
QUALITY OF POPULATION ADMINISTRATION AND CIVIL REGISTRATION SERVICES AT THE OFFICE OF THE POPULATION AND CIVIL REGISTRATION OFFICE SOUTH BENGKULU

Rozi Febrizal¹, Harmiati², Heru Purnawan³
^{1,2,3}, Universitas Prof. DR. Hazairin, SH Bengkulu

Corresponding Author email: roziafriza251@gmail.com

Received: July 2023

Accepted: October 2023

Keywords:

Service Quality, Administration, Recording

ABSTRACT

Public service is an activity carried out by an agency/organization within an agency that will be used in an effort to meet the needs of the community. Purpose: This research aims to determine the quality of Population Administration and Civil Registry services at the South Bengkulu Population and Civil Registration Service. Method: This type of research uses a qualitative descriptive approach. The instrument in this research is the researcher himself— data collection techniques using observation techniques and interview techniques. The informant selection technique used the purposive sampling method. Data analysis techniques with Data Reduction, Data Presentation, and Conclusion Drawing. Research Results: Researchers used five aspects of public service quality, namely physical evidence (Tangible) of the South Bengkulu Population and Civil Registration Service. Services still need to improve physical facilities and the completeness of adequate facilities and infrastructure. Reliability: the people of South Bengkulu are satisfied with the services provided by the South Bengkulu Population and Civil Registration Service. The Responsiveness of the South Bengkulu Population and Civil Registration Service serves the community well, with mutual communication between officers and the community. Assurance that the management of services at the South Bengkulu Population and Civil Registration Office is easy and Empathy (Empathy). The concern of employees to always prioritize the needs of the community will support the creation of Quality Integrated services. Conclusion: Administrative services at the South Bengkulu Population and Civil Registration Office are not yet qualified. Because of the five aspects analyzed, there are still problems in the Tangible Aspect, namely the lack of facilities to support service convenience, such as inadequate air conditioning, the A Mushollah building is absent, and there is no suggestion box yet.

INTRODUCTION

Public service is an activity carried out by one body/organization in an agency that will be used as an effort to meet the needs of the community. These public services are carried out in accordance with applicable laws and regulations by following the main rules and procedures that each body/organization in an agency has determined. One of the bodies/organizations that carry out public service providers is government agencies. The forms of public services provided by government agencies include the fields of population administration and civil registration.

According to Article 1 of Law Number 24 of 2013 about Population Administration Detailed Regulations, population administration can be interpreted as a series of structuring and regulating population documents and data through population registration, civil registration, population administration management, and

utilization of the results for public services and the development of other sectors. In an effort to improve public services, local governments are given the flexibility to design and determine for themselves the types of services needed by the community. With this policy, the Regional Government is expected to be able to provide excellent quality public services for the community.

Excellent quality of public services is expected to provide prosperity and welfare for the people who obtain these public services. The quality of outstanding public service in question is a service that brings the government closer to the community. This is realized by knowing and analyzing various problems faced by the community so that it can create a more effective and efficient service strategy for the community.

Based on the results of pre-observation, the Population and Civil Registration Office of South Bengkulu is one of the implementers of public administration services in the Bengkulu City area. One of them is the service of making Family Cards. Then

To assess the extent of the quality of public services provided by the Government Apparatus, it is necessary to have dimensions/criteria that can show whether a public service offered by the Government Apparatus has run correctly. This can be known by comparing the

Two different case studies. On this occasion, two studies The case to be examined is the comparison of the quality of Population Administration and Civil Registration services in Bengkulu Province and the quality of Population Administration and Civil Registration services in Dindukcapil South Bengkulu in the service of making Family Cards. Furthermore, the quality of this service will be measured using five dimensions/criteria of public service quality in the form of tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy). Based on the results of the pre-research that has been conducted at the South Bengkulu Office, several problems were found that can reduce public satisfaction with the services provided by the South Bengkulu Office. This can be seen from the results of interviews with people who get benefits from the South Bengkulu Office.

Based on pre-research that has been conducted at the Population and Civil Registration Service of South Bengkulu, problems were found in Assurance, namely that there are still inaccuracies in the time of services provided from community complaints so that the time for completing services often exceeds the deadline that is not in accordance with the procedure, Based on the Pre-Research that has been done and the author also conducts interviews with communities who received services at the Population and Civil Registration Service of South Bengkulu, namely Mr. Ik he said:

"The service he received took a long time.

