

Impact of Population Policy Implementation and Service Quality on Community Satisfaction in Making Electronic ID Cards

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ABSTRACT

This research aims to determine the impact of population policy implementation and service quality on community satisfaction in making electronic ID cards. This research uses quantitative research methods with a causality research design. The sample taken was 100 respondents with the sampling technique in this research being accidental sampling. The analysis technique for this research uses descriptive analysis. The results of the research show that the implementation of population policy has an influence on the satisfaction of applicants for making Electronic KTPs at the Population and Civil Registration Service of Badung Regency, the quality of service has an influence on the satisfaction of applicants for making Electronic KTPs at the Population and Civil Registration Service of Badung Regency and the implementation of population policy and service quality has an effect of 64.1%, to the satisfaction of applicants for making Electronic KTPs at the Badung Regency Population and Civil Registration Service. This can be an input for the leaders and employees of the Badung Civil Registry Office to continue to innovate in providing better services by providing more detailed attention and explanations to applicants who they feel do not understand.

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INTRODUCTION

Currently, public services are required to provide the best service in accordance with service ethics as a guideline in providing services so that satisfaction can be achieved for applicants. In accordance with the Government Regulation of the Republic of Indonesia Number 96 of 2012 concerning the Implementation of Law Number 25 of 2009 concerning Public Services, it is stated that Public Service is an activity carried out until the fulfillment of service needs is realized in accordance with statutory regulations for every Indonesian citizen for goods and services. and/or administrative services provided by public service providers. To meet these demands, the Badung Regency Government has innovated to create a Population Administration (Adminduk) document printing service in villages and sub-districts throughout Badung Regency. This aims to improve the quality of service and increase the optimization of innovation at the Population and Civil Registration Service. This innovation can provide services to the community quickly and easily and can help government programs in maintaining health protocols during the pandemic, so that people do not need to come to the Population and Civil Registration Service.

The results of the community's assessment of The 2021 Badung Regency Dukcapil Disdukcapil can be seen from the IKM value of 86.85 shows a very good category, which means it has been able to provide satisfaction to the community. The IKM value is higher when compared to the IKM value Klungkung Regency which is only 86.35, but when compared with the value of SMEs Denpasar City is 96.96, Badung Regency's IKM score is still far behind, so services at the Badung Regency Dukcapil Office still need to be researched so that

maximum service can be achieved by finding factors that are still hampering them so that solutions can be found.

The results of the researcher's observations are that the high results of the IKM assessment show that the Badung Regency Dukcapil Office has succeeded in providing excellent services to the community according to their individual needs. The public can not only understand each service product provided, but can also feel the benefits of each service provided. For this reason, the Badung Regency Dukcapil Disdukcapil can be an example for other Regency Dukcapil Disdukcapil in providing services to its citizens. With a high IKM value, it is hoped that in the future the Badung Regency Dukcapil Office will continue to maintain its services and be able to improve its services by creating the latest innovations.

Below we can see the results of the Community Satisfaction Index survey at the Population and Civil Registry Service in Denpasar City and Klungkung Regency. Parmohonan's research results (2016) state that the magnitude of the influence of policy implementation and service quality together on the satisfaction of E-KTP applicants is determined by the dimensions of procedures that are not difficult, simple requirements, services that meet community expectations and also applications that are easy for the community to carry out.

The research states that the services provided by Badung Dukcapil employees must be able to help the people of Badung, apart from that, Dukcapil employees must also socialize the functions and benefits of KTPs and other products to the community. This shows that Badung Dukcapil has made innovations in an effort to improve service quality, but the innovations that have been made have not been able to provide understanding to the public. This shows that the services provided by Badung Dukcapil still have to pay attention to how all levels of society can understand the products provided.

LITERATURE REVIEW

Quality of Public Services

Service is the essential main task of an officer as a state servant and public servant. Service activities are a task and function of state administration. According to Thoha (1996: 66) Community (public) service is an effort carried out by a person or group of people or certain agencies to provide assistance and convenience to the community in achieving goals.

According to Ibrahim in (Hardiyansyah, 2011: 40) Service Quality is a dynamic condition related to products, services, people, processes and the environment where the quality assessment is determined at the time the public service is provided.

