

ANALYSIS OF THE QUALITY OF ADMINISTRATIVE SERVICES IN SUPPORTING E-KTP POPULATION AT THE DEPARTEMENT OF POPULATION AND CIVIL REGISTRATION IN TEBING TINGGI

Auliana Yuharini Purba^{1*}, Muhammad Husni Thamrin²,

¹ Universitas Sumatera Utara, 20155, Indonesia

² Universitas Sumatera Utara, 20155, Indonesia

Corresponding Author Email: aulianapurba@gmail.com

ABSTRACT

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The phenomenon of identity card digitization is carried out to replace old paper-based identity cards (KTP) into more modern ones that can be accessed electronically. Along with the implementation of e-KTP, the government is required to provide good administrative services to ensure that the process of registration, renewal, and data verification can run efficiently and safely, and minimize errors in data management. The quality of administrative services is very important in supporting population management, especially in the implementation of e-KTP. Public service is defined as the government provides fair, efficient, and transparent services to meet the needs of the community. Quality services will increase public satisfaction. The Population and Civil Registration Office (Disdukcapil) of Tebing Tinggi City is an office that has the task of exercising authority in the field of population administration management located in Tebing Tinggi City. This research was conducted at the Population and Civil Registration Office (Disdukcapil) of Tebing Tinggi City. which aims to describe the quality of e-KTP administration services in Tebing Tinggi City. The results showed that the physical appearance dimension of office facilities and infrastructure was quite good. However, employee reliability still needs improvement because there is a gap between community expectations and reality in the field, which results in community dissatisfaction. The responsiveness of officers in responding to requests is quite good, in accordance with their duties and responsibilities. The guarantee of time and cost clarity is also good. The empathetic attitude of employees in serving the community was also rated positively.

1. INTRODUCTION

The Indonesian state has the responsibility to provide public services for all citizens, as outlined in the 1945 Constitution of the Republic of Indonesia. This is the basis for public trust in public services, both to the government and the community. The task of the government is to realize the implementation of services needed by the community. The government has an important role in providing public services for all elements of society as stated in Law No.25 of 2009 concerning public services, which states that public services are intended to provide legal certainty in the relationship between the community and organizers in public services. The government is obliged to provide public services in the form of public goods and public services. Examples of services in the form of public goods include roads, clean water, electricity, and so on, while public services in the form of public services include administrative services, health, education and transportation.

Government organizations that organize public services must provide services to the community, including in the field of population management. Article 1 of Law No. 24 of 2013 defines population management as the arrangement and control of population documents and data through population

registration, civil affairs registration, population administration management, and utilization of the results for public services and other development sectors. literature

An identity card is an official document used to prove a person's identity (Purba, et al., 2018). The making of E-KTP is regulated in Law Number 23 of 2006, Article 63 Paragraph 1 which reads that every person who has a permanent residence permit who is 17 (seventeen) years old, married, or has been married, including Indonesian citizens and foreigners, is subject to this rule. Every Indonesian citizen is required to have an E-KTP to organize population administration for all citizens. The E-KTP contains personal data information, in the form of a Population Identification Number, photo, and signature.

The role of identity cards in public administration is very important because identity cards are one of the main instruments used by the government to manage the population, provide public services, and maintain security (Fahmi, et al., 2013). Every identity and mobility of E-KTP owners will be recorded and monitored clearly by the government and E-KTP can also be used to access various public services, especially those that require administrative requirements. E-KTP is made if you are 17 years old, married, and residing in Indonesia. Before the E-KTP, KTPs in

Indonesia still used a traditional system that had not been integrated, allowing people to have more than one KTP. This can be utilized by people who want to do bad things by duplicating KTPs (disdukcapil, 2024).

Disdukcapil is responsible for recording and registering various population events experienced by citizens, ranging from change of address, transfer to stay, limited stay, to change of status of foreigners from limited stay to permanent stay. In addition, this institution also records important events such as birth, marriage, divorce, death, as well as recognition, adoption, and legalization of children, changes in citizenship status, as well as name changes, and other significant population events. All of these events must be reported as they result in changes to identity data and legal identity documents. The government pays close attention to population growth and constitutional development, which makes population documents and civil records very important for every Indonesian citizen. (Al-Farisi & As'Ari, 2023).

The quality of public services in the perspective of service effectiveness can be improved by paying attention to the assessment of service quality. If the services provided are effective, it will provide benefits for both stakeholders, government, society, and the organization itself (Shalsabila, 2022).

