service quality is affected by limited facilities and infrastructure. The subdistrict office's inability to provide modern equipment can slow down the process and increase the risk of errors. Lack of technology integration and adequate facilities can reduce the overall efficiency of services.

Budget constraints also limit the availability of resources needed. Equipment purchases, training, and infrastructure maintenance require significant funds. However, limited budgets force sub-district offices to prioritize, which can come at the expense of quality of service to the community. To overcome this challenge, government support is needed in improving human resources, facilities, and budget allocation. Technology improvement and system integration can improve service efficiency. In addition, collaboration between government agencies can also be improved for resource optimization. With these steps, it is hoped that the sub-district office can provide better public administration services for the community.



### **Human Consciousness**

One of the common obstacles faced by sub-district offices is the lack of public understanding regarding public administration procedures and requirements such as KTP, KK, and SKTS. Some citizens may not fully understand how to take care of this document, especially for those who are for the first time or less familiar with official procedures and technology. This situation has the potential to cause difficulties or confusion in the process of handling the document.

Several factors can cause this incomprehension. First, public administration regulations and procedures often undergo changes that not all people are accurately informed. They may refer to old procedures that are no longer applicable, thus requiring the help of officers to understand the new procedures that apply. Second, the language used in public administration procedures is often complex and difficult for some people to understand. The use of technical terms or legal language can be an obstacle especially for those who are less experienced or poorly educated. Third, limited access to media or the internet can hinder public access to related information. As a result, they have difficulty obtaining official guidance on the correct administrative procedures.

To overcome this problem, sub-district office officers need to have an empathetic and patient attitude in explaining procedures and requirements to the community. Clear and easy-to-understand explanations from officers can help overcome incomprehension. In addition, socialization and counseling measures regarding public administration procedures can be held more actively to increase public understanding and awareness.

Public incomprehension of public administration procedures is an obstacle that needs to be overcome so that services can run more smoothly and efficiently. By providing clear and understandable information, sub-district offices can help communities manage administrative documents more easily and effectively, and increase their level of satisfaction with the services provided.

### **Facilities and Infrastructure**

The problem of inadequate facilities and infrastructure, especially in terms of buildings or service rooms, can be a serious obstacle in the implementation of public administration services at subdistrict offices. Some subdistrict offices may operate in limited buildings or spaces that are not designed to accommodate the number of people who come to take care of the administration. This narrow and uncomfortable space can lead to a situation that is less conducive to serving residents, especially at peak times when many people come together.

Due to limited space, long queues can form, slow down the service process, and cause discomfort for the community. Officers can also have difficulty accessing the necessary files or equipment, due to limited storage space and work desks. The inconvenience of service spaces can also cause tension between officers and the public, especially if residents feel they are not getting enough attention due to irregular situations. In addition, inadequate service space can also have an impact on the confidentiality and privacy of residents who are taking care of personal documents. In tight spaces, citizens' personal information and documents are easily visible to others, increasing the risk of data leakage.

To overcome this problem, it is necessary to repair or renovate an adequate building or service room. The addition of space and the right arrangement can increase capacity and

efficiency in serving the community. In addition, the sub-district office can also consider utilizing technology, such as a digital queuing system, to manage community traffic and avoid long queues. In the long run, the government must prioritize adequate budget allocations for the improvement or development of public service facilities and infrastructure. A comfortable and efficient service space will improve the quality of public administration services and provide a more positive experience for people who come to take care of their documents. It will also help increase public satisfaction with overall public services.

Efforts to improve the quality of public services involve strategic steps from the government and related agencies, such as: 1) Training and development of service officers to improve skills and knowledge, so that they are able to provide responsive services; 2) Use modern technology and innovation, such as integrated information systems and online registration, to improve service efficiency; 3) Improve service facilities and infrastructure, including comfortable service spaces, to increase efficiency and privacy; 4) Ensure information about government procedures and services is easily accessible through active socialization and media; 5) Increase cooperation with government and private agencies to optimize resources and service coverage; 6) Perform regular performance measurements and get feedback from the community for evaluation and improvement, dan 7) Apply the principles of good governance, including transparency and community participation.

## CONCLUSION

Based on the results of the study, it was found that the quality of the implementation of public administration services in Biringkanaya District presents a number of challenges. Although there have been efforts to improve the aspect of physical evidence by improving facilities and infrastructure, there are still shortcomings that interfere with the smooth running of services. Even so, the community is satisfied with the reliability of public services, and the standard time for completing proposals has been set. However, the main obstacle lies in the completeness of the documents and the applicant's skills in completing them. The responsiveness of administrative services in the sub-district is very good, with friendly, fast, and responsive service. Security efforts are also strengthened through identity and document verification, advanced technology in document printing, and official security markings. The aspect of empathy has also been shown to have a positive impact on community satisfaction, as found in the results of interviews with residents regarding the management of certain administrative documents.

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