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Implementation Of The Sipanduk Application To Improve Public Services In Windusengkahan Village Kuningan Regency

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Abstract

The implementation of e-government is a strategic step taken by the government to improve the quality of public service by utilizing information technology, including through the SIPANDUK (Population Service Administration System) application in Kuningan Regency. The purpose of this study in Windusengkahan Village, Kuningan Regency, and to identify obstacles in its implementation. This study used a qualitative method with a descriptive approach and collected data through interviews, observations, and documentation from village officials, the Kuningan Regency Population and Civil Registation Office, and community service user. The Assesment of service quality was based on the service Quality (SERVQUAL) theory, which includes dimensions of tangibles, reliability, resvonsiveness, assurance, and empathy. The result showed that the implementations of the SIPANDUK application at the village level is not optimal because most service are still performed manually and the application has not been consistently used as the primary service system. Some of the main obstacles identified were limited equipment capabilities, low digital literacy among the community, a lack of supporting facilities, and inadequate socialization and implementation of standard operating procedures for digital service. This study recommends increasing human resource capacity, strengthening inter-agency coordination, and optimizing service systems and procedures by implementing SIPANDUK so that the quality of public services can be improved sustainably.

Keywords: E-government, Quality of Public Services, Population Administration, Digital Service

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Applications.

INTRODUCTION

The advancement of information and communication technology in the digital era has encouraged the government to implement e-government as an effort to increase the effectiveness, efficiency, and openness of public services. According to (Prabawati et al., 2021)) Public Service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for citizens and residents for goods, services, and/or administrative services provided by public service providers as stipulated in Law of the Republic of Indonesia No. 25 of 2009 concerning Public Services. According to (Asyipa Nisrina Nur, 2021) the success of a public information system is highly dependent on the quality of the system, the quality of information, and the quality of the services provided. In line with this, the Indonesian Government, through Presidential Regulation Number 95 of 2018 concerning Electronic-Based Government Systems (SPBE), emphasizes the importance of digital transformation in the bureaucracy to create a more transparent, accountable, and participatory government. stated that e-government is part of bureaucratic reform that utilizes information technology to strengthen interaction between the government and the public and increase efficiency in the provision of public services, including in service units closest to the public, such as sub-districts. One example of e-government implementation in the region is the SIPANDUK (Population Service Administration System) application developed by the Kuningan Regency Population and Civil Registration Office. This application aims to make it easier for residents to process population documents such as KTP, Family Card, and Birth Certificate online without having to visit the Kuningan Population and Civil Registration Office service office in person. In practice, the implementation of the SIPANDUK application not only involves the Population and Civil Registration Office as a technical agency, but also the Windusengkahan sub-district government of Kuningan Regency as the frontline in public services, which is the location of this research.

The implementation of the SIPANDUK application still faces several challenges, such as a system display that does not fully provide complete information, technical issues, slow responses from officers, and public concerns about the security of personal data. This condition is also felt by residents at the sub-district level who use SIPANDUK services. emphasized that to improve the quality of public services, improvements are needed to the service system that focuses on community needs to avoid gaps between established service standards and actual services received (Heryanto, 2021). Other challenges in the implementation of SIPANDUK include limited workforce in the Windusengkahan sub-district, Kuningan Regency, low digital skills of the

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community, and lack of public trust in the electronic service system implemented by the local government.

During the planning and development phase of the SIPANDUK application, the Kuningan Regency Population and Civil Registration Office (Disdukcapil) also faced various challenges, such as the lack of an integrated population information system, limited information technology infrastructure, and difficulties adapting to the transition from traditional to digital services. This situation indicates that implementing e-government-based public services requires institutional, technical, and human resource readiness to function optimally.

To assess the quality of the implementation of digital-based public services such as SIPANDUK, this study applies the Service Quality (SERVQUAL) theory introduced by (PARASURAMAN A. et al., 1988) This theory evaluates service quality based on five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Research by (Ningsi et al., 2020) shows that the dimensions of reliability and responsiveness have a significant impact on user satisfaction with online public services, while (Rachmawati, 2021) highlights that information clarity and system consistency significantly contribute to public trust in e-government.