According to Lewis and Booms (1983), in (Tjiptono, 2005: 121), service quality is a measure of how well the level of service provided meets customer expectations. Referring to the above, Tjiptono (2005: 123) added that service quality can be realized through fulfilling customer needs and desires as well as accuracy in delivery to match customer expectations.

Thus we can see that service quality is influenced by two factors, namely customer expectations and customer perception of a service. Furthermore, Tjiptono explained that expectation is the level of service performance that should be obtained or expected from a service, while perception is an assessment of service performance based on what is felt from the start of the service process until the service product is received.

Services are said to be of quality or satisfaction if the service can meet the needs and expectations of the community. If people are not satisfied with a service provided, then the service can be said to be of low quality or inefficient. Therefore, service quality is very important and always focuses on customer satisfaction. Based on the definition above, it can be concluded that service quality is a condition or condition that shows the extent to which the service provided by the service provider agency is able to meet the expectations of service users.

To be able to assess the quality of public services provided by government officials, criteria for the quality of public services are needed. According to the State Administration Institute (LAN) 1998 and Ministerial Decree No.81 of 1995 in (Hardiyansyah, 2011: 48), the criteria for good public service can be seen from the measurement indicators, including:

Satisfaction

According to Kotler and Keller in Priansa (2017: 234), satisfaction can also be called community satisfaction. This satisfaction can be in the form of feelings of pleasure or feelings of disappointment that they feel when they receive service with their previous expectations. If in the service process they receive what is expected, the applicant will feel satisfaction. On the other hand, if the applicant during the service process does not get

what he hoped for, feelings of disappointment will arise (Iskamto, 2023; Iskanto & Ghazali, 2021; Iskanto & Gunawan, 2023; Wulansari & Pratama, 2022).

According to Priansa (2017: 235) several factors influence applicant (public) satisfaction with the services they have received, including:

1. Personality Component, this is in accordance with the applicant's own way of thinking and personality in utilizing services.
2. Demographic Component, this is age, income, education, other demographic factors.
3. Psychographic Component, this is in accordance with the applicant's lifestyle in spending time and money on life. Some individuals want fast and hassle-free service by paying more.

Framework of thinking

Based on several previous studies, and then connected to the problem being studied, a framework can be created as shown in Figure 1.

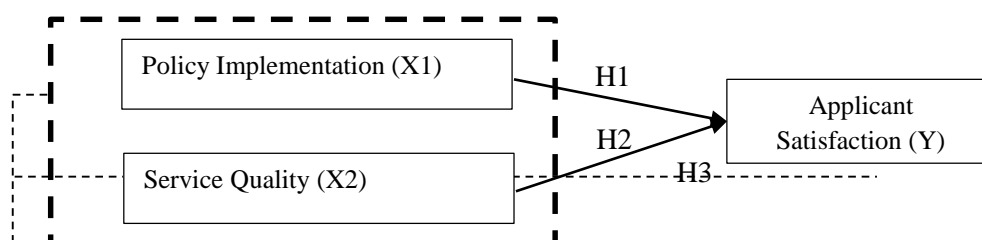


Figure 1 Framework of thinking

Policies that have been determined by the Badung Regency Civil Registry Office will be implemented in accordance with service procedures so that the services provided will be of high quality and can achieve community satisfaction.

METHODS

This research uses a quantitative research method with a causality research design which aims to examine the existence of a causal relationship between variables, independent variables and dependent variables between policy implementation variables and service quality on applicant satisfaction (Sanusi, 2011: 33). This research was conducted and focused at the Civil Registry Office, Badung. The research period was carried out from February 1 2022 to March 31 2022.

Sugiyono (2018, 44) states that population as a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. Population is not only people but also objects and other natural objects. The population in this research is all people who have used services at the Civil Registry Office, Badung. According to the Badung Central Statistics Agency, the population of Badung people in 2020 is amounting to 548 191.00 people (BPS Badung, 2000-2020). The sample in this study was 100 respondents from applicants who received services at the Badung Regency Population and Civil Registration Service. The sampling technique in this research is accidental sampling. Sugiyono (2009: 85) states that accidental sampling is a technique for determining samples based on chance, that is, applicants who coincidentally meet researchers can be used as samples, if the random person is deemed suitable as a data source.

RESULTS AND DISCUSSION

Respondent characteristics were analyzed based on frequency and percentage values which can be seen in Table 4.1.