The Tebing Tinggi City Population and Civil Registration Office as a population administration service provider strives to provide the best service to improve the quality of service to the community. Tebing Tinggi City is a city located in the province of North Sumatra, Indonesia. Tebing Tinggi City is in the middle of Serdang Bedagai Regency, with an area of 38.44 km². In 2020 it had a population of 172,838 people, with a density of 4,496 people/km², and at the end of 2023 the population was 180,554 people. Tebing Tinggi City has 5 districts and 35 sub-districts.

Government public services still have many shortcomings, so the quality is still far from what the community expects, as shown by the many complaints submitted by the public through the mass media. One of them quoted from detik.com revealed that one of the people of South Sulawesi admitted that there was extortion or payment that had to be issued when taking care of the E-KTP. A similar thing was also found in Malang City, where a community member claimed to have been asked for 100,000 for the E-KTP process (news.okezone.com, 2024). This problem shows the need for evaluation and improvement in service standards, so that all employees, including honorarium employees, can provide decent and satisfying services to the community. The government could lose credibility if it does not take these conditions seriously. In the world of public services, service quality is a key factor that determines visitor satisfaction. However, there are often gaps that disrupt the experience. One of the problems that arise is the attitude and behavior of employees, especially in environments that are supposed to provide the best service. Many people complain about the staff's lack of courtesy, which can create a negative impression of the agency. In addition, the administrative process is convoluted, characterized by an application process that has too many steps, documents, and requirements that must be met, which requires more time. In addition, the queue and verification process at the counter can take hours. Information systems that are not integrated / multiple can cause difficulties in data verification (Ristiandy, 2021). In connection with the above phenomenon, this paper

will discuss and analyze the problem entitled "Analysis of the Quality of Administrative Services in Supporting E-KTP Population at the Tebing Tinggi City Population and Civil Registration Office".

2. LITERATURE REVIEW

Public Management

In general etymology of the word management originate from Language Old French *ménagement*, meaning art implement and regulate. While in a way terminology of experts define management in a way various, including: Follet, quoted by Wijayanti (2008:1), defines management as art in finish work through other people. According to Stoner, quoted by Wijayanti (2008:1), management is the process of planning, organizing, directing, and supervising members' efforts organization and use source power source Power man organization others to achieve objective organizations that have set.

Rinaldi (2012) said that Management is a studies interdisciplinary from aspects general organization and is combination between function management that is like *planning*, *organizing*, and *controlling* in one side while on the other side are human resources, finance physical, information and politics. Management service the public can also interpreted as a process of planning and implementation as well as directing and also coordinating settlement activities service public for the sake of achieving goals service the public that has been determined previously.

Winarsih & Ratminto (2013) defines it as management service public is a effort manage various (management) aspects in the process of preparing, providing or hand over goods and services to community, and a process of planning and implementation as well as direct or coordinate settlement activities service public for the sake of achieving goals service public. Management service general/public by Moenir (2008) is defined as management of the process of activities directed in a way specifically for the implementation service use fulfil interest general or interest individual, through appropriate and satisfactory methods the party being served. In addition to being able to walk with good, management service general/public must can reach target or the goals that have been set. Management public or can also be called management government in a way general is an effort government in fulfillment need public with use available facilities and infrastructure. Elements management moment This become an element important in organization organization, good organizations in the sector private and also in sector public like organization governance. Management in the sector public raised from management sector private No make orientation objectives and implementation in the organization sector public become the same with sector private.

Quality Public service

Terms of service in English is " *service* ". Service refers to the action help or do work For a person, often in context professional. This is can covers giving assistance, support, or maintenance For fulfil need or hope customer or client. Zeithaml, Bitner, & Gremler (2013) who explained that " *service* " is action or one performance party offer to other parties who are No tangible and intangible produce

ownership on whatever. Moenir (2001) What is meant by with service is "a activities carried out in a way organized by individuals or group of people at the level his satisfaction only Can felt by the giver service or the recipient services, depending on capabilities provider service For fulfil hope user". Next Moenir (2001), defines "service" is the process of fulfillment need through other people 's activities directly. Basically, there are two categories services required man that is service exclusive physical for they as individuals, and services administrative services offered by others on behalf of Name organization ".

Wasistiono in Lubis, (2002), defines "service" is giving service both by the government and other parties private on Name government or party private to public with or without payment in form fulfillment needs and interests society. Furthermore, Lukman in Lubis et al., (2002) defines service is a activity or order activities that occur through interaction direct between individual with other individuals or machine in a way physique as well as provide satisfaction customer.

Harbani Pasolong (2010:128) said that service is a process of fulfillment need through other people's activities directly. While Minister utilization State Apparatus expressed that service in form goods or service in frame effort fulfillment need public.