Although much research has been conducted on e-government and the quality of digital-based public services, most previous studies tend to focus on urban areas with better technological infrastructure and digital literacy. For example, in Bekasi Regency, e-government implementation through the SITePAK application was successful, despite technical challenges and limited public understanding of online services. This success was supported by relatively better infrastructure and human resources compared to non-urban areas (Oriza Nikita et al., 2022). Unlike conditions in urban areas, Windusengkahan Village in Kuningan Regency has different social characteristics, levels of digital literacy, and readiness of public service infrastructure. Therefore, research findings from other locations may not always be generally applicable. Furthermore, research analyzing the five dimensions of SERVQUAL in depth at the village level is still limited, despite villages being at the forefront of public service provision.

Considering these conditions, research related to the implementation of the SIPANDUK application to improve public services in Windusengkahan Village, Kuningan Regency, is crucial. This research is expected to provide empirical insights into the quality of e-government-based public services, identify obstacles in the implementation of SIPANDUK at the sub-district level, and formulate steps to improve public services to be more effective, efficient, and focused on public satisfaction.

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LITERATUR REVIEW

E-Government

E-Government Innovation is a government strategy to utilize information and communication technology (ICT) to transform the government system to make it more effective, open, and accountable. By digitizing public services, e-Government accelerates administrative processes and decision-making based on digital data. Through e-Government, communication between the government and the public, between institutions, and the private sector is no longer hampered by distance and time, but is accelerated by information technology, especially the internet, with the aim of improving service quality. (Dewi,2019)

In Kuningan Regency, e-Government implementation is realized through the SIPANDUK (Population Administration Service System) application, a digital innovation that makes it easier for the public to process various population documents without having to visit the Population and Civil Registration Office (Disdukcapil) in person. With this system, the local government strives to increase the efficiency, effectiveness, and transparency of population administration services by utilizing information technology. This aligns with Presidential Regulation Number 95 of 2018 concerning the Electronic-Based Government System (SPBE), which encourages local governments to transition to digital. Therefore, the implementation of e-Government in the SIPANDUK application illustrates the commitment of the Kuningan Regency Government in achieving modern technology-based governance, and focuses on superior public services that are easily accessible to all levels of society.

Public Service Performance

Public service performance is the activity undertaken by the government to meet public needs by providing goods and service (PARASURAMAN A. et al., 1988)(Muliawaty& Hendryawan, 2020) Quality public service is characterized by principles such as easy access, speed, efficiency, and openness. In this digital era, public services are directed toward online system that utilize e-government as a primary tool to improve service effectiveness and quality.

In Kuningan Regency, the concept of public service is realized through the SIPANDUK application, which allows citizens to process population documents such as KTP (National Identity Card), KK (Family Card), And birth certificates without having to visit the Disdukcapil (Civil Registry Office) office in the person. This application is a concrete example of technology-based public service modernization, which not only speeds up the service process but also

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reduces the possibility of illegal levies and simplifies bureaucracy.

Public services through SIPANDUK also increase public participation, as they can submit, track, and retrieve service results more independently. This demonstrates that digitalization in public service can encourage a more inclusive and responsive government to community needs.

SIPANDUK Application

The SIPANDUK (Population Administration Service System) application is an online application-based innovation developed by the Kuningan Regency Population and Civil Registration Office to facilitate the digital process of processing population documents. This application allows the public to apply for various service such as ID card (KTP, family cars (KK), birth certificates, and death certificates without having to visit the service office, thereby saving time and money.

SIPANDUK uniqueness lies in its collaboration with village officials, who play an active role in assisting communities unfamiliar with digital technology. Trough this system, village officials can conduct collective registration for their resident, monitor the service process, and even retrieve completed documents from the Population and Civil Registration Office. This approach is an effective strategy for bridging the digital divide in rural communities and expanding the reach of public service.

