

Analysis of Urban Community Perceptions and Expectations of the Quality of Population Administration Services in Prabumulih City

Analisis Persepsi dan Harapan Masyarakat Perkotaan terhadap Kualitas Pelayanan Administrasi Kependudukan di Kota Prabumulih

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Abstract

As a service provider to the public, the government must maintain the quality of its services. Quality public service is one that can meet public satisfaction. This study aims to analyze the quality of population administration services at the Department of Population and Civil Registration in Prabumulih City. The research uses a descriptive method with a quantitative approach. Data were obtained from 100 respondents through convenience/accidental sampling. Data collection was carried out by distributing a questionnaire consisting of 25 statements on a Likert scale. This study assesses the public's perception of several service dimensions, including speed, clarity of fees, the friendliness of staff, as well as the reliability and available facilities. The results show that the service is rated good, with minimal differences between public expectations and perceptions. Factors such as speed, fee clarity, and staff friendliness contribute to satisfaction. However, the physical aspects and reliability still require improvement. Recommendations include upgrading the facilities and administrative tools used in the service, as well as providing regular training for staff to support more responsive service. These improvements are expected to enhance the overall service quality and increase public satisfaction.

Keywords

Service Quality; Administration; Population; Civil Registration.

Abstrak

Sebagai penyedia layanan bagi masyarakat, pemerintah harus menjaga kualitas pelayanannya. Pelayanan publik yang berkualitas adalah pelayanan yang mampu memenuhi kepuasan masyarakat. Penelitian ini bertujuan untuk menganalisis kualitas pelayanan administrasi kependudukan di Dinas Kependudukan dan Pencatatan Sipil Kota Prabumulih. Penelitian menggunakan metode deskriptif dengan pendekatan kuantitatif. Data diperoleh dari 100 responden melalui metode convenience/accidental sampling. Pengumpulan data dilakukan dengan memberikan kuesioner yang terdiri dari 25 pernyataan dengan skala likert. Penelitian ini menilai persepsi masyarakat terhadap beberapa dimensi pelayanan, termasuk kecepatan, kejelasan biaya, sikap ramah petugas, serta keandalan dan fasilitas yang tersedia. Hasil menunjukkan pelayanan dinilai baik, dengan perbedaan minimal antara harapan dan persepsi masyarakat. Faktor kecepatan, kejelasan biaya, dan keramahan petugas berkontribusi pada kepuasan. Namun, aspek fisik dan keandalan masih memerlukan perbaikan. Rekomendasi yang diajukan mencakup peningkatan fasilitas dan sarana administrasi yang digunakan dalam pelayanan, serta memberikan pelatihan rutin bagi petugas untuk mendukung pelayanan yang lebih responsif. Peningkatan ini diharapkan dapat memperkuat kualitas pelayanan secara keseluruhan dan meningkatkan kepuasan masyarakat.

Kata Kunci

Kualitas Pelayanan; Administrasi; Kependudukan; Pencatatan Sipil.



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1. Introduction

Public services play a strategic role in efforts to improve good governance. A strategic step to enhance governance in Indonesia is by improving the delivery of public services. Public service refers to everything provided by the government or the private sector because, in general, society cannot meet its own needs, except collectively, in order to achieve the social welfare of the entire community (Ahmad, 2021). Service is one of the spearheads of efforts to satisfy the public and has become a necessity that must be optimized by both individuals and organizations, as the quality of the service provided reflects the quality of the individual or organization delivering the service (Hidayattullah, 2017).

As a provider of services to the public, the government must maintain the quality of its services. Quality public service is service that is capable of meeting public satisfaction (Ristiani, 2020). For government organizations to continuously improve satisfaction, they must enhance the quality of the services provided. According to Parasuraman et al. (1988), the concept of service quality consists of several dimensions of measurement: reliability, responsiveness, assurance, empathy, and tangibles (Eskalinda, 2021).

