



# Analysis of public service quality in the field of population administration at the Ratu Agung Subdistrict Office in Bengkulu City

Ridianto

Sekolah Tinggi Ilmu Administrasi Bengkulu

DOI:

<https://doi.org/10.53697/iso.v5i2.3526>

\*Correspondence: Ridianto

Email: [ridiantostia29@gmail.com](mailto:ridiantostia29@gmail.com)

Received: 12-10-2025

Accepted: 09-11-2025

Published: 07-12-2025



**Copyright:** © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

**Abstract:** This study aims to analyze the quality of public services in the field of population administration at the Ratu Agung Sub-district Office in Bengkulu City. Population administration services are a form of basic service greatly needed by the public. This study employed a qualitative approach, with data collection techniques through in-depth interviews, observation, and documentation. The analytical framework used in this study is the SERVQUAL theory by Parasuraman et al., which encompasses five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The results indicate that the quality of public services at the Ratu Agung Sub-district Office is generally considered good, although several challenges remain, such as limited service space and human resources, as well as network disruptions that impact service speed. The implications of this study highlight the importance of improving infrastructure, strengthening staff competencies, and developing a more effective digital population service system. It is hoped that the results of this study can serve as evaluation material and input for the sub-district government in order to improve the quality of public services that are prime and oriented towards public satisfaction.

**Keywords:** *Public Service Quality, Population Administration, SERVQUAL*

## Introduction

Public services are a crucial element in governance, reflecting the state's presence in fulfilling the basic rights of citizens. In the context of a democratic, service-oriented state, the bureaucracy is required to provide services that are fast, accurate, and accountable. One form of public service that plays a crucial role is population administration services, which include the issuance of Resident Identity Cards (KTP), Family Cards (KK), birth certificates, and other documents that serve as the basis for each citizen's legal identity.

According to Law Number 25 of 2009 concerning Public Services, public services are activities or a series of activities aimed at fulfilling the service needs of every citizen and resident in accordance with laws and regulations for goods, services, and/or administrative services provided by public service providers. At the sub-district level, public services—

particularly in the area of population administration—are one of the main indicators of the quality of regional government administration.

However, the quality of public services in Indonesia remains a complex issue. According to a 2023 report by the Indonesian Ombudsman, various public complaints regarding public services, particularly in the population administration sector, continue to be found. These complaints include slow service processes, a lack of information transparency, and poor human resource quality. This indicates a persistent gap between public expectations and the actual service delivery. Ratu Agung District in Bengkulu City is one of the districts with a relatively high administrative burden, in line with population growth and the increasing need for civil registration documents. Therefore, it is important to assess the quality of public services provided by the Ratu Agung District Office, particularly in the area of civil registration.

This research is relevant to assess the extent to which the principles of good governance and service excellence *have* been implemented. According to Zeithaml, Parasuraman, and Berry (1990), service quality can be measured through five main dimensions: *tangibles* (physical appearance), *reliability*, *responsiveness*, *assurance*, and *empathy*.

## Methodology

### Data Validity (Credibility Test)

To ensure data validity, researchers use the following techniques:

- **Source Triangulation** : Comparing data from various informants (employees, community, documents).
- **Triangulation Technique** : Combining interviews, observations, and documentation.
- **Member Check** : Confirming the temporary findings with the informant to ensure accuracy and interpretation.
- **Peer debriefing** : Consultation with a supervisor or fellow researchers to avoid interpretation bias.

## Result and Discussion

### Research Findings Based on SERVQUAL Dimensions

#### Tangibles (Physical Evidence)

Observations and interviews indicated that the office's physical condition was adequate. It featured an air-conditioned waiting room, queue chairs, and digital information screens. However, some residents complained about the cramped waiting room during peak hours.

*"The waiting room is sometimes full, so you have to stand and wait. But the staff are neat and clean,"* (Community Informant 01)

#### Reliability

Most services operate according to procedures. Documents submitted by the public are processed within the promised timeframe. However, there have been complaints about delays when the network system experiences disruptions.