The Implementation of SIPANDUK demonstrates how e-government can be adapted at the regional level, talking into account the social context and capabilities of local communities. With an integrated system, local governments can monitor service in real-time, improve the accuracy of population data and accelerate public administration processes (Population and Civil Registration Service of Kuningan Regency, 2023. “Profile and Implementation of the SIPANDUK Application)

The Role of Village and Sub-district Officials in Implementing the SIPANDUK Application

The role of village and sub-district officials in the implementation of the SIPANDUK application in Kuningan Regency is crucial as an extension of the Population and Civil Registration Office (Disdukcapil) in providing digital population administration services. Sub-district officials are given direct access to the SIPANDUK system to assist less teach-savvy resident in the online population document submission process. As facilitators at the local level, village officials bridge communication between the community and disdukcapil, simplifying previously complicated administrative processes into simpler and faster ones. With this access, village official can assist

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with service registration, file uploads, and collectively monitor application status, engaging villagers with limited digital literacy. The involvement of village officials also plays a role in reducing the digital divide in rural areas by opening access for communities who previously had difficulty accessing digital service. In addition to online service, village officials are given access to a collective queue system to schedule visit to disdukcapil if resident require in-person service, thereby making bureaucratic processes more orderly and efficient. This integration accelerates population administration services and increases public satisfaction with public services in villages. This approach also reinforces the concept of inclusive e-government by ensuring that all citizens, especially those in villages, receive the convenience and benefits of digital public service without expextation.

Teori ServQual (Service Quality) – Parasuraman, Zeithaml & Berry (1988)

The SERVQUAL model introduced by (PARASURAMAN A. et.al., 1998) is one of the models widely used to measure the quality of public services and services. This model focuses on measuring the gap between user expectation and perceptions of the service received. Thus, SERVQUAL becomes a tool to assess the extent to which the service provided has met public expectations and where its weaknesses lie, so that continuous improvement can be made. According to Parasuraman, Zeithaml, and Berry (1998), there are five main dimensions of SERVQUAL that serve ads indicators for measuring service quality: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions can be explained as follows:

Tangibles

This dimension relates to the physical appearance of the facilities, equipment, human resources and communication tools used in providing service. In the context of the SIPANDUK application, tangibles are reflected in the attractive appearance of the application interface, easy menu navigation, and clear information regarding the types of population services. This aspect is important because user first impression of digital services are greatly influenced by the system appearance and ease of use. The better the physical and technical aspect of the application, the greater the public positive perception of the services provided by the Kuningan Regency-Population and Civil Registration Office.

Reliability

The reliability dimension refers to an agency ability to provide services accurately,

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consistently, and one time as promised. In the SIPANDUK services, reliability reflects the system accuracy in processing and issuing population documents such as ID card, family card, and birth certificates, as well as the minimal data errors generated. The reliability of the system and its staff indicates the government's ability to maintain public trust through efficient and reliable service delivery.

Responsiveness

This dimensions relates to the willingness and ability of officers and system to provide services quickly and responsively to public needs in the context of SIPANDUK, responsiveness is the demonstrated by the speed with which officers respond to user complaints, as well as the availability of notification features and real-time tracking of document submission status. High responsiveness reflects the level of professionals and commitment of local governments to providing effective and efficient public service.

Assurance

Assurance encompasses the knowledge, competence, courtesy, and trustworthiness demonstrated by officers in providing services, including the security of user data. In SIPANDU, the assurance dimensions is reflected in the guaranteed protection of public personal data, the integrated application security system, and rh professionals of Disdukcapil officers in providing services. This assurance of security and trust plays a crucial role in fostering a sense of security for the public when using digital-based public services

Empathy

Empathy reflects the level of attention and concern officers have for community needs, as well as their ability to provide personalized service. In the context of SIPANDUK, empathy is reflected in the assistance and guidance provided by disdukcapil officers and village officials to resident experiencing difficulties using the application, as the availability of online and offline consultation services and guidance on system use. This community-focused approach is a crucial factor in increasing public satisfaction and trust in local government..

