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**The Quality of Public Services: Study of Birth Certificate Making in Musi Rawas
Regency, South Sumatra, Indonesia**

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ABSTRACT

The research, entitled Public Service Quality (Study of Making Birth Certificates for Residents in Five Districts at the Office of Population and Civil Registry of Musi Rawas Regency in 2016) is a descriptive study, with a quantitative approach. This research intends to describe and assess public perception of the quality of services provided by the Office Population and Civil Registry of Musi Rawas Regency with 94 samples. The research instrument used a questionnaire. The results using the gap analysis show that the value of the dimensions of the servqual dimension is negative (< 0), this value indicates that the quality of making birth certificate services for residents in five districts in the Population and Civil Registry Office of Musi Rawas Regency is not good. Factors affecting the quality of making birth certificate services for residents in five districts in the Population and Civil Registry Office of Musi Rawas Regency are a neat and clean in service room, complete service facilities available, the ability of officers to answer community questions, officers provide information to community, window attendants provide services to all communities regardless of social status. Based on these results it can be suggested that the five dimensions which are in the high and good value category need to be maintained, while those in the medium or near the low and valuable categories good enough needs to be improved again, and still needs to be done a little change by completing the existing deficiencies and providing better supporting facilities so that people can come to visit to make Birth Certificates.

Keywords: service quality, birth certificate making, south sumatra, public service

Introduction

Public services are the rights of every citizen that it must be fulfilled, therefore the state is obliged to provide a number of useful services fulfill the basic rights of its citizens guaranteed by the constitution in this case the Law No. 25 of 2009 concerning public services in Chapter I Article 1 paragraph 1. Regency Musi Rawas was formed by Law of the Republic of Indonesia No. 28 of 1959 concerning Establishment of Level II Region and Praja city in South Sumatra (State Gazette Republic of Indonesia 1959 No. 73, Additional State Gazette of the Republic Indonesia No. 1821), and is part of the province of South Sumatra. Musi Rawas Regency is one of 14 districts / cities in the province of Sumatra South, with a total area of 6,357.17 km². Amount the population of Musi Rawas Regency on July 29, 2015 was 384,333 people, consisting of 201,748 inhabitants of the male population and 182,585 inhabitants of the female population, spread in 14 sub-districts, 186 villages, 13 villages. Besides the number of family heads registered at the Population and Civil Registry Office in Musi Rawas Regency at on 29 July 2015 a total of 158,182 families. As the other area developing countries, the population of Musi Rawas Regency is always experienced an increase from year to year. This was done because it had the increasing number of improvements and progress of development by the government especially in the fields of education, health, family planning and access to information which is wide open for residents. As a consequence of these conditions, the government must can provide broad and even services to various regions in the Regency Musi Rawas especially in the area of population.

Problems related to public services in Musi Regency Rawas, which is less than optimal services for making birth certificates organized by government officials in Musi Rawas Regency. As we know the ownership of birth certificates is very important. But in reality, at the Department Population and Civil Registration in Musi Rawas Regency in terms of services especially birth certificate services, which are convoluted, inaccurate services time and procedures that are difficult for some people to understand. The function of the birth certificate is more substantial because it involves the identity of a country's citizen being recognized its existence is legally positive, if you already have a birth certificate. Therefore, The Population and Civil Registry Office in Musi Rawas Regency must have more give priority to the quality of service so that people can feel satisfied in do the birth certificate.

From the data that has been studied, the number of births of residents who are in domicile of Musi Rawas Regency is 8,901 people, while the number of births the population

outside the domicile of Musi Rawas Regency is 1,756 inhabitants. Whereas the number of births is general, meaning that records have been reported after 60 days of the birth events totaling 1,377 documents, while the number of births late, which means the recording is reported after 60 days have passed from the event 9,280 documents were delivered. Then the number of births certificates in Musi Rawas Regency during 2016 were 10,657 documents.

In an effort to improve service quality, when referring to Decree of the Minister (Kepmen) Utilization of State Apparatus (Menpan) Number 81 of 1993 concerning Guidelines for Management of Public Services, Regional Regulations Musi Rawas Regency No. 19 of 2009 concerning Population Administration in Article 82 paragraph 4 concerning the requirements, mechanism and procedure for making certificates birth, generally will be met the indicator of timeliness. However deep in fact this often cannot be fulfilled because it does not meet the requirements which has been specified. Based on observations made, found obstacles as follows: lack of socialization of requirements for making birth certificates, unclear duration of service, distance of office issuing birth certificate.