For quite a long time, this is due to relatively non-optimal service and inefficient staff work arrangements and service procedures provided by officers in serving the community in the Office. To make other people wait longer for the paperwork" (Pre-research on March 10, 2023).

As for the shortcomings in the Population and Civil Registration Office of South Bengkulu, tangible problems were found, namely the condition of service facilities and infrastructure at the Office of the Population and Civil Registration Office of South Bengkulu was still minimal, resulting in inconvenience to service users. Inadequate facilities and infrastructure can affect employee performance in providing services to the community. So, it needs to be held again for the needs of services to the community so that it can be more optimal.

Based on the background of the problems described above, a problem can be formulated, namely, how is the quality of Population Administration and Civil Registration services at the Population and Civil Registration Service South Bengkulu?

RESEARCH METHODS

This type of research will use qualitative descriptive methods. As for the location of this research plan, namely at the Office of the Population and Civil Registration Office

South Bengkulu. This study was conducted from March 2023 to May 2023. Instruments in qualitative research are human instruments, namely researchers themselves. Data collection techniques used include observation techniques and interview techniques. This study used informant selection techniques using *the purposive sampling* method. Data analysis techniques with Data Reduction, Data Presentation, and Conclusions.

RESULTS AND DISCUSSION

1. Variable Description

This research is descriptive research on the quality of population administration and civil registration services at the Population and Civil Registration Service in South Bengkulu. The results of this study were obtained from data obtained directly from the research location through the process of observation, interviews, and documentation.

This study discusses the quality of population administration and civil registration services in the Population and Civil Registration Office of South Bengkulu, which is limited to family Cards services. Researchers use five aspects of public service quality from the theory put forward. Zeithaml et al. (Hardiyansyah, 2011: 45-46), there are five aspects related to Service Quality, namely:

a. Physical evidence
(*Tangible*)

In realizing administrative services Population and civil registration in the Population and Civil Registration Office of South Bengkulu that are of high quality need to be changed and improved, which leads to community satisfaction. One aspect that needs to be improved in improving service quality is the problem of service facilities. Based on the results of the study, tangible aspects can be seen as follows:

1) Availability of Registration Counter

The registration counter is a place that provided to provide services to the community. Based on the results of interviews that have been conducted for the particular tangible aspects of indicators for registration counters at the office of the Population and Civil Registration Office South Bengkulu, the facilities already exist. At the registration counter, people can immediately take care of the needs they want, such as Family Cards management.

2) File Processing Place

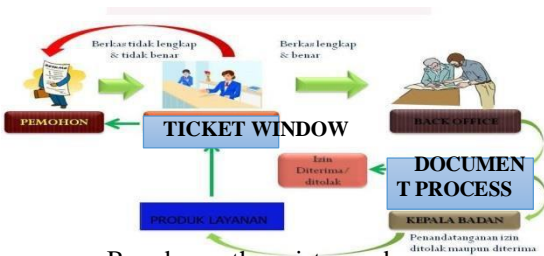
A file processing place is a place provided to process files in accordance with the type of service proposed by the community. In terms of comfort, the area when doing favors, especially the file processing place, is quite good because it is neat and clean.

The place to process this file is in accordance with the services desired by the community, such as for Family Cards services carried out by the Governance Section. At the Population and Civil Registration Office of South Bengkulu, there is also a special section to process the desired files or services. After the community submits services at the service counter, the files will be processed by specific areas in accordance with the desired service. In the section

This file process will be carried out by creating documents desired by the community. Before going to the place of file processing, the community will first register at the service counter. The service procedures at the office of the Population and Civil Registration Office of South Bengkulu are as shown below:

Figure 1

Counter Flow – Processing up to Submission Documents at the Office of the Population Office and Civil Registration South Bengkulu.



Based on the picture above, you can see the procedure for providing services at the Office of Population and Civil Registration Office of South Bengkulu, which starts with the applicant registering at the registration counter and submitting all the documents needed for making the required documents. After the registration counter, the community file will be sent to the document processing section. In this section, all the completeness of the document files needed for document creation will be checked. Furthermore, if all documents are complete, they will be processed immediately, and then the papers are signed by the Head of the Office and handed over to the community.