In the context of this research, the SERVQUAL model is used to analyze the level of effectiveness and public satisfaction with the implementation of e-government through the SIPANDUK application at the Population and Civil Registration Office of Kuningan Regency. The application of the five dimensions of SERVQUAL allows researchers to identify gaps between

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public expectations and service performance, thereby identifying aspects that need to be improved. Thus, the results of this analysis are expected to contribute to efforts to improve the quality of digital-based public services and support the realization of effective, transparent, and public satisfaction-oriented governance.

RESEARCH METHODOLOGY

This research uses a qualitative approach with a descriptive approach to deeply understand the phenomenon of implementing digital-based public services in a natural context. The qualitative approach was chosen because it emphasizes the meaning, understanding, and interpretation of the data obtained. According to (Sugiyono, 2019) qualitative research is a research method conducted in natural settings, with the researcher as the key instrument, data collection through triangulation, inductive data analysis, and research results emphasizing meaning rather than interpretation.

This approach was chosen because it aligns with the research objective, which is to describe and understand the implementation of the SIPANDUK application in improving public services in Windusengkahan Village, Kuningan Regency. Through a qualitative approach, researchers can provide an in-depth description of the SIPANDUK application implementation process in population administration services at the village level, including the role of officials and the response of the public as service users.

Data validity was maintained through triangulation techniques combining interviews, observations, and documentation studies. Interviews were conducted with village officials and SIPANDUK application administrators as service implementers, as well as the public as service users. Observations were conducted to obtain an empirical overview of the application-based service process, while documentation was used to supplement primary data through archives, activity reports, and supporting regulations. Data validity was evaluated using the triangulation method (Vera Nurfajriani et al., 2024)

Data analysis was conducted using the Miles and Huberman interactive model, which includes data reduction, data presentation, conclusion drawing, and verification (Qomaruddin & Sa'diyah, 2024). The analysis result indicate that the implementation of the SIPANDUK application plays a role in improving faster, more transparent, and accountable population administration services in Windusengkahan Village Kuningan Regency. Although challenges remain, such as suboptimal application utilization, unequal digital literacy among the community, and the need to increase staff capacity through ongoing trainin

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RESULTS AND DISCUSSION

The results of this study are related to the implementation of the sipanduk application in improving public services in the Windusengkahan sub-district Kuningan Regency. The results of this study are analyzed using the Servqual (Service Quality) Theory by Parasuraman, Zeithaml, and Berry (1998) which includes five characteristics: tangibles, reliability, responsiveness, assurance, and empathy.

Analysis of the Implementation of Public Services in the Sipaduk Application in Windusengkahan Village, Kuningan Regency

Reliability

Reliability in Service Quality (ServQual) theory refers to the ability of public service providers to provide services appropriately, accurately, and consistently in accordance with established standards and procedures. Parasuraman, Zeithaml, and Berry (1988) emphasized that reliability is a core dimension of service quality because it is directly related to the ability of public service organizations to fulfill service promises to the public. Reliability is the core of quality service because the public tends to judge service performance based on the institution's ability to fulfill what has been promised, both in terms of completion time and final results. In the public sector, this means processing documents according to deadlines and procedures without errors. (Luthfi et al., 2026) In the context of online public services, reliability requires that service applications be able to guarantee data accuracy, certainty of service flow, and consistency of the service process from start to finish.

Based on research results, the implementation of the reliability dimension in online public services through the SIPANDUK application in Windusengkahan Village is still not running optimally. Population administration services are still mostly carried out through manual mechanisms, and residents who experience difficulties should be directed to obtain assistance at the village office. This shows that the service process has adjusted to the conditions and capabilities of the community, as regulated in the Decree of the Minister of Administrative and Bureaucratic Reform Number 63/Kep/M.PAN/7/2003 concerning the conditional principle in public services. (Akbar Rijalul Fikri & Baharuddin Zubakhrum Tjenreng, 2025)) while the SIPANDUK application has not been used consistently in all stages of service. Village officials said that manual services are considered easier to implement and have become a work habit, so that online services have not been fully integrated into the service workflow.

