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**THE QUALITY OF PUBLIC SERVICES IN THE CONTEXT OF MANAGING  
TEMPORARY RESIDENCE CERTIFICATES (SKTS) IN LANDUNGSARI  
VILLAGE, DAU DISTRICT, MALANG REGENCY**

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**ABSTRACT**

**Keywords:** Public services; Landungsari Hamlet is one of the villages in Dau District, Sial Regency Administrative Services; SKTS. which provides public services at the Village Office. Public services for population administration in Landungsari Village, Dau District include making Family Cards (KK), Electronic Citizen Characteristics Cards (e-KTP), and Reverse Residence Records (SKTS) and there are recommended services including making birth certificates, marriage certificates, certificates land, business license (HO), introduction to making SKCK and SIM. Based on the results of studies that have been tested regarding the quality of public services from the perspective of population administration in Landungsari Hamlet, it can be concluded that Landungsari Village has a room size of 8x6m<sup>2</sup> for a capacity of 5 service personnel. The service room has service tables, an activity table, 2 sets of residence description card recording devices, and remote chairs for people waiting for service. The Landungsari Hamlet office has not yet fulfilled the necessary service tools to provide services to similar communities while at least there are chairs in the waiting room, there is no table for writing in the waiting room, and information equipment is not yet available. Tools such as generators are not optimized, so when the power goes out, the service method will also end the totality, which means that people cannot get service. In terms of reliability, from the results of a leaked study, the residents of Dau District are satisfied with the services provided by the Ordinary Services Section of Dusun Landungsari in terms of reliability. between transactional leadership and employee performance



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**Introduction**

The ruler as a facilitator of public services needed by citizens must be responsible and then try to distribute the best services for the increase in audience services (Satispi & Si, 2018) (Raharjo, 2022) (Gilman, 2005). On the other hand, citizen happiness is a measure of the success of public services provided by audience service facilitators, therefore public services must be focused on venting citizens' desires in the maximum way both in terms of quality and quantity (Taufiq, 2015) (MAKKA, 2023) (Jarke, 2021). To be able to calculate the quality of public services, a description is needed that can help master how this public service agency should be tasked with creating quality output that matches the level of happiness of citizens (Abdussamad, 2020). SKTS manufacturing

services are one illustration of the form of public services submitted by the ruling apparatus (Saputra, 2019) (Puluadji, Pakaya, & Djafar, 2016) (Simarmata, Simarmata, & Saragih, 2020). In the chart of creating an orderly population administration and the continuity of providing population information nationally, the authority is responsible for providing careful and up-to-date population information. It is expected that the ruling officers in all of Indonesia will perform public services well is expected by the people (Rukayat, 2017) (Wuri, Kaunang, & Pioh, 2017). While many must be recommended from public services in Indonesia and do not close, maybe the Population Bureau and Public Memo be one of the ruling bodies that become the executive of making SKTS (Jatmikowati, 2021). Of course, the making of SKTS is legal for all people who are registered as people in the Landungsari Village area, Dau District, Malang Regency. In the Population Bureau and Lay Memo in SKTS making services, there are several cases.

Based on the data above, the application of SKTS has not matched the dreams of residents of the Landungsari Village Office, Dau District, Malang Regency. There are several cases in SKTS making services, including the management of SKTS consuming a long duration, complicated methods, and low order actions of employees such as employees who are not located in place during activity hours. Another case has not been resolved by the target of Electronic SKTS recording to date. So far, the latest one has recorded close to 45 thousand people in 3 weeks. Make the number in totality medium there are close to 200 thousand who have not entered who have SKTS, died on earth, and changed their place of residence but are being listed. With the number of Malang people reaching more than 1.3 million people. This proves that many residents have not recorded SKTS. This matter indirectly affects the quality of services provided by the Landungsari Hamlet Office to residents.