3) Place of Document Submission

The place of submission of documents is the place provided for the submission of Family Card documents that have been taken care of. Based on data from interviews that researchers have conducted with informants at the South Bengkulu Population and Civil Registration Office, it is known that there is a place for submission of documents that the community can use. The site of submission of documents can be used if the community has completed all the documents needed in the management of a service.

4) Place of data and information processing

The place of processing of data and information is data processing place after the community registers for document management. Furthermore, the site of data processing and service information at the Population and Civil Registration Office of South Bengkulu currently exists. The place where the data and information are processed is neat and clean. The area of data and information processing in the Office Population and Civil Registration South Bengkulu must always be in a tidy condition so that later, it does not interfere with the process of services provided to the community.

5) Picket Place

The picket place is almost the same as the place of service because it is in the office of the Population Office and

The Civil Registration of South Bengkulu does not provide a special picket place but is united with the registration place.

Based on the results of research conducted in the aspect of tangible physical evidence, specifically regarding the availability of picket places at the office of Population and Civil Registration Office of South Bengkulu. The picket place can be used by all people who need services.

b. Reliability

Reliability is the company's ability to provide services for customers. The response from informants regarding the reliability aspect can be seen as follows.

1) Officer's Accuracy in Serving Customers

Officers at the South Bengkulu Population and Civil Registration Office also have accuracy in providing services to the community.

In terms of the accuracy carried out by officers in serving customers at the Population and Civil Registration Office of South Bengkulu has been very good. This can be seen from the attitude of the apparatus/officer when carrying out services by asking for complete conditions from customers. Then, the time needed in the process of managing correspondence, such as making KTP and Family Cards, only takes 3-4 days if the customer brings complete management requirements.

2) Have clear service standards

Service standards are existing SOPs at the office of the Population and Civil Registration Office in South Bengkulu, which is a process of providing services.

Tied to the Minimum Service Standard (SPM) must be done by officers/apparatus in serving customers to provide the best service, which is known as Excellent Services. However, it is contrary to customer knowledge.

3) About the Ability of Officers/Apparatus in

Use tools in the service process.

At this time, at the office of the Population and Civil Registration Office of South Bengkulu, computers have been provided that are used to assist officers in providing services to the community.

Ability and expertise of officers/apparatus in operating service aids at the Population and Civil Registration Office of South Bengkulu is suitable. This can be seen when the officer/apparatus in charge of providing services to the community seems to have no health at all when operating the tool. In providing services to the community, reliability and professionalism in providing service immediately, accurately, and satisfactorily are needed in order to create community satisfaction in customers. The ability of a service-providing Government Agency Office to provide services as promised in a timely, accurate, and reliable manner while providing the same services is

It is one of the essential elements that service providers must own.

c. *(Responsiveness)*

The responsiveness of employees at the Office of the Population and Civil Registration Office of South Bengkulu is related to the willingness of employees to meet the needs of the community. The responsiveness of employees in providing services is one aspect that affects the community's assessment of the services provided

1) Respond to any community/applicant who Want to Get Service

In each service, officers will respond in accordance with the services requested by the community. From the results of the data obtained regarding the officer's response to the community, the officer always greets the community, who come when they want to get service. The first response given by the duty officer was to welcome the community. Furthermore, it will be followed by asking the community what services and conditions are complete or not. Based on the response that has been given by officers at the Population and Civil Registration Office of South Bengkulu, the community feels quite satisfied with the services that have been provided.

2) Officers or officers perform services with Fast

Officers at the Population and Civil Registration Office of South Bengkulu always provide services quickly and respond to all wishes of the community.

Related to this indicator can be seen if

Officers or officers have performed services for the community quickly and efficiently. However, it needs to be underlined fast service must also be balanced by the community related to bringing all the requirements in the management of a particular service. If the conditions used to take care of a service are still lacking, then this will cause the service intended by the user to take longer than it should".

3) Officers / Apparatus Perform Services Appropriately

In providing services, officers offer appropriate services in accordance with the needs of the community. Officers/apparatus have performed services appropriately for the relevant community. If the community has difficulty in completing the requirements for managing a service, officers will be ready to explain the existing procedures adequately. In addition, if, in its implementation, the community at the Population and Civil Registration Office of South Bengkulu has a complaint that wants to be submitted, then the community can use the suggestion box service that the officer has provided.