This study seeks to explore the quality of birth certificate making services in Musi Rawas Regency, South Sumatra and identify factors which contributes to the quality of birth certificate making services.

Literature Review

Public service

Understanding public services according to Hardiansyah (2011), namely: "as every activity carried out by the government on a number of people who have any beneficial activity in a collection or unit, and offering satisfaction even though the results are not physically tied to a product. "In carrying out public services in Government work units must be guided by the Decree of the Minister of Empowerment. State Apparatus, Number 81 1993 concerning General Guidelines for Organizing Public Services. Decision Menpan No.81 of 1993 was later renewed by Ministerial Decree Utilization of State Apparatus Number 63/KEP/M.PAN/7/2003 of 2003 concerning public service principles and public service standards.

Then to know the improvement of services every organization must have guidelines in the form of service standards. Apart from that one of the indicators to know service quality improvement is the timeliness in meeting the schedule has been established without ignoring other requirements.

Quality of Public Services

Hasibuan (2005) stated that service quality will be recognized from activities service evaluation. In essence the quality of service is a comparison between the performance of the service provider work unit with user expectations service in accordance with the standard of service activities that must be carried out. It can be said simply if service performance is to meet expectations and the needs of the community have been met according to quality standards service is good.

The theory of public service quality used in this study is theory Lovelock's public service quality for the following reasons:

1. Dimensions are limited to only five dimensions.
2. Each dimension is free and not bound by other dimensions.
3. General characteristics describe the state of service in almost all public organizations have this dimension.
4. Using these five dimensions can provide perception as a whole regarding the quality of public service itself.

The dimensions of service quality based on Lovelock's ideal service dimension model meet these requirements. In addition to the four reasons above, Lovelock theory is very relevant to be used in this study, because the theory can be used and practiced for all types of profit-oriented and non-profit organizations, including public and private companies that provide services. Service quality dimensions in this theory can be utilized by identifying forms of customer satisfaction (Maani, 2005; Mulyati, 2012; Pasolong, 2007;).

Tangibles (Object)

The tangibles parameter is all facilities owned and used by the Population and Civil Registry Office in Musi Rawas Regency to carry out public services for issuing birth certificates. This includes facilities and technology used directly or indirectly to issue birth certificates.

Through the researched data it can be seen that the facilities for making birth certificates at the Population and Civil Registry Service in Musi Rawas Regency such as Office Buildings and Signboards, Waiting Rooms, Counters (registration, publishing, complaints), Back Office

Room, Computer Devices, Suggestion Boxes, Air Conditioning, Toilets, Service Vehicles, Parking Areas, Trash Can, Information Boards, Booklets are all available (Puspitosari, 2012; Thoah, 2011; Tjiptono, 1995).

Reliability (Reliability)

Reliability at the Population and Civil Registry Office in Musi Rawas Regency to provide birth certificate making services, is the ability to provide services as promised. If this can be done well, of course service users will give a good impression too.

Responsiveness (Responsiveness)

One example of responsiveness in the issuance of birth certificates in the Population and Civil Registry Office in Musi Rawas Regency is that applicants for birth certificates can consult with staff or officials who handle the issuance of birth certificates if there are difficulties in administrative administration. Based on information and staff officials who handled the issuance of birth certificates in 2016, it was found that there were complaints from the public regarding the administration of birth certificate issuance. For this reason, improvements are needed to improve the quality of public services (Zeithalm, 1990).

Assurance

If it is related to the making of the birth certificate in the form of the reputation of the Office of Population and Civil Registry in Musi Rawas Regency, it must get a good evaluation from all walks of life that see it. Therefore, the officials must have a guarantee of timely accuracy in making birth certificates, so that the community does not wait for long and gives confidence to the applicants of birth certificates for SOP, so that the applicants can follow or know the process needed.

Empathy (Attention)

Firm but attentive attitude from employees towards consumers and friendly attitude full of courtesy. If related to the making of the birth certificate dimensions, the officials in the Office of Population and Civil Registry pay attention to complaints from the community if there are people who report errors in typing the data on the newly created birth certificate or if there is a time delay in the process of making birth certificate, because of the many birth

certificates that must be printed immediately by providing certainty to the community that will immediately fix it as soon as possible.