Tangible, namely the ability of the company (agency) to show its existence to external parties. The appearance and ability of the physical facilities and infrastructure of the company (agency) and the surrounding environment are tangible evidence and the services provided. This dimension relates to the modern equipment used, the attractiveness of the facilities used, the tidiness of the officers and the completeness of supporting equipment such as pamphlets or flow charts.

Reliability, namely the ability of the company (agency) to provide services as promised accurately and reliably. This dimension relates to the promise of completing something desired, handling public complaints, proper service performance, providing services at the promised time and demands on recording errors.

Responsiveness, which is a willingness to help and provide fast and precise services to the public (community), with clear information delivery. This dimension includes the officer's notification to the public about the services provided, providing services quickly, the officer's willingness to provide assistance to the community and the officer never feels busy to serve public requests.

Assurance, namely the knowledge, politeness, and ability of company (agency) employees to foster public trust in the company (agency). This dimension relates to the behavior of officers who remain confident in the community, the feeling of security of the community and the ability (knowledge) of officers to answer community questions.

Empathy, namely providing sincere and individual or personal attention given to the community (society) by trying to understand the wishes of the community (society). This dimension includes providing individual attention to the community, timeliness of service for all consumers, officers who pay special attention to the community, services that are embedded in the community's day and officers who understand the specific needs of the community.

Community satisfaction can be shown through the attitude of the community after consuming the product obtained. Customer satisfaction will be seen from how well the product is obtained and felt. The better the quality of the product obtained, the better customer satisfaction will be.

The Department of Population and Civil Registration is an agency under the coordination of the Ministry of Home Affairs and is responsible for providing population administration and civil registration services in accordance with regional budget allocations. The functions of the Department of Population and Civil

Registration include various types of services, such as recording, registering, and issuing Family Cards, Identity Cards, population mutations, birth certificates, death certificates, marriage certificates, divorce certificates, adoption certificates, and child legitimization. Thus, the Department of Population and Civil Registration plays a crucial role in population administration and civil registration and is responsible for delivering a range of related services.

Several previous studies have explored the level of public satisfaction with services provided by local government agencies, concluding that the public generally feels satisfied with the performance of the Lebak Population and Civil Registration Office ([Listyaningsih, 2014](#)). However, there are aspects that need improvement, such as comfort, schedule certainty and cost, service speed, and fairness in receiving services. Other research indicates that the public is generally satisfied with the services provided by the Wonosobo Population and Civil Registration Office ([Rahmawati & Dwihartanti, 2016](#)). However, there are some challenges, such as the limited quantity of staff resources, low public awareness in meeting administrative service requirements, and limited facilities and infrastructure. Additionally, the quality of Electronic ID Card (KTP-el) services is quite good, though it has not yet reached an optimal level. A current challenge is the rapid pace of technological innovation, which has led to many policies becoming quickly outdated and the emergence of new opportunities ([Hidayat, 2022](#)).

Prabumulih City is also known as the Pineapple City due to its renowned pineapples, which are famous for their sweet taste and are sold as far as Java ([Hidayat et al., 2022](#); [Wulandari et al., 2024](#)). The Population and Civil Registration Office in Prabumulih City has introduced innovative breakthroughs by offering free and accessible online registration services. This initiative aims to provide easier access for the public to handle population administration without cost and with the convenience of using an online platform. Through the online registration service, the public can access services from the comfort of their own homes or from any location with an internet connection. This reduces physical barriers that might otherwise hinder access to population administration services. Additionally, by offering these services for free, the Population and Civil Registration Office aims to make population administration more affordable for all segments of society.

The lack of clear information provided to the public, both in terms of service usage instructions and the process itself, poses a problem. This can hinder the public's understanding and trust in the service. Despite the breakthrough with online services, there remains a gap between public expectations and the actual delivery of these services. Continuous efforts to improve these services are crucial to ensure they remain relevant and meet public expectations.