4) Officers / Apparatus Perform Services with Careful

Officers from the Population Office and Civil Registration South Bengkulu will provide services quickly to the community related to documents taken care of by

Community services will be provided from the time the community registers at the registration counter until the papers are completed and handed over to the community at the registration counter.

In addition to speed and accuracy, accuracy is also. It needs to be considered in the service process. This is to avoid possible errors that occur during the service process. If officers are not careful in serving service users, mistakes will happen and will lead to new jobs. For example, in typing, if there is a typographical error, it will harm service users because service users have to take care of these typos again. Therefore, officers are required to be careful in doing their duties and responsibilities in order to create good service and provide satisfaction to service users. Based on the research conducted, officers have been detailed in serving the community.

Officers / Apparatus Perform Services with Careful

Officers from the Population Office and Civil Registration South Bengkulu will provide services quickly to the community related to documents taken care of by Community services will be provided from the time the community registers at the registration counter until the papers are completed and handed over to the community at the registration counter.

In addition to speed and accuracy, accuracy is also. It needs to be considered in the service process. This is to avoid possible errors that occur during the service process. If officers are not careful in serving service users, mistakes will happen and will lead to new jobs. For example, in typing, if there is a typographical error, it will harm service users because service users have to take care of these typos again. Therefore, officers are required to be careful in doing their duties and responsibilities in order to create good service and provide satisfaction to service users. Based on the research conducted, officers have been detailed in serving the community.

5) Apparatus Officers Perform Services at the Right Time

In handling documents, of course, it requires time to complete, as for time Completion will be adjusted according to the type of document taken care of. The officer/apparatus has done Service at the right time, where they have adjusted by following the applicable rules. This can improve services for the wider community. For example, if you want to legalize the file, then the community only needs to wait for one working day so that it is more efficient. Based on the data obtained by researchers during interviews with related informants, it can be said that the community is quite satisfied with the existing services. This is because officers have provided services in a timely manner so that people do not need to wait too long to get results from a service.

d. Assurance

Assurance is necessary for the community to feel satisfied Because it gets good service and quality. The guarantee in question can be realized if employees at the Population and Civil Registration Service of South Bengkulu can foster trust in the hearts of the service applicant community.

1) Officers Provide Timely Guarantees in Service

Office of the Population and Civil Registration Office South Bengkulu provides guarantees

to the service applicant society. This guarantee is in the form of easy access to services and guarantees security at the Population Office and

Civil Registration South Bengkulu.

From the data from interviews that researchers conducted,

then it was obtained that the officers of the Population and Civil Registration Service of South Bengkulu had provided guarantees on time in service if it could be completed right away. However, suppose it cannot be completed right away. In that case, the officer will provide a time guarantee and proof of collection so that when the period is over, the community can take it using the evidence of display that has been given to the community.

2) Officers Provide Legality Guarantees in Service

Services provided by office staff

The Population and Civil Registration Service of South Bengkulu is an official service of the government.

After obtaining the results of interview data from existing officers, the community obtained

A guarantee of the legality of services at the Population and Civil Registration Office of South Bengkulu, namely in the form of a stamp and also a valid signature of the Office concerned. So as to validate the legality of products issued by the Office Population and Civil Registration South Bengkulu will definitely have guaranteed legitimacy.

e. Empathy (*Empathy*)

As a public institution that provides services, it is required always to be ready to help the community that needs assistance. Employee concern to always prioritize the needs of the community

supports the creation of Integrated Service Quality. To find out the attitude of employees in providing services To the public, researchers interviewed several informants with the results of interviews.

Several indicators will measure the aspect of empathy, while the information response to hands of heart is as follows:

1) Prioritizing the Interests of the Applicant / Community

Officers in charge of providing services

To the community, the office of the Population and Civil Registration Office South Bengkulu will provide maximum service and will prioritize the interests of the community over personal interests.

Based on observational data that shows

The attitude of officers/apparatus when standing guard at the counter of the Population and Civil Registration Service South Bengkulu can be said to have prioritized the interests of the applicant/community who will ask for good services. This can be seen when every applicant/community who has lined up at the front will be directly served by the officer concerned.