Another obstacle is the adrift tools and infrastructure that are not sufficient for operational equipment, physical facilities, and other supporting infrastructure. Such as limited bandwidth or internet rations, blanks that are less likely to be printed SKTS, and inadequate waiting places for residents who want to carry out services. The literature review used in this research is Quality, Audience Services, Population, Audience Bodies, and Public Management. Then the research method used uses the Descriptive Qualitative method, which is an approach that sees social reality in its natural setting, without manipulation by the researcher. Different from the research conducted to test the hypothesis, this study aims to determine and analyze the quality of public services in the context of managing SKTS in Landungsari Village, Dau District, Malang Regency.

### **Research Methods**

To improve the quality of services at the Landungsari Village Office, Dau District, this research will begin by conducting Field Studies and Observations. Direct surveys will be conducted to collect data related to the physical condition of facilities such as chairs in waiting rooms, writing desks, and data tools. Observations will focus on understanding the use of generators in power outage situations. Furthermore, interviews will be conducted with officers and visitors to explore their views and experiences

regarding service quality, especially in terms of professionalism. The data obtained will be analyzed to identify weaknesses in existing services and potential improvements that can be implemented. Customer satisfaction surveys will help measure customer satisfaction levels and get constructive feedback from them. Finally, by conducting a Comparative Analysis, the results of the study will be compared with the service standards expected by the community to assess the gaps that need to be corrected in the village office services.

## **Results and Discussion**

Landungsari Village, Dau District, is the ruling institution that continues to distribute services and improve the quality of services for its special residents in Landungsari Village, Dau District. The quality of public services aspects of population administration is known from 5 formats consisting of physical facts (tangible), reliability (reliability), energy understanding (responsiveness), collateral (assurance), and empathy (empathy) (Tebay, Fatem, & Wati, 2017). With these dimensions of services, Landungsari Hamlet, Dau District, seeks to distribute services through the next steps:

### **a. Physical Evidence (tangibles)**

The quality of service will immediately feel good if this direct fact is observed because this matter is related to the initial evaluation of residents (Hardiyansyah, 2018). Residents who arrive at the sub-district office will immediately be faced with an evaluation of the facilities available and the cleanliness of the office, as a result, the comfort of residents will be immediately felt.

To overcome the shortcomings in the tangibles format (direct facts) it is necessary to accumulate logistics tables and benches, better preparation of waiting rooms, protect office cleanliness, try logistics air conditioning equipment ( air conditioner), provision dirty places, distribute taboos not to smoke in the room, especially to district office officers, preparation or logistics of data residence or circular or leaflet that can Assist residents in administrative management at the office.

### **b. Reliability**

The obstacle or deficiency encountered at the Landungsari Village Office, Dau District, is the slow administration of administration. This is due to the limited number of employees. The lack of employees causes the handling of administrative management to be slow because one employee handles or takes care of more than one type of profession (Fachruddin, 2018). On the side of the number of employees who are lacking, the quality of the existing employees is also small. Experiencing this problem, it is necessary to accumulate the number of employees and increase the quality of employees such as science or knowledge and inventiveness of employees through increased learning or upgrading nurseries both official and non-formal that refer to laws and regulations that have been inaugurated and pay attention to the accuracy of targets.

### **c. responsiveness**

The energy understanding view that must be submitted by a service office to residents is to share good reactions, lightning, and understanding in answering every

citizen's complaint and distributing maximum services, especially in each service in Landungsari Village, Dau District. This matter wants to generate a sense of satisfaction in residents as service users.

d. Assurance

The collateral format is a format of service quality related to the insight and friendliness of service donor officers and their expertise to inspire confidence and comfort in service consumers (Adang, 2017). This view is one that citizens expect. Friendly officers want to be one of the supporting aspects for service consumers to share a good evaluation of the services served.

The ordinary service requirements should not be limited to circumstances directly related to the target service income because they have not paid close attention to the requirements and the ordinary service products delivered, while there is a cliché of venting all requirements in terms of how the service requires all requirements from the basis of activity or other relevant authority institutions. This situation makes residents think that officers are complicated and often disrespectful because they make residents have to go back and forth to fulfill their files.