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Responsiveness

Responsiveness refers to the willingness and ability of public service officials to provide prompt and accurate services to meet the needs and requests of the public. According to Parasuraman et al. (1988), responsiveness is an important indicator of service quality because it reflects the service provider's commitment to assisting service users and minimizing waiting times. In online public services, responsiveness is reflected in the speed of the system and officials in responding to service requests submitted through the application.

Based on research results, Windusengkahan Village officials demonstrated fairly good responsiveness in face-to-face services. Officials were willing to assist the public and provide explanations regarding population administration service procedures. However, this responsiveness has not been optimally implemented in online public services through the SIPANDUK application. Online public services through the SIPANDUK application have not been utilized as the primary means of responding quickly to public service requests. Limited technical understanding of officials and the lack of established standard operating procedures for online services mean that the SIPANDUK application does not function optimally. As a result, the public still has to visit the village office in person to receive services.

Based on the research results, the public assessed that although the apparatus was quite responsive in providing direct services, the service process still took a relatively long time due to the need to go through manual steps. This condition indicates that the SIPANDUK applications has not been able to improve the responsiveness of online public services. This condition confirms that the implementation of the responsiveness dimension in online public services through the SIPANDUK applications is still conventional and does not fully reflect the principles pf public service.

Assurance

Assurance relates to the competence of officials thr certainty of procedures and the ability of public service providers to provide a sense of security and trust to the public as service user. In online public services, the assurance dimension is crucial because it directly relates to the security of personal data, the clarity of digital processes, and the legal certainty of population documents generated through the application.

Based on research results, Windusengkahan Village officials have a fairly good understanding of general population administration service procedures. However, their technical competence in operating the SIPANDUK application is still limited, resulting in online public

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services not being able to guarantee optimal service to the public. Furthermore, the low level of public awareness regarding the working mechanisms and security of the SIPANDUK application has resulted in the public lacking full trust in online public services. The public tends to feel safer and more confident when services are handled manually, through face-to-face meetings with village officials.

Based on the research results, the Kuningan Regency Population and Civil Registration Office stated that the SIPANDUK application has been designed in accordance with population data security standards. Limited competency of village-level officials and low public understanding are inhibiting factors in achieving optimal online public service assurance. This situation indicates that the implementation of the assurance dimension in online public services through the SIPANDUK application does not fully meet the service quality.

Empathy

Empathy refers to the attention and concern shown by public service officials in understanding the needs and conditions of the community as service users. In online public services, empathy is demonstrated not only through direct interaction but also through the provision of a service system that is easily accessible, user-friendly, and adaptable to the community's digital literacy level. Research shows that Windusengkahan Village officials demonstrate a high level of empathy in face-to-face services. They are willing to provide assistance and explanations to residents experiencing difficulties in processing population administration. However, this empathy has not been optimally implemented in online public services through the SIPANDUK application. Officials still rely primarily on manual services due the community's limited digital literacy. Consequently, the SIPANDUK application has not been developed as an inclusive online service facility that is easy for the public to use independently.

The public expressed the need for assistance in using the SIPANDUK application. This situation indicates that official empathy has not yet been fully realized in the form of online public service innovations that facilitate public access. This confirms that the application of the empathy dimensions in online public services through the SIPANDUK applications is still interpersonal in nature and has not been optimally integrated with the goal of digitalizing public service.