2) Officers Serve with a Friendly Attitude

Officers from the South Bengkulu Population and Civil Registration Office will serve the community kindly.

Officers need friendliness in carrying out a service process. Being friendly means being kind and attractive to the language. If

Service officers are close so that they will give a good assessment of service users. From the observations made so far, officers at the Population and Civil Registration Office of South Bengkulu have served the community with a friendly attitude.

3) Officers Serve with Courtesy, Officers Serving in a Non-Discriminatory Manner

In providing services, officers will serve the community with courtesy and non-discrimination. The service system in the Population and Civil Registration Office of South Bengkulu has used a number system (no order) for every community that will request services. When officers serve the community, they do so with courtesy and non-discrimination (discriminating) between one community and another. Officers perform their duties by serving the community in accordance with the existing queue number without favoritism. Based on the attitude of the officers at the time of service, the community feels more comfortable when going to carry out the service process.

2. Obstacles in improving the Quality of Administrative Services at the Population and Civil Registration Office of South Bengkulu

Provision of public services by government agencies

To the community, it is actually an implication of the function of the state apparatus as a service provider. However, the Office of the Population and Civil Registration Office of South Bengkulu in providing services to the community, as explained above, there are several obstacles encountered and influential in the process of delivering quality public services, including the following:

a. Public awareness

One of the factors that influence the implementation of public services at the Population and Civil Registration Office of South Bengkulu is the public awareness factor. What is meant is the awareness to prepare everything that is a requirement in doing business. Government agencies as service providers need to maintain good relations and communication between government officials as service providers to the community. This he supports in order to achieve the expected goals, both from the district and from the government apparatus itself.

b. Facilities and infrastructure

One of the component factors of the occurrence of the process

Public services are facilities and infrastructure. The existence of facilities and infrastructure in providing basic facilities and supporting the service process is the basis for the community's feeling of service satisfaction. The facilities and infrastructure are seen and can be judged first before the service process occurs.

Facilities and infrastructure supporting public services at the Office of the Population and Civil Registration Office of South Bengkulu are inadequate. Such as the absence of air conditioning (fan or AC) in the waiting room and service room, the lack of

Suggestion box, inadequate bathroom, and no prayer room.

Discussion

In the sub-chapter of the discussion, researchers will describe about the data that has been obtained during research related to research aspects. The research that the author has conducted is related to the Quality of Administrative Services at the Population and Civil Registration Service South Bengkulu. The results of this study are expected to answer research problems and conformity with the research objectives, namely to know and describe the Quality of Administrative Services at the Population and Civil Registration Service of South Bengkulu in an effort to improve services to the community concerned.

Speaking of ministry, ministry activities have been Regulated fulfillment is based on regulations made by the government with the main aim of meeting the basic needs and welfare of the community. Service standards are benchmarks used as obligations and promises of implementation to the community in the context of quality, fast, easy, affordable, and regular services. So, for this study, this can be observed from several aspects to determine the quality of administrative services, including *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, and *Empathy*.

1. Physical evidence (*Tangible*)

Tangible is one aspect that influencing service quality assessment criteria, which are included in this aspect, are service supporting infrastructure (service counters, workspaces, laptops, information boards, waiting chairs, service desks, and trash cans). In addition, the comfort and cleanliness of the service room and service support room, the availability of community aspiration containers, and the neatness of the appearance of employees also support the excellent services provided.

Facilities at the Population and Civil Registration Office of South Bengkulu still need to be improved because services are essential for the service user community to be able to create good services. From the results of interviews and observations, it can be seen that the Office of the Population and Civil Registration Office of South Bengkulu has provided service facilities to the community. However, there are still shortcomings, such as the air conditioning is not optimal, there is no prayer room currently, only the hall room used as a place to pray, and the unavailability of suggestion boxes that can accommodate complaints from the community.

From this statement, it can be seen that the Service. Population and Civil Registration of South Bengkulu, especially the service section, still needs to improve physical facilities and the completeness of adequate facilities and infrastructure for the improvement of administrative services. This is in accordance with one of the service principles stated in the Decree of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia No.17 of 2017 concerning guidelines

Performance assessment of the Public Service Delivery Unit and Law No.25 of 2009 explained the provision of adequate facilities and service infrastructure by public service providers.