---

*"Usually it takes two days to complete, but if there is a network error, it could take a week,"*  
(Community Informant 04)

### **Responsiveness**

Officers were deemed quite responsive in assisting residents. They provided information in a friendly manner, although their response time was a little slow during peak hours.

*"If you ask, they will definitely answer, but sometimes there is only one officer on duty,"*  
(Community Informant 03)

### **Assurance**

Most residents expressed satisfaction because the officers provided good explanations. The information provided was clear and easy to understand.

*"I once asked about the transfer letter, and it was explained in detail. So I understand,"*  
(Community Informant 02)

### **Empathy**

Staff are polite and friendly. Special services, such as those for the elderly and pregnant women, are provided through fast-track services, although they are not yet optimal. *"I brought my elderly mother, and she was immediately helped without having to queue for a long time,"*  
(Community Informant 05)

### **Analysis of Findings Based on Theory**

Field findings confirm Parasuraman et al.'s (1988) SERVQUAL theory, where *reliability* and *empathy* are the dominant indicators determining customer satisfaction. Tangibles and responsiveness show good scores, but improvements are needed in terms of service space and personnel.

### **Efforts to Improve Service**

The sub-district is trying to improve services through:

- Online queuing system
- Regular officer training
- Provision of priority services for vulnerable groups

### **Conclusion**

1. *Tangibles* dimension shows that in general the physical facilities are supportive, but the waiting room capacity and comfort still need to be improved, especially when the service is busy.
2. *Reliability* dimension indicates that population administration services were carried out according to procedures and generally on time. However, technical obstacles such as network disruptions impacted the accuracy of document processing.
3. *Responsiveness* dimension shows that officers are quite quick in responding to community needs, even though the limited number of personnel is a challenge during peak hours.

4. *The Assurance* dimension shows that the public feels confident and safe with the quality of service provided by officers, both in terms of expertise and attitude.
5. *The Empathy* dimension indicates that officers have a friendly and empathetic attitude towards the community, including paying attention to vulnerable groups such as the elderly.

## References

- Gronroos, C. (2007). *Service Management and Marketing: Customer Management in Service Competition*. John Wiley & Sons.
- Kemenpan RB. (2021). *Peraturan Menteri PANRB No. 89 Tahun 2021 tentang Standar Pelayanan Publik*.
- Moleong, L.J. (2018). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. *Journal of Retailing*, 64(1), 12–40.
- Sugiyono. (2021). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Bandung: Alfabeta.
- UU No. 25 Tahun 2009 tentang *Pelayanan Publik*.
- Zeithaml, V.A., Bitner, M.J., & Gremler, D.D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education.
- Agung, K. (2019). *Pelayanan Publik dan Kepuasan Masyarakat*. Bandung: Alfabeta.
- Dwiyanto, A. (2018). *Manajemen Pelayanan Publik*. Yogyakarta: Gadjah Mada University Press.
- Hardiansyah. (2018). *Kualitas Pelayanan Publik: Konsep, Dimensi, Indikator, dan Implementasinya*. Yogyakarta: Gava Media.
- Kasmir. (2017). *Etika Customer Service*. Jakarta: RajaGrafindo Persada.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Education.
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Thousand Oaks: Sage Publications.
- Moleong, L. J. (2019). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). *SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality*. *Journal of Retailing*, 64(1), 12–40.
- Sinambela, L. P. (2017). *Reformasi Pelayanan Publik: Teori, Kebijakan, dan Implementasi*. Jakarta: Bumi Aksara.
- Sugiyono. (2020). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Undang-Undang Republik Indonesia Nomor 25 Tahun 2009 tentang *Pelayanan Publik*.
- Undang-Undang Republik Indonesia Nomor 24 Tahun 2013 tentang *Administrasi Kependudukan*.