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Public Service Obstacles in the Implementation of the SIPANDUK

Based on the research findings, the implementation of the SIPANDUK application in population administration service in Windusengkahan Village, Kuningan Regency, has not been optimal and still faces various obstacle. To systematically identify these obstacle, this study used the Service Quality (SERVQUAL) theoretical framework, which encompasses the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. However, interviews with village officials and service users indicate that all SERVRQUAL dimensions emerge as dominant barriers to application-based public service practices.

Based on empirical findings in the field, the main obstacles to the implementation of the SIPANDUK application in Windusengkahan Village, Kuningan Regency, are concentrated primarily around three SERVQUAL dimensions: tangibles, reliability, and responsiveness. These three dimensions are directly related to the readiness of digital service infrastructure, the reliability of the population administration service system, and the responsiveness of officials in operating and responding to application-based services. Meanwhile, the assurance and empathy dimensions did not emerge as major obstacles because village officials were deemed to have a basic understanding of service procedures and demonstrated empathy in face-to-face service to the public. Thus, the discussion in this study focused on the three dimensions of SERVQUAL which have been empirically proven to be the main sources of obstacles to public service in the implementation of the SIPANDUK application in Windusengkahan Village, Kuningan Regency. This approach was taken so that the analysis presented remains based on data from interviews and field observations, so that the discussion is not normative, but rather reflects the real conditions of the implementation of application-based public services at the village level. The focus of the discussion on the dimensions of tangibles, reliability, and responsiveness is expected to provide a more in-depth picture of the factors that influence the less than optimal implementation of the SIPANDUK application, as well as serve as a strong basis in formulating recommendations for improvements and increasing the quality of e-government-based public services in Windusengkahan Village, Kuningan Regency.

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Tangibles

Based on research findings, the tangible public service barriers to the implementation of the SIPANDUK application in Windusengkahan Village, Kuningan Regency, are related to limited physical evidence and supporting infrastructure for digital-based services. Although Windusengkahan Village, Kuningan Regency, has basic facilities such as computers and internet access, these facilities have not been optimally utilized as part of the application-based population administration service system. This situation indicates that the transformation of public services toward a digital system has not been clearly reflected in the physical environment of the village's services. Furthermore, the lack of supporting facilities such as online service counters, dedicated rooms for assistance with application use, and visual information media explaining the flow and procedures for using SIPANDUK prevents the public from obtaining a clear understanding of the digital-based service mechanism. In Windusengkahan Villsge, Kuningan Regency, so the SIPANDUK application has not become part of the service experience directly felt by the public.

This limited physical evidence of digital services impacts public perceptions of the quality of public services. The public tends to perceive available service as relying on manual system, resulting in the SIPANDUK application being perceived as an additional service, rather than as the primary means of population administration services. Consequently, the level application utilization by the public in Windesengkaan Village, Kuningan Regency, is relatively low. Thus, barriers in the tangibles dimension are not only technical but also have implications for the low adoption rate of application-based public services. Without adequate and respresentative physical infrastructure, efforts to digitize public services in Windusengkahan Village, Kuningan Regency, will struggle to develop optimally and sustainably.

Reliability

Obstacles in the reliability dimension relate to the lack of consistent reliability of the SIPANDUK application-based public service in Windusengkahan Village, Kuningan Regency. Research shows that population administration services are still dominated by manual mechanism. The success of digital services depends heavily on consistent system use,data accuracy, and the application ability to provide stable and reliable services to the public (Karomah et al., 2025)However, in practice the SIPANDUK application has not been fully utilized as the primary service processes. Inconsistent use of the SIPANDUK application in Windusengkahan Village, Kuningan Regency. Results in an inconsistent service flow. In practice, some service stages are perpomed manually, then resumed digitally at the district level.

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The lack of certainty regarding the timeframe for application-based services makes it difficult for the public to obtain clear information regarding the duration of service completion. This uncertainty has resulted in low public trust in the reliability of the SIPANDUK application-based public service in Windusengkahan Village, Kuningan Regency. Therefore, the reliability dimensions indicates that the SIPANDUK application is not yet fully capable of guaranteeing accurate, consistent and timely service. without establishing the application as the primary service system and without clear workflow integration, reliable digital-based public services in Windusengkahan Village, Kuningan Regency remain difficult to achieve.