Table 1. Respondents Based on Gender

Gender	Frequency	Percentage
Man	54	54.0
Woman	46	46.0
Total	100	100.0
15-19 years	3	3.0
20-24 years	12	12.0
25-29 years	21	21.0
30-34 years	16	16.0
35-39 years	34	34.0
40-44 years	11	11.0
55-59 years	3	3.0
Total	100	100.0

The number of respondents based on gender was 54 respondents or 54% male, while the number of female respondents was 46 respondents or 46%, which means male respondents dominate the frequency in terms of respondent characteristics.

Instrument Test

Validity and Reliability Test carried out using the SPSS (Statistical package for social sciences) version 25 program. The conditions for an item to be considered valid or invalid are as follows:

- If $r \text{ count} > r \text{ table}$ (at sig level 0.05) so it can be stated that the questionnaire items are valid, $r \text{ table}$ with 100 and sig 0.05, namely 0.195
- If $r \text{ count} < r \text{ table}$ (at sig level 0.05) then it can be declared that the questionnaire item is invalid, $r \text{ table}$ with 100 and sig 0.05, namely 0.195

The results of the validity and reliability tests from the research can be seen in Table 3.6. up to 3.9.

Table 2. Variable Validity Test Results Policy Implementation(X1)

Items	r Count	Information
IK1	0.848	Valid
IK2	0.503	Valid
IK3	0.778	Valid
IK4	0.786	Valid
IK5	0.646	Valid
IK6	0.800	Valid
IK7	0.853	Valid
IK8	0.784	Valid
IK9	0.817	Valid
IK10	0.727	Valid
IK11	0.802	Valid

Source: Processed Primary Data (2021)

Items valid if the calculated r value is greater than 0.195 so that the item in the Policy Implementation variable is valid. Therefore, all items are said to be valid and can be used to measure the Policy Implementation variable.

Table 3. Service Quality Variable Validity Test Results (X2)

Items	r Count	Information
KL1	0.762	Valid
KL2	0.793	Valid
KL3	0.803	Valid
KL4	0.701	Valid
KL5	0.822	Valid

KL6	0.854	Valid
KL7	0.835	Valid
KL8	0.808	Valid
KL9	0.605	Valid
KL10	0.756	Valid
KL11	0.751	Valid
KL12	0.692	Valid
KL13	0.513	Valid
KL14	0.408	Valid

Items valid if the calculated r value is greater than 0.195 so that the items in the Service Quality variable are valid. Therefore, all items are said to be valid and can be used to measure the Service Quality variable.

Table 4. Validity Test Results of the Applicant Satisfaction Variable (Y)

Items	r Count	Information
KPS1	0.558	Valid
KPS2	0.603	Valid
KPS3	0.628	Valid
KPS4	0.686	Valid
KPS5	0.845	Valid
KPS6	0.620	Valid
KPS7	0.720	Valid
KPS8	0.696	Valid
KPS9	0.737	Valid
KPS10	0.839	Valid
KPS11	0.839	Valid
KPS12	0.698	Valid
KPS13	0.787	Valid
KPS14	0.486	Valid

Items valid if the calculated r value is greater than 0.195 so that the items in the applicant satisfaction variable are valid. Therefore, all items are said to be valid and can be used to measure applicant satisfaction variables.

The next instrument test is the reliability test. Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable. The instrument of a variable is said to be reliable if the Cronbach's Alpha value is above 0.60.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Information
Policy Implementation (X1)	0.922	Reliable
Service Quality (X2)	0.931	Reliable
Applicant Satisfaction (Y)	0.911	Reliable

Source: Processed Primary Data (2021)

The reliability test results obtained that each variable had a Cronbach's Alpha above 0.60. This shows that each instrument is variable, reliable or it could be said that the instrument used has consistency as a measuring tool.

Result

Classic assumption test

The classical assumption test consists of the normality test, multicollinearity test, autocorrelation test, and heteroscedasticity test.

a. Normality test

The normality test is carried out to prove whether the research data is normally distributed or not. The results of the questionnaire normality test using the Kolmogorov-Smirnov method are as shown in Table 6.

Table 6. Normality Test Results

Significance of Kolmogorov Smirnov	Information
0.081	Normal Distribution

The normality test results obtained a significance value from Kolmogorov Smirnov in the regression model, namely 0.081 so the value is greater than 0.05. This shows that the data is normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to find out whether there is a high relationship between the independent variables. There are no multicollinearity problems if the Tolerance value is above 0.1 and the VIF is below 10.