Reliability is ability provide service quickly and satisfactorily. The increasing need of the community for this service needs to be balanced with maximum and fast service that requires the apparatus to be dexterous in working. Reliability is the ability to provide promised services promptly, accurately, and satisfactorily, such as punctuality, accuracy, and accuracy in completing services. Reliability here is the extent to which the apparatus can quickly, precisely, and carefully provide services to the community.

From the results of the study, it was revealed that the people of South Bengkulu were satisfied with the services provided by the Population and Civil Registration Service of South Bengkulu in the aspect of reliability in handling every community complaint, reliability in terms of time and accuracy of the service process. Based on the results of interviews and observations, it can be concluded that the correspondence management procedure is actually easy as long as the requirements and required files are complete. The main thing that often causes delays is the lack of completeness of the files brought by the applicant itself, resulting in more time in the settlement process.

2. *Responsiveness*

Responsiveness is indispensable in service public because this is evidence and concrete actions taken by the organization in answering and recognizing the needs and aspirations of the community. This dimension is the willingness to help and provide fast and appropriate service to service users by conveying information related to precise service needs. Responsive or responsive service is also greatly influenced by employee attitudes. One of them is the willingness and sincerity of employees to answer questions or requests from the public as service users.

Responsiveness here can mean the response or readiness of officers to help people who need services. Administrative Services at the Population and Civil Registration Service of South Bengkulu have implemented the Responsiveness dimension and its indicators. Assessment of service quality on the Responsiveness dimension in accordance with community expectations, including employee knowledge in performing services, the ability of employees to provide information to the community, responding to every service user who wants to get assistance, and employees providing fast and precise service.

From observations and interviews, it is known that Employees at the Population and Civil Registration Service of South Bengkulu serve the community well, with mutual communication between officers and the community. This shows the response given by employees of the Population and Civil Registration Office of South Bengkulu to the service user community in accordance with what is needed by the community.

If this can continue to be maintained by employees in the Population and Civil Registration Service of South Bengkulu properly, it will create excellent service and quality employee performance.

3. Assurance

This dimension is a guarantee and certainty, namely knowledge, courtesy, and ability of service employees to require the trust of service users to service providers. Every form of service involves a guarantee of the services provided. The performance of service employees determines assurance of service; therefore, professionalism and employee competence are needed to improve sound and quality service.

Office of the Population and Civil Registration Office

South Bengkulu is authorized to handle Family Cards issues, mainly South Bengkulu residents. The number of people who come should get comfort during service, Assurance (Assurance), which includes knowledge of abilities, courtesy, and trustworthy nature possessed by employees, free from danger, risk, and doubts. Guarantees in the efforts of protection presented to the community for residents who are at risk, which, if the risk occurs, will result in disruption in the typical structure of life, namely by providing a sense of security for the community during service, both in the Office environment and outside the Office.

Employees at the Population Office and Civil Registration South Bengkulu

Provide guarantees on time in service right away if it can be completed by employees trying to be on time. Contracts are needed so that people feel satisfied because they have received good quality service. The agreement referred to in this study is a guarantee in the form of ease of service and security guarantees for people who request assistance from the Office of the Population and Civil Registration Office in South Bengkulu.

Based on the description of the interview results that have been mentioned in the research results section, it is known that the community feels that the management of services at the South Bengkulu Population and Civil Registration Office is easy because all the requirements that must be met have been explained by the officer.

4. Empathy

Empathy (Empathy) includes ease in Conduct relationships and good communication, and understand the needs of service users, personally or individually, exercise attention to service users by placing themselves in situations as service users. As a public institution that provides services, it is required always to be ready to help people who need assistance. Employee concern to always prioritize the needs of the community will support the creation of Integrated Service Quality.

The friendliness of service employees is essential in the service process. If the service staff is friendly Eating will give a good assessment of the users of the service because, basically, everyone will like a place of service in which there are many people

and it is friendly. A friendly person is a person who is responsive to the needs of the community. In addition to being friendly, politeness is also needed by service employees to serve service users.

Friendliness and courtesy of service employees indispensable in the service process. Suppose the service employees are friendly and polite. In that case, they will give a good assessment of service users because, basically, everyone will like a place of service in which there are many friendly people and manners. Friendly people mean people who are responsive to the needs of others.