Responsiveness

Based on research results, obstacles in the responsiveness dimensions are reflected in the suboptimal responsiveness of the SIPANDUK application-based public services in Windusengkahan Village, Kuningan Regency. Village officials generally demonstrate a responsive attitude in face to-face services, particularly in providing explanations and direct assistance to the public. However, this responsiveness has not been effectively implemented in application-based service. Limited technical understanding of SIPANDUK application operation by officials and the lack of established standard operating procedures (SOPs) for digital-based population administration services mean that the application is unable to provide a rapid and measurable service response. As a result, residents in Windusengkahan Village, Kuningan Regency, still have to visit the village office in person to receive services.

This situation indicates that application-based public services have not been able to shorten service times and reduce reliance on face-to-face interactions. The SIPANDUK application has not yet functioned as an instrument to significantly increase the efficiency and responsiveness of public services. Thus, obstacles in the responsiveness dimension reflect the continued strong orientation of conventional services in Windusengkahan Village, Kuningan Regency. Without changes in the work patterns of civil servants and strengthening of digital service systems, the responsiveness of application-based public services will remain limited.

Efforts to Improve Public Services in the Implementation of SIPANDUK

Based on the constraints and obstacles found in this study, efforts to improve public services in the implementation of the SIPANDUK application in Windusengkahan Village, Kuningan Regency require integrated human resource education and training in information and communication technology at the village government level to obtain comprehensive

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understanding and literacy among village government employees (Pelayanan Berbasis Online et al., 2021). systematically and sustainably by focusing on service quality dimensions that are proven relevant in service practices in the field. The results of the study indicate that the suboptimal implementation of application-based population administration services is mainly influenced by the dimensions of tangibles, reliability, and responsiveness, which are related to the readiness of physical evidence of digital services, the reliability of service implementation, and the responsiveness of the apparatus to community needs.

Approach focused on these three dimensions is used to ensure that public service improvement efforts are not only directed at the technical aspects of using the SIPANDUK application, but also at strengthening the service system and interaction patterns between officials and the public. The tangible dimension is crucial in strengthening the physical representation of digital-based services so that the service transformation can be truly felt by the public. Meanwhile, the reliability dimension emphasizes procedural consistency, process accuracy, and certainty of service times, while the responsiveness dimension focuses on the ability of officials to provide fast, clear, and solution-oriented responses to service issues. By focusing on the tangibles, reliability, responsiveness, dimensions effort to improve public service through the implementation of the SIPANDUK application in Windusengkahan Village, Kuningan regency. Are expected to address obstacles that arise in a more targeted manner. This approach also serves as the basis for formulating strategies for improving digital-based population administration services that are more effective, adaptive, and oriented to the needs of the community as service users.

Tangibles

Efforts toimprove public services in the tangibles dimension through the implementation of the SIPANDUK application in Windusengkahan Village, Kuningan Regency. Are focused on strengthening the physical representation of digita-based public service so that service transformation is not merely administrative but also reflected concretely in the service environment. Although internal interviews indicated that facilities and inprastucture were not the primary obstacle, research findings indicate that the physical evidence of digital services has not yet fully established a public service identity distinct from conventional service patterns. This situation has prevented the public from the implementation of the SIPANDUK application There, efforts are needed not merely to add new facilities, but also to optimize the utilization of existing facilities and infrastructure so that they are functional integrated into population administration

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services. Information technology devices such as services computers and internet networks must function consistenly as the primary means in every service process based on the SIPANDUK application. Sustainable use of these devices will help build work habits among officials that are more adaptive to digital system and reduce reliance on manual services, which have been dominant to date.