To address these issues, ongoing improvements are needed to enhance the quality and effectiveness of online registration services for population administration. A thorough evaluation of every aspect of the service, along with the implementation of appropriate and sustainable solutions, will be crucial in overcoming the challenges faced by the public in using these services. This study aims to analyze the quality of population administration services at the Population and Civil Registration Office of Prabumulih City. Service quality is analyzed through distributing questionnaires to service users, which are then used to evaluate their perceptions and expectations using the Servqual score method.

2. Methods

This study employs a descriptive research method with a quantitative approach. This research sample was collected using convenience/accidental sampling method, which is a sampling technique based on anyone from the community who comes and receives various population administration services, such as making identity cards

(KTP), family cards (KK), birth certificates, death certificates, and other civil registration services. Respondents of this study are service users who come directly to take care of these documents, thus providing an overview of the perceptions and expectations of the community regarding the quality of service received.

The research was conducted during the period of January to April 2024, totaling 100 respondents. Data collection was carried out by administering a questionnaire to respondents. The questionnaire uses 25 statements regarding the concept of service quality with answers based on a Likert scale rating system (1-5). The question consists of five measurement dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy.

The analysis technique used in this study is quantitative data analysis, specifically descriptive statistics. The performance scores and expectation scores were calculated using the following formula:

$$\text{Score} = \text{Total Item Score} / \text{number of respondents}$$

Furthermore, to find out the dimensions of service quality that can increase customer satisfaction can be done by using the average score obtained. Based on the results of the calculation of the average score of each dimension, it can be seen which service dimension has the highest score. The service dimension with the highest average score is specifically the most important service dimension and can be considered capable of providing a high level of satisfaction to customers.

Categories of assessment of the level of satisfaction with service is formulated as follows:

1. Not satisfactory = 0,00-1,00
2. Less satisfactory = 1,01-2,00
3. Moderate satisfactory = 2,01-3,00
4. Satisfactory = 3,01-4,00
5. Very satisfactory = 4,01-5,00

With information:

1. Unsatisfactory: If the respondent feels the service provided by worse than the customer's expectations.
2. Less Satisfactory: If the respondent feels the service provided is less than the customer's expectations.
3. Quite Satisfactory: If the respondent if the respondent feels the service provided is in the standard position (not good and not bad) of customer expectations.
4. Satisfactory: If the respondent feels the service provided is good and in accordance with customer expectations.
5. Very Satisfactory: If the respondent feels the service provided exceeds customer expectations.

The results from this Likert scale calculation are then operationalized using the ServQual formula. The measurement of service quality in this model is based on several items designed to measure customer expectations and perceptions. The gap between perceptions and expectations is assessed based on five dimensions of quality that can be directly evaluated by customers: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

$$\text{ServQual Score} = \text{Total Perception Score} - \text{Total Expectation Score}$$

The results of this ServQual measurement can then be interpreted by referring to the following explanation:

1. If the calculation of the difference between the perception score and the expectation score results in a 'positive' number, it means that the perceived service quality exceeds the expected service level. Thus, the level of service quality to customers can be said to be very good.
2. If in the calculation of the difference between the perception score and the expectation score a 'negative' score is obtained, it means that the service quality score provided is still felt to be lacking when compared to what is expected. Thus, the level of service provided to customers can be said to be not good.
3. If the calculation of the difference between the perception score and the expectation is obtained 'zero', it means that the quality of service provided is in accordance with what is expected by the customer. Thus, the level of service quality to customers is said to be good.

3. Results and Discussion

Table 1. Customer Expectations for the Quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City (n=100)

The analysis of public satisfaction with the quality of population administration services at the Department of Population and Civil Registration (Dinas Kependudukan dan Pencatatan Sipil) in Prabumulih City is based on a questionnaire distributed to 100 respondents. The analysis follows the five dimensions of service quality from the ServQual model, which are Tangibles, Reliability, Responsiveness, Assurance, and Empathy (Wilujeng et al., 2019).