Table 7. Test results Multicollinearity

Variable	Tolerance	VIF	Information
Policy Implementation (X1)	0.289	3,459	Non Multicollinearity
Service Quality (X2)	0.289	3,459	Non Multicollinearity

The results above show that the tolerance value for each independent variable is above 0.1 and the VIF is below 10, so it can be said that there is no multicollinearity, meaning there is no high relationship between the independent variables.

c. Autocorrelation Test

The autocorrelation test aims to test whether in linear regression there is a correlation between residual errors in period t and errors in period $t-1$ (previous). If correlation occurs, it is called an autocorrelation problem Ghazali and Ratmono (2017: 121). Detecting autocorrelation using Durbin Watson values. The criteria in the Durbin Watson test are Sujarweni (2016: 232) if the value of $du < d < 4 - du$ then there is no autocorrelation.

Table 8. Autocorrelation Test Results

Du	4-du	dw	Information
1.7152	2.2848	2,025	Non Autocorrelation

Non-autocorrelation if the value of $du < dw < 4 - du$ where it is known that the value of du with 100 and $k=2$ is 1.7152 so that $4 - du = 2.2848$ the value of dw is 2.014 so it is between 1.7152 to 2.2848 and can give the conclusion that there is no autocorrelation.

d. Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the regression model variance from the residual of one observation to another observation. In this study, the heteroscedasticity test used the Glejser test. There is no heteroscedasticity problem if the significance value is above 0.05.

Table 9. Heteroscedasticity Test Results

Variable	Sig	Information
Policy Implementation (X ₁)	0.167	Non Heteroskedasticity
Service Quality (X ₂)	0.227	Non Heteroskedasticity

The results of the heteroscedasticity test obtained by each independent variable in the regression model have a significance value above 0.05, so it can be said that the regression model does not contain symptoms of heteroscedasticity.

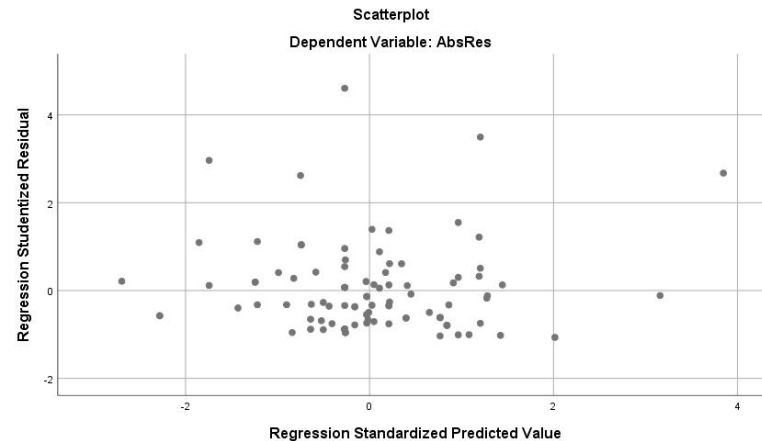


Figure 4.1. Heteroscedasticity Test

The scatterplot results show that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so heteroscedasticity does not occur.

Hypothesis test

a. The Influence of Policy Implementation and Service Quality on Applicant Satisfaction

- Hypothesis

Ho: There is no influence of policy implementation and service quality on applicant satisfaction

H1: There is an influence of policy implementation and service quality on applicant satisfaction

- Significance Level

The significance level used is 0.05 or 5%

- Provision

There is an influence if the significance value is <0.05

- Test Statistics

Table 10 Multiple Regression Results Policy Implementation and Service Quality Regarding Applicant Satisfaction

Variable	Coefficient t	S.E	Beta	t count	Sig.	Information
(Constant)	0.944					
Policy Implementation (X1)	0.335	0.104	0.360	3,217	0.002	
Service quality (X2)	0.423	0.099	0.478	4,268	0,000	
Simultaneous Test: Fcount= 89.439; Sig= 0.000 R2= 0.648						(H3 accepted)

Decision The significance value is 0.000 so the significance value is <0.05 therefore the hypothesis is accepted. There is a significant influence of policy implementation and service quality on applicant satisfaction

The multiple regression equation obtained is as follows:

$$Y = 0.944 + 0.335X_1 + 0.423X_2$$

Where:

Y = Applicant Satisfaction

X1 = Policy Implementation

X2 = Service Quality

Discussion

Applicant satisfaction with the Badung Regency Population and Civil Registration Service is good. This is proven in this research that applicant satisfaction reaches the good category. The applicant considers that the service procedures, requirements, officers' ability to serve, security and comfort provided are very good so as to provide satisfaction to the applicant.