Methods

This research is a quantitative descriptive study that seeks to assess the quality of public services in the management of birth certificates in Musi Rawas Regency, South Sumatra. The quality of public services is operationalized into 20 question items, which include the Tangibles dimension, 4 questions for the Reliability dimension, 3 questions for the Responsiveness dimension, 4 questions for the Assurance dimension, 4 questions for the dimension Emphaty (empathy).

The population in this study is the people who take care of the birth certificate at the Population and Civil Registry Office of Musi Rawas Regency who come from 5 subdistricts namely, Muara Lakitan District, Tugumulyo District, Muara Beliti District, Megang Sakti District, Ulu Terawas District. The sampling technique for being a respondent used in this study is by using a purposive sampling technique.

The data used in this study are primary and secondary data. Data obtained from: Primary Data, i.e. data collected directly. In this study, primary data were obtained through a questionnaire distributed to respondents, in this case the people who made birth certificates at the Population and Civil Registry Office. Secondary Data, namely data obtained from notes, books, papers, journals, and others, especially those related to research problems. Secondary data used in this study include the profile of the Office of Population and Civil Registry in Musi Rawas Regency, the facility and infrastructure report of the Office of Population and Civil Registry in Musi Rawas Regency and the laws and regulations.

Results And Discussion

Table 1. Recapitulation of Perception Scores for Birth Certificate Services for Five Dimensions

Dimension	Highest Perception Score	Lowest Perception Score
<i>Tangible</i> (<i>Not good</i>)	Complete equipment available	Completeness of office physical facilities
<i>Reliability</i> (<i>Not good</i>)	Punctuality	The existence and readiness of employees to provide services
<i>Responsiveness</i> (<i>good</i>)	<ul style="list-style-type: none"> • The speed and accuracy of employees in providing services • Speed of staff in helping with service problems 	Respond to community complaints quickly

Based on the results of research using the SERVQUAL model which includes calculation of differences between the values given by the community for each pair of questions related to expectations and perceptions, showing that making the birth certificate service at the **Population and Civil Registry Office** in Musi Rawas **Regency** is not yet of quality, this can be seen from the gap between negative perceptions and expectations, which means the service is not good. Tangible dimension gap value -1.07, reliability dimension -1.16, responsiveness dimension -0.01, assurance dimension -1.02, empathy dimension -1.56.

The results of the research on the spot showed that the condition of turbid water in public toilets for the people in the office, only had one public toilet, namely for women and men still using the same toilet, so customers tend to pay attention and perceive tangible facts that are related to services and in some cases will be very affect customers. Evidence of service quality can be in the form of physical service facilities such as buildings, vehicles and so on.

The number of service officers is still not enough, this is due to the limited number of office employees who only have 4 people who provide services, while many people are waiting in line, then office hours should open at 8:00 am, but there are already people who come but office workers who serving only a few new people. This means that the community feels that the Population and Civil Registry Office in Musi Rawas Regency has not been able to meet the community's expectations of fulfilling promises on time.

Timeliness is very closely related to the reliability of services provided which will affect the community's assessment of service quality. Many people are queuing up to make birth certificates, they are urging that officers perform fast services, as a result the officers are still impatient in serving and giving understanding to the community. Officers are less responsive to problems experienced by the community, while the criteria for good service include the responsiveness, and responsiveness of services related to the response given by service providers to problems faced by the community. Helping customers understand a service is an effort positive to realize the process of delivering services effectively and efficiently.

Officers lack smile and tend to have serious faces in serving the community. The lack of empathy given by the Office of Population and Civil Registry Office officials in Musi Rawas Regency to the visiting community. Employee empathy is needed in serving the community such as employee attention, employee understanding of customer needs and employee sincerity to the interests of customers because with an empathy attitude to customers feel comfortable and happy in the service process.

Conclusion

The service to making birth certificates at the Population and Civil Registry Office in Musi Rawas Regency is not yet of high quality. The lack of service quality is caused by human resource factors in the Population and Civil Registry Office of Musi Rawas Regency. Officers who are less responsive, less friendly and less effective in providing services have not yet made quality services for the community.

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