No.	Dimension	1	2	3	4	5	Score	Description
1	Tangible						3.78	Satisfactory
	a. Appearance of officers in serving service users			37	44	19	3.82	Satisfactory
	b. Convenience of the service place		8	33	27	32	3.83	Satisfactory
	c. Ease of service process			37	33	30	3.93	Satisfactory
	d. Employee discipline in serving service users		2	26	57	15	3.85	Satisfactory
	e. Use of assistive devices in service		5	56	24	15	3.49	Satisfactory
2	Reliability						3.83	Satisfactory
	a. Accuracy of employees in serving service users		7	44	29	20	3.91	Satisfactory
	b. Have clear service standards		5	27	32	36	3.99	Satisfactory
	c. Ability to use service aids		7	33	40	20	3.73	Satisfactory
	d. Officer expertise using service aids		9	57	18	22	3.71	Satisfactory
3	Responsiveness						3.98	Satisfactory
	a. Respond to every customer			35	44	21	3.86	Satisfactory
	b. The service provided is fast and precise			33	38	29	3.96	Satisfactory
	c. Employees perform services in a timely manner			26	54	20	3.94	Satisfactory
	d. Officers respond to customer complaints			19	46	35	4.16	Very Satisfactory
4	Assurance						3.95	Satisfactory
	a. Guarantee on time service			33	38	29	3.96	Satisfactory
	b. Guarantee of cost certainty			26	54	20	3.94	Satisfactory

No.	Dimension	1	2	3	4	5	Score	Description
5	Empathy						4.03	Very Satisfactory
	a. Putting the interests of service users first			26	54	20	3.94	Satisfactory
	b. Serve with a friendly and polite attitude			19	46	35	4.16	Very Satisfactory
	c. No discrimination			22	56	22	4.0	Satisfactory
	Expectation of Service						3.91	Satisfactory

Source: Data processing (2024)

Based on [Table 1](#), respondent expectations for each indicator within the Tangibles dimension of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City are satisfactory, with an average score of 3.78 (Satisfactory). The lowest score was given for the use of aids in service, while the highest score was for the convenience of the service process. Expectations for each indicator within the Reliability dimension of Population Administration Services at the same department are also satisfactory, with an average score of 3.83. The lowest score was given for the expertise of staff in using service aids, while the highest score was for having clear service standards.

Respondent expectations for each indicator within the Responsiveness dimension of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City are satisfactory, with an average score of 3.98. The lowest score was given for responding to each customer, while the highest score was for staff responding to customer complaints. Expectations for each indicator within the Assurance dimension of Population Administration Services at the same department are also satisfactory, with an average score of 3.95. Both indicators are relatively balanced, indicating that they contribute almost equally to the service provided.

Expectations for each indicator within the Empathy dimension of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City are very satisfactory, with an average score of 4.03. The lowest score was given for prioritizing the needs of service users, while the highest score was for serving with a friendly and polite attitude. The indicator with the lowest score, "Prioritizing the needs of service users," suggests that respondent expectations regarding the prioritization of user needs and interests may not be fully met.

Overall, the highest and lowest scores in each dimension highlight areas of strength and areas needing improvement in population administration services. Indicators with the highest scores represent aspects of service that are highly satisfying to respondents, while indicators with the lowest scores indicate areas requiring more attention to meet user expectations. The quality of service provided to the public greatly depends on both its quality and quantity ([Bella et al., 2017](#)). Therefore, the government needs to continuously improve public service quality. Additionally, the procurement and enhancement of supporting facilities and infrastructure for public services are essential.

In general, every person requires service, and it can be said that service is an integral part of human life ([Maulana & Larasati, 2017](#)). The public, as service users, naturally expects to receive good service from the government. The government must continuously strive to improve public service quality to meet the expectations and needs of the community.

Service quality must generally meet user expectations and satisfy their needs ([Zamroni et al., 2019](#)). This means that the service provided must align with customer expectations in terms of speed, accuracy, and comfort. Consequently,

Table 2. Customer Perceptions of the Quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City (n=100)

customers feel valued and satisfied with the service they receive, which in turn enhances their trust in the service provider.