According to Kotler (by Lijan Poltak Sinambela, 2011: 4-5), service is "every profitable activities in a gathering or unity, and offers satisfaction although the result No tied to something product in a way physical". Still according to Lijan Poltak Sinambela (2011: 5), the term public originate from Language English public meaning general, society, state. Service public introduced by David Osborne and Ted Gabler (1995) in his book "*Reinventing Government*" in Pasolong (2011). Service public is "the importance of improvement service public by bureaucracy government with method give authority to party private more Lots participate as manager public service."

Service public in its implementation related to with repair implementation and improvement of the system, Osborne concluded ten the principle called as style new. One of the principle important in his decision is " already " it's time government market oriented", to That required break-in rules to be more effective and efficient through market control Alone.

There are ten The principles referred to by Osborne (1997) in (Pasolong , 2011:130) are :

1. Government catalyst: directing rather than to pedal
2. Government owned by society: giving authority rather than serve.
3. Competitive government: injecting competition into the giving service.
4. Mission - driven governance change rule - driven organization.
5. Government that is oriented result: finance results No input.
6. Government oriented customer: fulfill need customer, not bureaucracy.
7. Government entrepreneurship: to produce rather than spend.
8. Government anticipatory: prevent than treat
9. Government decentralization.
10. Government market bureaucracy: boosting change through the market.

Characteristics a service Where characteristics service have strength For influence level satisfaction and appearance

Work employees. Characteristics service According to Zeithaml, Berry and Parasuraman (Fandy Tjiptono and Anastasia Diana, 2003: 27) identified five characteristics used by customers. in evaluate quality services, namely:

Direct evidence (*tangible*) is factor affecting satisfaction customer from visual aspect (related to with environment physical). Good *tangible* will influence perception customers. At the same time aspect this is also one of the sources of influence hope Customer. Aspect *tangible* includes facility physical equipment, employees and facilities communication.

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2. Reliability, namely ability give promised service with promptly and satisfactorily. *Reliability* means company keep what was promised, good about delivery, breakdown problems, and price. Reliability covers two aspects main, namely consistency performance and nature can trusted (*dependability*). This is means company capable convey his services in a way Correct since beginning, fulfill his promise in a way accurate and reliable, delivering data in a timely manner right and send accurate billing.

3. Responsiveness, Responsiveness that is the staff's desire to help customers and deliver service with responsive. Some for example is accuracy time service, speed call return community, and delivery service in a way fast. Dimension This confirm attention and speed time in the relationship with request customer, service, complaint from the problem that occurred.

4. Guarantee (*assurance*), the guarantee referred to is behavior employee or officer service capable grow trust customer to companies and companies can create a sense of security for its customers. Guarantees also mean that the employees always behave polite and masterful knowledge and skills required for respond every question or problem Customer. Guarantee This encompassing ability, politeness, and character can trusted by the staff, free from danger, risk or hesitation.

5. *Empathy* means company understand customers ' problems and act in their best interests customers, as well as give personal attention to customers and have convenient hours of operation. Empathy in service covering convenience in do relationships, good communication, and understanding customer needs.

Quality service is totality from form characteristics goods and services that show his ability for satisfying need customers, both visible and clear or hidden ones. For companies operating in the sector services, giving quality service to customers is matter absolute must done if company want to reach success (Kotler, 2000:25).

Quality Service is effort fulfillment needs and desires of the guests as well as accuracy delivery in to balance hope Guest (Tjiptono, 2007). Quality service can known with method compare consumer perception on real service they accept with real service they expect to attributes service A agency. If the services received or felt in accordance with what is expected, then quality service perceived good and satisfying, if services received beyond the guests' expectations, then quality service that is perceived to be very

good and of high quality. On the other hand If services received more low than expected, then quality service perceived bad.

Quality service discuss satisfaction recipient service, not only just quality the service only. Only service quality height that can ensure satisfaction recipient service. The term "quality" according to Tjiptono (2003), Several requirements that must be met fulfilled, namely: conformity with specifications; conformity usage; repair continuously; and not existence damage or deficiency; Always fulfil need consumer; carry out everything with correct; give something that can make customer happy. Seventh criteria the clear targeted exceed hope recipient service. Every recipient service disclose desire for feel satisfied with product the services he received.

Sinambela et al., (2006:6) said that quality excellent service is reflected from:

1. Transparency Services that are of a nature open, easy and accessible accessible to all the party in need and provided in a way adequate as well as easy understood
2. Accountability services that can accountable in accordance with regulation applicable laws and regulations
3. Conditional appropriate service with conditions and capabilities giver and receiver service with still hold on stick to the principles efficiency and effectiveness.
4. Participatory Services that can be provided push role as well as public with notice aspirations, needs and hopes public.
5. Equal rights to services that are not do discrimination seen from aspect whatever specifically ethnicity, race, religion, social class, social status
6. Balance of Rights and Obligations. Services that take into account aspect justice between giver and receiver public services.