The results of the applicant's satisfaction assessment obtained an average score of 4.09, so it is based on Table 3.3. Regarding the score scale range, it is in the good category, which means that the applicant's satisfaction with the Badung Regency Population and Civil Registration Service means that the applicant is satisfied with the services provided. The research results also show that the highest indicator is comfort which shows an achievement of 4.25. Indicator comfort the meaning is The available facilities and infrastructure have provided comfort during the service process because the average score is the highest, based on Table 3.3 regarding Score Scale Range, then aspect comfort including the good category assessed by the applicant Electronic KTP in Badung Regency. This is because the office service is very good, such as the arrangement of chairs, the application area, and others which are considered comfortable by the applicant.

The lowest indicator is the security indicator with an average of 3.58. The meaning of security indicators is The service process area environment has provided security for service recipients because the average score is the lowest but based on Table 3.3. Regarding the Score Scale Range, the security aspect is included in the good category even though it is rated the lowest by the applicant Electronic KTP in Badung Regency. This indicator is considered the lowest because there is no special supervision, such as no security on guard or special security for the applicant.

Based on multiple regression analysis, the influence of policy implementation and service quality on community satisfaction in making electronic KTPs is obtained by the following regression equation:

$$Y = 0.944 + 0.335 X_1 + 0.423 X_2$$

Where :

- Y = Satisfaction
- X₁ = Policy Implementation
- X₂ = Service Quality

Thus the meaning of the equation is:

- Constant: 0.944 means there is a constant increase in applicant satisfaction of 0.944 regardless of the value of policy implementation and service quality.
- Policy implementation coefficient: 0.335 indicates a positive influence, meaning the more appropriate the implementation of the policies provided applicant satisfaction will increase and vice versa. This coefficient value is also meaningful applicant satisfaction will increase by 0.335 units for each one-unit increase policy implementation.
- Service quality coefficient: 0.423 indicates a positive influence, meaning that the quality of the service provided is more appropriate applicant satisfaction will increase and vice versa. This coefficient value is also meaningful applicant satisfaction will increase by 0.423 units for every one-unit increase in service quality.

The significance value of the joint influence of Policy implementation and service quality can influence applicant satisfaction. Known from Simultaneous test obtained a statistical f value of 89.439 and an f table with n 100 and the number of independent variables 2, namely 2.698 and a significance value of 0.000 so that the f statistic is greater than the f table and the significance value is smaller than 0.05, it can be concluded that there is an influence simultaneous of policy implementation and service quality towards applicant satisfaction. Variable Policy implementation and service quality can influence applicant satisfaction as big as 64.8% because the indicators that determine the success of policy implementation form an inseparable whole.

Variable policy implementation and service quality can influence applicant satisfaction as big as 64.8%. The results of this study show that Policy implementation at the Badung Civil Registry Office as a whole has been effective, because communication, resources, disposition and bureaucratic structure as indicators that determine the success of policy implementation form an inseparable unit. What has been previously determined can be achieved, so that if one of these indicators is not effective then the implementation of policies at the Badung Civil Registry Office will not be effective. Regarding service quality, it was found that overall tangible, reliability, responsiveness, confidence and empathy showed good achievements. There is

continuity between Policy implementation and service quality will have a positive impact on increasing applicant satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research regarding applicant who receive services at the Badung Regency Population and Civil Registry Service, the following conclusion can be given: The implementation of population policy has a positive and significant effect of 57.0% on the satisfaction of applicants for making Electronic KTPs at the Badung Regency Civil Registry Office. Service quality has a positive and significant effect of 60.8% on the satisfaction of applicants for making Electronic KTPs at the Badung Regency Civil Registry Office. The implementation of population policy and service quality has a positive and significant effect of 64.8%, on the applicant's satisfaction with making an Electronic KTP at the Badung Regency Civil Registry Office.

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