Based on Table 2, respondent perceptions for each indicator within the Tangibles dimension of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City are satisfactory, with an average score of

No.	Dimension	1	2	3	4	5	Score	Description
1	Tangible						3.78	Satisfactory
	a. Appearance of officers in serving service users			40	44	16	3.76	Satisfactory
	b. Convenience of the service place		14	33	27	28	3.83	Satisfactory
	c. Ease of service process			37	33	30	3.93	Satisfactory
	d. Employee discipline in serving service users		2	26	57	15	3.85	Satisfactory
	e. Use of assistive devices in service		10	56	24	10	3.34	Satisfactory
2	Reliability						3.81	Satisfactory
	a. Accuracy of employees in serving service users		5	44	31	20	3.66	Satisfactory
	b. Have clear service standards		2	30	32	36	4.02	Very Satisfactory
	c. Ability to use service aids		4	33	43	20	3.79	Satisfactory
	d. Officer expertise using service aids		5	57	22	22	3.79	Satisfactory
3	Responsiveness						4.02	Very Satisfactory
	a. Respond to every customer			32	44	24	3.92	Satisfactory
	b. The service provided is fast and precise			31	38	31	4.00	Very Satisfactory
	c. Employees perform services in a timely manner			22	58	20	3.98	Satisfactory
	d. Officers respond to customer complaints			15	50	35	4.20	Very Satisfactory
4	Assurance						4.00	Very Satisfactory
	a. Guarantee on time service			30	38	32	4.02	Very Satisfactory
	b. Guarantee of cost certainty			22	58	20	3.98	Satisfactory
5	Empathy						4.06	Very Satisfactory
	a. Putting the interests of service users first			22	58	20	3.98	Satisfactory
	b. Serve with a friendly and polite attitude			16	49	35	4.29	Very Satisfactory
	c. No discrimination			20	58	22	4.02	Very Satisfactory
	Perception of Service						3.92	Satisfactory

Source: Data processing (2024)

3.82. The lowest score was given for the use of aids in service, while the highest score was for ease of the service process. The indicator with the lowest score, "Use of aids in service," suggests that respondents may not find the use of aids in the service process very satisfactory.

Perceptions of each indicator within the Reliability dimension are also satisfactory, with an average score of 3.81. The lowest score was for the accuracy of staff in serving users. The low rating for staff accuracy indicates room for improvement in the attentiveness or carefulness of staff in delivering services to the public. Perceptions for each indicator within the Responsiveness dimension are very satisfactory, with an average score of 4.02. The lowest score was given for responding to each customer, while the highest score was for staff responsiveness to customer complaints. The indicator with the lowest score, "Responding to each

customer," suggests that, according to respondents, responses to individuals needing assistance or service may not always be adequately fulfilled.

Respondent perceptions for each indicator within the Assurance dimension of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City are overall very satisfactory, with an average score of 4.00. However, there are differences in the ratings for each indicator within this dimension. Similarly, perceptions for each indicator within the Empathy dimension are also very satisfactory, with an average score of 4.06. Nonetheless, there are differences in the ratings for each indicator within this dimension. The indicator with the lowest score is "Prioritizing the needs of service users." This suggests that, according to respondents, there is a need to better prioritize the interests of the public in providing services.

To achieve high-quality public service, improvements should focus on user satisfaction (Wardani et al., 2020). This means the government needs to continuously evaluate and enhance aspects of service that are important to users, such as the use of aids in service, responding to each customer, and prioritizing the needs of service users. By focusing on user satisfaction, public services can become more effective, efficient, and meet the expectations of the community.

Service is the responsibility of officials as state and community servants (Pristikawati & Oktariyanda, 2024). This means that government officials have an obligation to serve the public with professionalism, integrity, and dedication. They must ensure that every service provided meets high-quality standards so that the community can experience the tangible benefits of having state officials. Good service from government officials also reflects their commitment to serving and making a positive contribution to the progress of society and the nation.