3. RESEARCH METHODS

The form of research used in this research is a descriptive method with a qualitative approach. Research with a descriptive qualitative approach is research that aims to describe a phenomenon or event in detail and in detail, so as to provide a deep understanding of the research. Descriptive qualitative research is intended to describe and describe existing phenomena, both natural and human engineering which pay more attention to the characteristics, quality, interrelationships between activities. In addition, descriptive research does not provide treatment, manipulation or change in the variables studied, but describes a condition as it is. The only treatment given is the research itself, which is carried out through observation, interviews, and documentation.

The informants in this study were selected by purposive sampling and accidental sampling. Purposive sampling (Sugiyono, 2010) is a data source sampling technique with certain considerations. This particular consideration, for example, the person who is considered to know best about what is expected, or maybe he is the ruler, making it easier for researchers to explore the object / social situation under study. Meanwhile, according to (Sugiyono, 2010) accidental sampling is a sampling technique based on chance, namely anyone who happens to meet the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source.

4. RESULTS AND DISCUSSION

Service public is fundamental needs for every society. Therefore that, every bureaucracy public must make an effort give quality service best to user service. For increase quality services at the Population and Registration Service Civil (Disdukcapil), important For pay attention to five aspects main, namely appearance physical (*tangible*), reliability, power responsiveness, assurance, and empathy.

1. Tangible/ Direct Evidence

Aspect proof direct (*Tangible*) includes facility physical and equipment used in service, which must be adequate and comfortable for society. Reliability refers to consistency services provided, where the community can expect appropriate service with established standards.

This study give description clear about condition physique facilities at the Population and Registration Service Civil (Disdukcapil). Facilities provided designed For support comfort and convenience for community that accesses service. In the service area, there are chairs and tables that make it easier public For fill in form given by the officer. Room equipped with cooler air conditioning (AC) for ensure visitors feel comfortable moment wait. Apart from that, there are computer used by officers For process data, and camera For needs documentation. Toilet facilities are also provided For comfort public.

For reduce potential long queue, Disdukcapil provide three counter service that works in a way simultaneously, so that expected every visitors can served with fast and efficient. The process of taking number queue started when public take card queue in front door sign in. After get number queue, society requested For waiting at the place that has been provided until number they called.

When the number queue called, society deliver required files to desk clerk service. If there is the form that must be filled, community requested For complete it at the stage this. After verification, if submitted files Already complete and fulfilling conditions, society will requested For return the next day the day For accept documents that have been taken care of, such as E-KTP.

With this channel structured service, Disdukcapil aiming For make it easier public in access service administration population. Efficient process and regularity in service expected can increase satisfaction and trust public to institution government.

2. Reliability

The dimension of reliability, namely the ability to provide the promised service immediately and satisfactorily. Reliability can be interpreted as the ability of service providers to provide services quickly and accurately in accordance with work procedures, service standards and timeliness.

Disdukcapil has responsive employees who are equipped with adequate technical knowledge, although there are variations in the ability of each employee. Meanwhile, the reality in the field illustrates that the lack of communication skills of employees in Disdukcapil means that the quality of public services can be significantly affected. When employees are unable to communicate clearly, people become confused and may feel frustrated in accessing the services they need. Despite the positive attitude of employees in serving, the uncertainty of information can reduce people's

trust in the institution. Therefore, continuous training and coaching is essential to improve employees' communication skills. By improving communication skills, employees can provide clearer and more accurate information, which in turn will increase public satisfaction.

The quality of public services is not only measured by the speed and accuracy of services, but also by the ability of employees to interact with the community. If employees can communicate well, then the quality of service will be more consistent and satisfactory, thus creating a better relationship between the agency and the community. This contributes positively to citizens' understanding of the information and services provided. Officer accuracy is an important aspect of service. This is very influential on public trust because if the officer is not careful, it will result in mistakes that harm the community and cause new mistakes.

3. Responsibility

The dimension of responsiveness is the ability of employees to provide fast services according to the promised time. The speed of employees in resolving community needs is one form of employee responsiveness in serving the community.

Research conducted by interview and observation methods conducted by researchers revealed that employees in this office apply the 3S principle, smile, greeting, and greeting in interacting with the community. This practice begins with a warm welcome from employees who greet citizens with a smile, followed by a greeting, and questions about their needs.