Optimizing technological devices and arranging service spaces that reflect the character of digital -based public service are also essential parts of efforts to improve the tangibles dimension. The provision of an online service counter or dedicated space for assistance with the use of the SIPANDUK application not only serves as supporting facility but also as a visual symbol of the transformation of public service at the sub-district level. Supported by the provision of visual information media explaining the flow, procedures, and benefits of using the SIPANDUK application, this efforts is expected to increase public understanding and strengthen the perception administration services in Windusengkahan village, Kuningan Regency.

Realibilit

Efforts to improve public service in the reliability dimensions are focused on strengthening the reliability of population administrations service based on the SIPANDUK applications, particularly in terms of consistency of service delivery procedural accuracyy and certainty of service completion times. Research results indicate that obstacle in this dimensions arise from the suboptimal integrations of the SIPANDUK application into the daily service system., results in service being implemented in parallel between manual and digital system. This situation impacts the certainty of service process. To address these obstacle, efforts are needed to develop and implement more comprehensive and binding standard operating procedures (SOP) for population administration service based on the Sipanduk application. Sop must be clearly designed specifying service stages, division of duties among official and standard service completion times that can be measured and evaluated. The existence of sop integrated with the use of the sipanduk application will serve as important work guidelines for village official in providing consistent and accountable services. Implementations standard operating procedures (sop) and improving service reliability also requires strengthening the capacity of civil servant to operate the sipanduk application accurately and continuously. Civil servant need to equipped with adequate technical and administrative skills to be able to carry out service procedures according to established standard. With increased service reliability, th public in Windusengkaan Village, Kuningan Regency, is expected to receive better service assurance, both

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in terms of process and completion time, so that trust in application based public service can increase sustainably.

Responsiveness

Based on the constraint and obstacles faced in improving public service in the responsiveness dimensions, efforts are directed at improving the ability of civil servants to respond quickly and accurately to public need, request, an issues in population admistration service based on the sipanduk application. Research result indicate that limited responsiveness of civil servants is one factor contributing to the low level of public use of the application. Slow and communicative service responses have the potential reduce public interest in using application-based services. To improve responsiveness, efforts are needed to incrase civil servant capacity through technical training on the use of the sipanduk application and strengthen understanding of the principles of digital-based public service. This training aims not only to improve civil servant technical skills but also to foster a more proactive, communicative, and community-oriented service attitude. Civil servants with technical skills and a responsive attitude will be able to provide more effective assistance to the public in using the SIPANDUK application.

In addition to increasing civil servant capacity, providing a clear and easily accessible service communication mechanism is also crucial for improving responsiveness. The sub-district government needs to ensure a communication channel that allows the public to submit questions, complaints, and issues related to the use of the SIPANDUK application, both directly and through digital media. With increased responsiveness from officials and the availability of effective communication mechanisms, app-based public services in Windusengkahan Sub-district, Kuningan Regency, are expected to be more adaptive, participatory, and oriented towards public satisfaction.

CONCLUSION

Based on the research and discussion on the implementation of the SIPANDUK application to improve public services in Windusengkahan Village, Kuningan Regency, it can be concluded that the implementation of online public services through the SIPANDUK application has not been optimal. Although the SIPANDUK application has been designated as a digital-based population administration service, its implementation at the village level is still dominated by manual service mechanisms and face-to-face interactions. The use of the SIPANDUK application has not been consistently integrated as the primary service system, resulting in online public services not being

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fully able to provide efficiency, process certainty, and ease of access to services for the public.

This condition is influenced by the limited human resource capacity of village officials, low levwls of digital literacy among the community, and inadequate facilities and infrastructure to support application-based services. Furthermore, the lack of clear and comprehensive standard operating procedures for online public services and minimal public outreach also hamper the optimal implementation of the SIPANDUK application. Nevertheleses, various improvement efforts have been made through enhancing the competency of civil servants, strengthening coordination between the Windusengkahan Village, Kuningan Regency Population and Civill Registration Office, and plening the arrangement of application-based service procedures. With continued strengthening, the implementation of the SIPANDUK application is expected to function more effectively in improving the quality of online public services.

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