The success of public service provided by service providers needs to be maximized in terms of both quality and quantity to meet service demands (Triana et al., 2019). This means that service providers must prioritize high-quality standards in every aspect of service, such as speed, accuracy, and friendliness, while also ensuring that the amount of service available is sufficient to meet the needs of the community. By balancing focus on both quality and quantity, service providers can be more effective in achieving user satisfaction and meeting public expectations.

Service procedures are the established methods for both service providers and recipients (Wicaksono, 2014). These procedures should be easy to understand, straightforward, and easy to implement. This means that each step in the service process must be clear and simple so that users can follow and complete the process without difficulty. Service procedures include the sequence or stages from the beginning to the completion of the service received by the user, ensuring that every aspect of the service runs smoothly and efficiently (Asrida & Pohan, 2014).

Table 3. Summary of ServQual Calculation

No.	Dimension	Score		
		Perception	Expectation	Different
1	Tangibles	3.74	3.78	-0.04
2	Reliability	3.81	3.83	-0.02
3	Responsiveness	4.02	3.98	0.04
4	Assurance	4.00	3.95	0.05
5	Empathy	4.06	4.03	0.03
Score ServQual		3.91	3.91	0

Source: Data processing (2024)

Based on [Table 3](#), the calculation results for the overall service quality scores for each dimension show different outcomes. For the Tangibles dimension, the score is -0.04, indicating that the Population Administration Services at the Department of Population and Civil Registration in Prabumulih City are considered lacking in this dimension. Aspects that need improvement in the Tangibles dimension include the comfort of the service location. Currently, the conditions are basic, as the building is a shop house with limited space. Additionally, the waiting area lacks adequate facilities, leading to discomfort for customers. A study conducted by [Apriliana and Sukaris \(2022\)](#) states that service providers who pay attention to physical aspects are able to significantly increase customer satisfaction across various industries, such as banking and retail. In line with the research by [Tryadi and Muhajirin \(2021\)](#), well-maintained physical facilities, a comfortable layout, and neat employee appearance positively influence the overall perception of service. Tangibles help build the initial impression of an organization's professionalism, which is crucial in establishing initial trust.

For the Reliability dimension, the score is -0.02, meaning that the quality of Population Administration Services in this dimension is also considered lacking. Areas that need attention in the Reliability dimension include the accuracy of staff in serving customers, which is currently perceived as inadequate and somewhat superficial. Given the limited facilities, staff should be able to maximize service in other aspects to ensure that customers feel well served. The results of this study are in line with the findings of [Husin et al. \(2024\)](#), which state that failures in the aspect of reliability often lead to customer dissatisfaction, potentially damaging the company's reputation. Reliability also plays a very significant role in creating customer satisfaction. According to research conducted by [Kaengke et al. \(2022\)](#), a service provider's ability to consistently fulfill service promises is a key factor in building customer loyalty.

For the Responsiveness dimension, the score is 0.04, indicating that the quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City is considered very good in this dimension. However, it is important to continue improving and maintaining consistency to ensure that the public remains satisfied with the service, especially in terms of responsiveness. A study conducted by [Arsyadita et al. \(2023\)](#) shows that public service responsiveness provides satisfaction to the public, especially in the public administration service sector. This research found that people who receive quick and responsive service tend to be more satisfied, even when physical quality or facilities are not optimal. This study aligns with the findings at the Department of Population and Civil Registration in Prabumulih City, which show that responsiveness plays a role in shaping the public's perception of service quality.

Another study by [Ramadani et al. \(2022\)](#) confirms that responsiveness greatly contributes to building citizen loyalty towards government institutions. They emphasize that, in addition to response speed, the accuracy in answering questions and the ability of employees to handle emerging problems are also important. In the digital era, responsiveness is increasingly linked to the speed of responses through technology-based services, such as websites, social media, or public service applications. This poses a new challenge for the Department of Population and Civil Registration in various cities, including Prabumulih, to utilize technology so that responsiveness in services remains optimal and relevant to current developments.