It is hoped that the ruling officer can be more unchanged in performing services by not discriminating against the citizens served as a result of residents being satisfied with the services of the audience obtained. It is hoped that there will be a standard of service inaugurated by the ruler who regulates the hospitality and courtesy of officers as long as they serve residents who want public services.

e. Empathy

Ordinary service methods must be informed openly so that they are easily known and understood by citizens, whether requested or unsolicited. The will of the citizens is to be served honestly (Iswarini, 2021). Therefore, the working apparatus must share the description honestly, of what is contained in the regulations or norms, not scare the nakuti, do not feel meritorious in distributing services so as not to raise the will to want a reply from citizens.

It is hoped that the officers will send a special order for Landungsari Village, Dau District, to be able to further improve the friendliness and quality in serving residents in various managements, as a result, they can establish a good bond between the executive officer of public services and residents who carry out the management of population administration services.

This research is a descriptive research on the quality of public service sponsorship in the aspect of population administration in Landungsari Village, Dau District, as a result, researchers tried to dig, uncover, and then describe it. The results of this research are in the form of data obtained through questions and answers, elections, and observations.

Public service is now part of the wishes of every citizen. Each public bureaucracy needs to try to share the best quality of service with service consumers. The services of the ruling audience in this matter the Landungsari Village office, Dau District, are currently experiencing to continue to be in need to be addressed and improved, especially

in this kind of time. Efforts to improve the quality of public services are a must that must be quickly tried to produce services that are more efficient, efficient, and by the wishes and expectations of citizens.

It can be recognized that the problem of the willingness of the authorities to serve residents has been good with many assumptions that residents who report are quite good. The provision of services to the willingness of officers to share data is a matter that needs attention. The willingness of employees to provide data to residents who want services will be able to justify the service method in the eyes of residents. So in producing excellent services, residents need to be assisted by the presence of empathetic employees in helping the wishes of residents who need data.

In carrying out its duties as an ordinary service, the Landungsari Village Office of Dau District experienced several cases in the way of sponsoring its public services, which include: With the limited number of employees in the ordinary service department, as a result, it can limit public service activities to residents because employees are required to double the profession, the closeness between the ruling officer and the citizen is indeed obliged to support to achieve the expected goals, either from the residents or from the ruling officer himself, waiting rooms that have not matched the loading capacity of tourist presence, lack of availability of leaning places and tables or places to write tourists, restrooms or restrooms and dirty places.

There is a case for improving the quality of public service delivery as mentioned above, the author seeks to share efforts to deal with it as follows:

1. Conducting counseling programs through village heads to residents, to help disseminate and describe data to residents, regarding conditions related to service activities.
2. Organizing services that do not burden and ignite Landungsari residents.
3. Improve the professionalism of each employee in Landungsari Village, Dau District.
4. Propose logistics means of cagak servant audience.

## **Conclusion**

Physical facilities at the Landungsari Village Office of Dau District need to be improved, especially in terms of facilities such as chairs in the waiting room, desks for writing, and necessary data tools. The use of generators must also be optimized so that services remain available when the power goes out so that people can get services without interruption. Services from the Public Service Section of Landungsari Village, Dau District are considered reliable in handling residents' complaints and have a good level of professionalism in terms of duration and accuracy of service. The recommendation is to continue to maintain this standard of reliability. The responsiveness of employees in helping the community, especially those who need special services, is seen positively by the good interaction between officers and visitors. This step needs to be maintained and improved to maintain customer satisfaction.

Efforts to improve the quality of service by providing a sense of security and comfort to residents, such as the placement of parking attendants and handling neglected

goods, have yielded positive results. This needs to continue to be done to maintain residents' trust in services. The empathetic approach applied by Landungsari Village, Dau District, such as clearly explaining service procedures and receiving criticism and suggestions well, has created a good relationship between waiters and customers. The recommendation is to continue to provide services that prioritize this aspect of empathy.

By implementing the above recommendations, it is hoped that the Landungsari Village Office of Dau District can continue to improve the quality of its services and better meet the needs and expectations of the community.

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