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Strategies For Improving Public Service Quality At The Population And Civil Registration Office Of Deli Serdang Regency In Achieving Effective And Efficient Services

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Abstract

This study aims to determine the strategies implemented by the Population and Civil Registration Office (Disdukcapil) of Deli Serdang Regency to improve public service quality. This is a qualitative study, and interviews were conducted through direct question-and-answer sessions with informants. The results show that the main strategies implemented are bringing services closer to the community through the opening of Integrated Sub-District Administrative Service Counters (PATEN) and developing the competence of civil servants, optimizing the digitalization of services, and strengthening monitoring and evaluation systems as well as transparency.

Keywords: **Improvement Strategy, Service Quality, Disdukcapil**

INTRODUCTION

The Indonesian government applies a decentralized system by granting autonomous authority to regional governments to independently manage and administer government affairs, in accordance with the principles of regional autonomy and co-administration as stipulated in the 1945 Constitution of the Republic of Indonesia (Irfan & Anirwan, 2023). Within this decentralization framework, regional governments are responsible for delivering public services grounded in the principles of democracy, justice, equity, and recognition of the particularities of each region (Ashari & Sallu, 2023).

As part of carrying out these government affairs, the Population and Civil Registration Office (Disdukcapil) of Deli Serdang Regency plays a strategic role in providing effective, efficient, and accountable population administration services. Services such as the issuance of ID cards (KTP), Family Cards, birth certificates, and other population documents directly affect the ulfilment of citizens' civil rights and are the main requirement for accessing various other public services. Therefore, the quality

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of population administration services is an important indicator in assessing the performance of regional governments.

In recent years, the central government has continued to promote public service reform through digital transformation in order to realize services that are fast, transparent, and responsive. However, in practice, the Population and Civil Registration Office of Deli Serdang Regency still faces various challenges that affect efforts to improve service quality. Based on initial observations and public feedback, several main issues are of concern in the delivery of population administration services.

First, the level of public satisfaction with the service still needs to be improved, as indicated by complaints about fairly long service queues. To understand this condition, the Regent made a working visit to the office. The visit revealed that many people who came to process population documents lived in areas quite far from the main service office. This condition forced residents to travel relatively long distances and to spend additional time and money to obtain population administration services.

In response to this condition, the Regent issued a strategic instruction to open population administration services through the LOKET PATEN KALI program (Complete and Electronic Integrated Sub-District Administrative Services) in all 22 sub-districts of Deli Serdang Regency. This policy aims to bring service access closer to the community, reduce travel distances for processing population documents, and improve the effectiveness and equitable quality of public services at the sub-district level. The policy is expected to bring services closer to the community, speed up the processing of population documents, and improve accessibility and the equitable distribution of public services across all sub-districts.

As a form of implementation of the sub-district-based population administration service policy, the following presents documentation of the implementation of the LOKET PATEN KALI Program in Deli Serdang Regency.

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Figure 1.1 PATEN KALI Program

In line with these efforts, public service strategies need to be designed and implemented systematically, taking into account the needs of the community as service users as well as the internal dynamics of the organization. Such strategies may include developing the competence of civil servants, optimizing service digitalization, strengthening monitoring and evaluation systems, and increasing transparency and community participation in public service delivery (Riani, 2021).

Therefore, this study is important to analyze the strategies implemented by the Disdukcapil of Deli Serdang Regency in its efforts to improve public service quality. The results of this study are expected to make a real contribution to the development of service policies that are more innovative, participatory, and aligned with community demands in the era of regional autonomy. Accordingly, this study is formulated under the title: “Strategies for Improving Public Service Quality at the Population and Civil Registration Office of Deli Serdang Regency in Achieving Effective and Efficient Services”.

METHODS

This study uses a descriptive qualitative approach, which aims to describe in depth the strategies implemented by the Population and Civil Registration Office (Disdukcapil) of Deli Serdang Regency in improving public service quality. The qualitative approach was chosen because it is considered capable of capturing social reality more fully through in-depth data collection, and because it emphasizes meaning, understanding, and the interpretation of informants’ experiences in the context of public service.

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Qualitative research methods are a way of collecting, recording, analyzing, and describing data descriptively in order to gain an understanding that approximates reality in the field. This approach is used to examine in depth the implementation process of a phenomenon. The data collected consist of empirical facts obtained directly by the researcher through field observation (Sugiyono, 2014).