However, it is important to note that good responsiveness not only involves speed but also clarity and empathy in addressing public issues. Research by [Mochtar et al. \(2021\)](#) suggests that, in addition to speed, the attitude and communication skills of employees also influence the public's perception of public service responsiveness. In

this context, employee training and skill development are crucial to maintain service quality.

For the Assurance dimension, the score is a positive 0.05, meaning that the quality of Population Administration Services in this dimension is considered very good. This demonstrates that the staff is able to ensure timely service and certainty in costs and adheres to their respective duties effectively. This means that the department employees are perceived as capable of being accountable for guaranteeing time and cost, while still operating within the defined framework of their duties. In line with the findings of [Layn and Layn \(2020\)](#) public satisfaction increases when officers provide assurance regarding accurate service timing, unchanged costs, and professional behavior in carrying out their tasks. People who feel that the officers possess high competence in resolving administrative issues feel safer and trust that the service will proceed smoothly. This underscores the importance of continuous training for employees to maintain competency standards and public satisfaction.

In the context of public service, assurance is not only related to time and cost guarantees but also to transparency and accountability. The study by [Siregar \(2017\)](#) emphasizes that strong assurance means employees are capable of providing service commitments and informing the public about procedures, costs, and estimated service time. If this aspect is well-executed, people will feel that they are treated honestly and fairly, which increases trust in the institution. The assurance dimension also reflects the expertise and confidence of employees in handling complex administrative processes.

Finally, for the Empathy dimension, the score is 0.03, indicating that the quality of Population Administration Services in this dimension is considered very good. Empathy is crucial because every customer wants to be served with genuine care, attention, and without discrimination, ensuring that they feel comfortable and well-treated in receiving the service. Research by [Anggraini \(2018\)](#) on the quality of public sector services emphasizes the importance of empathy in creating customer satisfaction. The study found that empathy plays a significant role in building long-term relationships between the public and government agencies. People who feel cared for and understood are more likely to have a positive perception of the services they receive, even in situations where administrative processes take longer or involve complex procedures. These findings are in line with results obtained at the Department of Population and Civil Registration (Dinas Kependudukan dan Pencatatan Sipil) in Prabumulih City, where empathy is regarded as excellent, thus positively contributing to public perceptions of service quality.

Furthermore, research conducted by [Rahmawati and Dwihartanti \(2016\)](#) revealed that empathy in public services is closely related to the quality of interaction between employees and customers. Empathy includes friendly staff behavior, actively listening to customer complaints, and providing appropriate solutions according to the customers' needs. This study also shows that empathy can reduce the potential for public dissatisfaction, especially in cases where service procedures are complex or time-consuming. In the context of the Department of Population and Civil Registration, this is important as population administration processes often involve several stages that may be confusing or time-consuming for the public.

Another study by [Wulandari et al. \(2024\)](#) found that empathy has a direct effect on the level of customer comfort in receiving services. The research highlights that people who feel attended to by staff will feel more comfortable and satisfied, even if there are delays or other technical issues. This aspect becomes crucial in public services, where psychological comfort often becomes a determining factor in the public's satisfaction with the services provided.

Additionally, research by [Zamroni et al. \(2019\)](#) emphasizes the importance of empathy in inclusive and non-discriminatory services. This study shows that services that prioritize empathy tend to be more equitable and fair because the officers not only focus on formal procedures but also consider special conditions that certain individuals may face, such as the elderly, disabled, or other marginalized groups. This reinforces the finding that empathy helps create a sense of fairness and comfort in public services, which is a key factor in maintaining public trust in government agencies.

From the ServQual calculation, it is found that the overall quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City is 0. This indicates that the quality of service can be considered GOOD. A score of 0 means that the service received by customers meets or even exceeds their expectations. In this context, the quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City can be described as good, as it meets or exceeds customer expectations across various service dimensions such as Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This is positive because it shows that the service provided has achieved or surpassed the standards expected by customers. However, it is still important to continue evaluating and improving to maintain or even enhance these standards in the future.