Furthermore, employees are also committed to time efficiency in the service process. By prioritizing speed and accuracy, they strive to serve each individual quickly, calling the next citizen as soon as one service is completed. With fast and responsive service, the agency can demonstrate respect for people's time.

4. Assurance

Assurance is the knowledge and courtesy of employees and the ability to increase public trust. The assurance dimension provides certainty of time and cost and protects the public from doubt and the danger of risks that cause losses.

The Population and Civil Registration Office (Disdukcapil) provides a guarantee of document completion time within 1-2 days. The application process is friendly and efficient, with officers on hand to assist, verify documents and provide clear explanations for any shortcomings. Applicants are informed that their documents will be ready the next day, and the service is free of charge, so people can access it without additional burden.

The interviews and observations conducted by the researcher illustrate a service situation that provides a guaranteed turnaround time for documents within 1-2 days. In addition, this service is free of charge, so people can access it without worrying about additional costs. This situation creates a positive atmosphere and gives people confidence that their needs for public services can be met quickly and without difficulty.

5. Empathy

Empathy is the ease of building relationships, good communication, personal attention, and understanding of people's needs. Empathy is the ability to build strong

relationships, involve good communication, provide personal attention, and understand people's needs. In the context of public services, empathy allows officers to respond better to citizens' aspirations and complaints, create a supportive atmosphere and strengthen public trust in the services provided.

With an empathic approach, officers can be more effective in meeting the needs of the community, thereby increasing satisfaction and service quality. The results of the research conducted by the researcher obtained that the attitude of officers in this office generally reflects courtesy and openness in interacting with the community. Officers demonstrate a commitment to listening to citizens' aspirations and complaints, creating a professional and comfortable atmosphere. This approach is expected to strengthen the relationship between officers and the community, and increase public trust in the services provided.

Residents also pointed out variations in staff attitudes. While most residents perceived friendliness and a positive atmosphere, others noted inconsistencies in staff attitudes, with some staff appearing more neutral in interactions. Overall, however, empathetic service and respect for people's rights were the main focus of efforts to improve the quality of public administration in the office.

We also drew data from Google reviews over the past two years to see how the administrative services at Disdukcapil reflected people's experiences with online services. There were 39 reviews in the last 2 years from the public. Some of the reviews showed customer dissatisfaction due to slow response and lack of communication from the service provider. In addition, people also criticize the behavior of employees who do other unnecessary things while serving the public. Most users expressed their frustration through statements such as "very difficult to get help" and "long wait with no news". These findings suggest that improving responsiveness in online services is crucial to meeting people's expectations and creating a better user experience.

5. CONCLUSION

The Tangible dimension has indicators of convenience in the service process and the physical condition of the facilities has been applied at the Population and Civil Registration Office. Disdukcapil has provided adequate physical facilities, such as a comfortable waiting room, three service counters, and an organized queue number taking system. This contributes to the convenience and efficiency of the service. The Reliability dimension has indicators of officer accuracy, and has standard operational guidelines. Disdukcapil still has not implemented the reliability dimension optimally. This can be seen from the gap between community expectations and the reality in the field. The Responsibility dimension has an indicator that the employee's response to the community has been applied in serving the community quite well. Employees uphold the attitude of serving the community seriously. Employees apply the 3S principle (smile, greeting, greeting) in interacting with the community, which creates a positive atmosphere and speeds up the service process. The Assurance dimension has indicators that provide assurance of timeliness and service costs that are very well implemented at the Population and Civil Registration Office. This makes public trust in the Disdukcapil office increase and there are no complaints about the time and cost of service,

and the Empathy dimension has an indicator of the attitude of the apparatus in serving the community well. Employees are required to provide a friendly attitude, courtesy, greetings and smiles to the community, but there are still those who have not gone as expected. Although most employees show a polite and responsive attitude, there are variations in employee attitudes. However, the commitment to listen and respect the needs of the community remains the main focus of service.

Based on these conclusions, suggestions can be given in the form of the Population and Civil Registration Office should provide online services for the entire community so that there are no long queues at the Disdukcapil office and provide information on requirements that can be accessed through online media. In addition, online services will also make services more efficient and faster.

Disdukcapil should also improve the consistency of staff attitudes, further training is needed to ensure all staff have a consistent and friendly attitude, so that every citizen's experience remains positive. Furthermore, conduct regular evaluations of existing SOPs so that they remain relevant and effective in meeting community needs. Disdukcapil should also improve its communication and information skills. In addition, ensure that all service edicts are easy to understand and up-to-date to keep the public informed of procedures and requirements, and finally conduct regular surveys of public satisfaction to obtain constructive feedback on the services provided.

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