The subjects of this study are the individuals or parties who provide the information or data needed regarding public service strategies at the Population and Civil Registration Office of Deli Serdang Regency. The research subjects consist of:

1.Head of the Population and Civil Registration Office of Deli Serdang Regency
2.Head of the Service Division
3.Staff or employees of the population administration service section
4.Members of the public who have used Disdukcapil services (service-user respondents)

The object of this study is the public service strategy implemented by the Population and Civil Registration Office of Deli Serdang Regency in its efforts to improve the quality of population administration services.

According to Sugiyono (2014), data analysis is a stage of research that involves systematically searching for and compiling data from various sources such as interviews, field notes, and other supporting materials, so that the data become easier to understand. In addition, the results of this process can also be communicated clearly to others.

Data analysis in qualitative research is carried out from the time the researcher enters the field, during data collection, and after fieldwork is completed. In qualitative research, data are analyzed or described in the form of words rather than numbers, then processed and presented descriptively. This analysis aims to provide an in-depth picture of the problems found in the field. The stages of analysis include data reduction, data presentation, conclusion drawing, and finally data validity checking.

In this study, the data were analyzed using the Miles and Huberman technique in (Sugiyono, 2014), which consists of three main stages, namely:

1.Data Reduction

The process of selecting, focusing, simplifying, and transforming raw data obtained from the field into important information relevant to the research focus.

2.Data Display

The arrangement of data in the form of descriptive narratives, quotations, tables, or matrices to make it easier to understand the information obtained and to see patterns and relationships among the data.

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3.Conclusion Drawing

Drawing meaning from the data that have been presented and formulating tentative conclusions, which are then verified through triangulation and re-confirmation with informants.

RESULTS AND DISCUSSION

a) Focused Data Presentation

Data Reduction

As one of the government institutions that provide public services, particularly population services, the Population and Civil Registration Office of Deli Serdang Regency fully understands how to position the community as the party that must be satisfied with the services provided. This can be seen from the efforts the Office has made to deliver quality services, which the researcher describes based on the data obtained through interviews, documentation, and observation concerning strategies toward successful service, which were then reduced by selecting information relevant to the research focus.

The results of data reduction show that the strategies for improving public service quality at the Population and Civil Registration Office of Deli Serdang Regency are as follows:

1.Implementation of the Complete and Electronic Integrated Sub-District Administrative Service (PATEN KALI)
2.Improving the quality of human resources
3.Utilization of information technology
4.Improvement of facilities and infrastructure
5.Improving public satisfaction

Data Display

a) Implementation of the Complete and Electronic Integrated Sub-District Administrative Service (PATEN KALI)

Implementation of the Complete and Electronic Integrated Sub-District Administrative Service (PATEN KALI). As part of carrying out these government affairs, the Population and Civil Registration Office (Disdukcapil) of Deli Serdang Regency plays a strategic role in providing effective, efficient, and accountable population administration services. Services such as issuing ID cards, Family Cards, birth certificates, and other population documents, which grant citizens' civil rights and are the main requirement for accessing various other public services. Therefore, the quality of population administration services is an important indicator in assessing the performance of regional governments, and thus a strategy is needed to make services easier for the public.

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From the interviews and the author's field observations, it can be seen that the Population and Civil Registration Office of Deli Serdang Regency has carried out a service breakthrough for the community, namely a strategy to improve its service quality. This is evident from the support of the leadership, in this case the Head of the Office, for providing quality services through the implementation of the Complete and Electronic Integrated Sub-District Administrative Service (PATEN KALI). Akhmad Yan Darmawan, S.Sos., M.AP, as Head of the Division of
Population Registration Services, stated:

"The main strategy implemented by the Disdukcapil of Deli Serdang Regency is to bring services closer to the community by opening Complete and Electronic Integrated Sub-District Administrative Service Counters (PATEN KALI) in 22 sub-districts. This policy provides easier access for the public, especially those living far from the main service office, thereby reducing transportation costs and speeding up the processing of population documents" (Interview on Tuesday)



PATEN KALI is a service system that brings population administration services closer to the community through sub-district offices, so that residents do not need to visit the Disdukcapil office at the regency level in person. As stated in the interview with the Head of the Division of Population Administration Information Management, Mr. Amos Ginting, S.Kom, who said:

"One of the strategies for population administration services to the public at the Disdukcapil can now be carried out at the sub-district office through the PATEN KALI Counter, so that people no longer have to travel far to Lubuk Pakam, making it more efficient in terms of time, cost, and shorter travel distance." (Interview on Tuesday,14 April 2026)

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In line with the head of the division, the same point was also made by Mr. Fajar Khairunnas, S.T (service staff), who said:

“With the PATEN KALI Counter in place, people no longer need to travel far to the Disdukcapil office of Deli Serdang Regency to process their documents; the sub-district office is enough, which reduces the public’s costs and time so that services are obtained faster.” (Interview on Tuesday, 14 April 2026)

Ms. Heriani, a member of the public who needed to process her child’s birth certificate, stated:

“Alhamdulillah, we are very grateful because I could process my child’s birth certificate at the sub-district office without having to travel all the way to the regency Disdukcapil in Pakam, so the money saved on transport can now be used
to add to our household needs, hehehe,” she said, laughing. (Interview on Tuesday, 28 April 2026)

From the explanations of several informants above, it can be seen that the strategy of the Population and Civil Registration Office of Deli Serdang Regency, by improving services through the opening of the Complete and Electronic Integrated Sub-District Administrative Service Counter, abbreviated as PATEN KALI, in order to increase accessibility and ease of service in realizing quality services for the community, is already very good. In essence, this strategy shows that a successful organization in realizing quality services is one that recognizes the importance of planning for the future.

6.Improving the quality of human resources

The development and improvement of human resources is a particular challenge for the Disdukcapil of Deli Serdang Regency. Considering data released by the World Bank, which in 2018 ranked the quality of Indonesia’s human resources 87th out of 157 countries, a development strategy that focuses primarily on human resource development

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is very fitting, given that human resources (HR) are the main asset determining an organization's success. Good-quality HR not only ensures that the daily tasks under their responsibility are completed effectively and efficiently. HR with the right skills, motivation, and knowledge will be able to bring new ideas and provide better services to the community.

"Our main priority going forward is the development of well-consolidated human resources, through well-targeted education and training so that employee work productivity increases clearly and measurably, and the results can be enjoyed by people who need good and fast service"

The current Head of the Population and Civil Registration Office (Dukcapil) of Deli Serdang Regency is Danang Purnama Yuda, S.STP., M.AP, who stated in (Interview on Thursday, 9 April 2026) :

"Our main priority going forward is the development of well-consolidated human resources, through well-targeted education and training so that employee work productivity increases clearly and measurably, and the results can be enjoyed by people who need good and fast service"

The human resource development strategy in the Deli Serdang Regency Government, particularly at the Disdukcapil, is an effort to improve the professionalism and quality of its employees. The purpose of this development strategy is to improve the quality of public services in the Deli Serdang Regency Government, particularly at the Disdukcapil. As explained in the previous chapter, the quality of human resources greatly influences the quality of public services of an agency or organization. According to John, analyzing an organization's human resource development strategy requires attention to five aspects, namely training, education, guidance, the recruitment system, and changes to the existing system within the agency. Through these five aspects we can see how an organization develops or improves its human resources.

Based on the interviews conducted, it is evident that the strategies carried out to improve the quality of human resources at the Disdukcapil include providing training, education, and awards, as stated by the Head of the General and Personnel Subdivision (Ramlah, S.Sos).

Focused Data Analysis

Based on the results of data reduction and presentation, it can be analyzed that the strategy for improving public service quality at the Disdukcapil of Deli Serdang Regency focuses on implementing a service system that brings services closer to the community, namely through the PATEN KALI Counters.

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The implementation of PATEN KALI has proven to be the main strategy because it increases accessibility, speeds up services, and makes it easier for the public to process population documents. This strategy is supported by
improving the quality of human resources, utilizing information technology, and providing adequate facilities and infrastructure.
In addition, efforts to increase public satisfaction also show that services have moved toward the principles of good public service, although some obstacles remain, such as service times that are sometimes not yet optimal.

Overall, the strategies implemented reflect the principles of public service that are Fast, Transparent, and Easy (CTM) and are able to answer the research problem formulation, namely how the strategy for improving public service quality at the Disdukcapil of Deli Serdang Regency is carried out.
Nevertheless, continuous improvement efforts are needed so that service quality can become more optimal and fully meet the community's expectations.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the strategy for improving public service quality at the Population and Civil Registration Office of Deli Serdang Regency is carried out through several planned and systematic strategic steps, namely The main strategy implemented is to bring services closer to the community through the opening of Complete and Electronic Integrated Sub-District Administrative Service Counters (PATEN KALI) in 22 sub-districts. This policy provides easier access for the public, especially those living far from the main service office, thereby reducing transportation costs and speeding up the processing of population documents. The next strategy is the digitalization of services, which shows the organization's commitment to keeping up with technological developments in order to create modern and responsive services. Although its implementation is still carried out gradually, this step is an important foundation for realizing administrative. Continuous training and development for Disdukcapil employees, because competent human resources who are skilled in digital technology are essential to the success of digital transformation in public services.

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