Based on the results obtained from the ServQual calculation, it is necessary to evaluate the dimensions that are still considered lacking in service quality, particularly the Tangibles and Reliability dimensions. Aspects included in the Tangibles dimension are the condition and quality of the building, the comfort and cleanliness of the service area, completeness (such as service instructions), the arrangement of the waiting area, the adequacy of administrative facilities, and the physical appearance of the staff. These aspects must be improved to enhance public satisfaction in the future.

Evaluating the Tangibles and Reliability dimensions, as indicated by the ServQual results, is a crucial step to understand which areas need improvement in the Population Administration Services at the Department of Population and Civil Registration in Prabumulih City. The Tangibles dimension refers to the physical or concrete aspects of service, such as facility conditions, the comfort of the service area, completeness of administrative facilities, and the physical appearance of staff. Improving these aspects can indeed enhance public perception and satisfaction with the services provided.

Meanwhile, the Reliability dimension encompasses accuracy and dependability in providing administrative services. This includes processes being precise and consistent, clear service standards, and staff expertise in using service tools. Improving this dimension will help build public confidence in the consistency and reliability of the services provided.

Public service is an obligation that must be fulfilled by the government and a right that the public should receive ([Suherry et al., 2020](#)). Services related to the needs and demands for achieving welfare are essentially the government's responsibility ([Rahman, 2017](#)). The government has a duty to provide excellent and professional public services ([Risalbi et al., 2021](#)). This means that the government must ensure that all aspects of service, including accessibility, quality, and efficiency, are well met. Excellent and professional service will enhance public trust in the government and ensure that public rights are met fairly and equitably ([Aldiansyah & Winarsih, 2022](#)). Staff performance in delivering services according to user expectations should be appropriately rewarded by the government ([Suheli et al., 2015](#)).

Quality public service poses a challenge for government stakeholders ([Hamrun et al., 2019](#)). These challenges include improving technological infrastructure, training

human resources, and adjusting policies to accommodate technological advancements (Melinda et al., 2020). By leveraging digital technology and innovation, the government can reach and serve the public more efficiently, ensuring that all citizens have equal access to high-quality public services (Triananta & Purnomo, 2023). Development that ensures fairness and good governance must be well-implemented to provide maximum benefits to the community (Hidayat et al., 2021). By applying more modern and efficient management principles, the government can improve public access to quality services (Sunardi et al., 2022).

This evaluation can serve as a basis for planning concrete improvement measures, such as:

1. Facility Improvement: Upgrading or enhancing the condition of buildings, cleanliness of service areas, and arrangement of waiting areas to create a more comfortable and cleaner environment for service users.
2. Enhancing Instructions and Administrative Completeness: Ensuring that service instructions and administrative information are complete and easily accessible to the public.
3. Employee Training and Development: Providing training to administrative staff to improve their skills in using service tools and ensuring consistency in service delivery.
4. Service Process Evaluation: Reviewing the service processes to ensure adequacy, clarity, and reliability.
5. Commitment to Continuous Improvement: Maintaining a strong commitment to continually improving services by seeking feedback from the public and regularly conducting evaluations.

By addressing these dimensions, it is expected that the quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City can be improved overall, leading to greater satisfaction for the community.

4. Conclusion

The overall quality of Population Administration Services at the Department of Population and Civil Registration in Prabumulih City can be rated as good. The ServQual results indicate that the difference between the public's expectations and perceptions of the service is minimal or even satisfactory. Factors such as prompt service, cost certainty, and a friendly attitude contribute to satisfying service. Although the service is generally rated as good, there are some dimensions, such as Tangibles and Reliability, that require further attention for improvement. Factors such as facility conditions, administrative completeness, service process reliability, and staff accuracy in service delivery need to be enhanced. The Department of Population and Civil Registration in Prabumulih City can undertake facility expansion and equipment updates to improve service process efficiency, while regular training for staff will enrich their skills in delivering responsive and high-quality services to the public.

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