CONCLUSIONS

1. Quality of services Administration of the Population and Civil Registration Service South Bengkulu which is done in the *Tangible aspect* (physical evidence) It is considered not optimal because there are still several Shortcomings such as inadequate air conditioning, the absence of musallah buildings, and the unavailability of suggestion boxes.
2. In the aspect of *Reliability*, society South Bengkulu is satisfied with the service that given employees of the Population and Civil Registration Service of South Bengkulu regarding reliability in handling every community complaint in the provisions of the service process.
3. The aspect of *Responsiveness* (*Responsiveness*) of employees helping people who need services, especially people who are confused about services, has been seen between officers and visitors who communicate with each other. This is shown by officers who are willing to help with the difficulties experienced by visitors.
4. Judging from the Assurance Aspect, especially the security of the Population and Civil Registration Service of South Bengkulu, it has shown efforts to improve the quality of services related to providing a sense of security for service users who perform services, namely by guaranteeing certainty of the right time and quickly carrying out the service process.
5. *Empathy* Aspect, provided by the Agency Population and Civil Registration South Bengkulu is by giving a pleasant impression. This can be seen from the attitude of the Officer, who explains clearly the service procedure and accepts criticism and suggestions wholeheartedly as introspection for better service and does not discriminate against service users who come.

REFERENCES

- Dwiyanto, A. (2006). *Reformasi Birokrasi Publik di Indonesia*. Pusat Studi.
- Goetsch, D. L., & Davis, S. B. (2014). *Quality management For organizational excellence*. Upper Saddle River, NJ: Pearson.
- Hardiansyah, G. (2011). *The potency of the Intensive Sylviculture System (TPTII) to support reduced emissions from Deforestation and Forest Degradation (REDD) (a case study in the concession of PT. Sari Bumi Kusuma in Central Kalimantan)*.

- Hardiansyah, M. (2018). *Kepemimpinan Kepala Desa (Datuk Penghulu) Terhadap Efektivitas Pelayanan Perangkat Desa pada Masyarakat Kampung Kesehatan Kabupaten Aceh Tamiang Tahun 2017*.
- Heryanto, Y. (2014). Implementasi Good Governance Terhadap Peningkatan Pelayanan Publik di Indonesia. *Jurnal Logika*, 12(3), 23-40.
- Indriantoro, N., & Supomo, B. (2001). *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen (Business Research Method for Accountancy and Management)*. Yogyakarta: BPFE Yogyakarta.
- Kotler, P. (2011). Philip Kotler's contributions to marketing Theory and practice. In Review of Marketing Research: Special Issue—Marketing Legends. Emerald Group Publishing Limited. Lembaga Administrasi Negara.
- Lovelock, C., & Patterson, P. (2015). *Services marketing*. Pearson Australia.
- Moleong, L. J. (2012). *Metodologi penelitian kualitatif*. Bandung. PARIWISATA
- Negara, L. A., & Perkantoran, B. P. P. (1961). *Lembaga Administrasi Negara. Pedesaan Sebagai Alternatif Pembangunan Berkelanjutan (Laporan Penelitian Hibah Bersaing Perguruan Tinggi)* Yogyakarta.
- Rahman, M. (2017). *Ilmu administrasi* (Vol. 1). Sah Media.
- Sari, L. R., & Sugiyono, S. (2016). Pengaruh Npm, Roe, Epsterhadap Return Saham Pada Perusahaan Farmasi Di Bei. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 5(12).
- Sinambela, L. P. (2011). *Public Service Reformation*. Jakarta, Bumi Aksara.
- Sugiyono, D. (2010). *Memahami penelitian kualitatif*.
- Sugiyono, S. (2005). *Implementasi Pemberdayaan Retribusi Pasar Berdasarkan Peraturan Daerah Nomor 8 Tahun 1999 Di Kota Surakarta (Doctoral dissertation, Universitas Muhammadiyah Surakarta)*.
- Syafiie, I. K., Tandjung, D., & Modeong, S. (1999). *Ilmu administrasi publik*. Syaodih, N. (2007). *Metode Pendleton*. Bandung: PT. Remaja Rosdakary.
- Tjiptono, F. (2004). Edisi ke-empat. *Prinsip-prinsip Total Quality Service (TQS)*.
- Umar, H. (2003). *Business an introduction*. Gramedia Pustaka Utama. Yogyakarta: ANDI.