

Analysis of Public Satisfaction with the Quality of Birth Certificate Making Services at The Public Service Mall (MPP) of Pandeglang Regency in 2025

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ARTICLE INFORMATION	ABSTRACT
<p>Article History: Received May 2024 Revised May 2024 Accepted June 2024</p> <p>Keywords: Public satisfaction, public service, birth certificate, Public Service Mall</p> <p>*Corresponding Author: alinurdin@unmabanten.ac.id</p> <p>DOI: doi.org/10.60036/vrvqzn50</p>	<p>This study aims to analyze public satisfaction with the quality of birth certificate issuance services at the Public Service Mall (MPP) of Pandeglang Regency in 2025. The increasing number of applications for new and renewed birth certificates, along with public complaints about slow service, serves as the main background of this research. Technical problems, such as system failures, often cause delays in administrative processes, affecting citizens' perceptions of service quality. The study employs a quantitative method by distributing questionnaires to service recipients. The service quality assessment is based on nine indicators derived from the Indonesian Ministry of Administrative Reform Regulation (Permenpan RB) No. 14 of 2017 concerning Guidelines for Public Satisfaction Surveys. The findings reveal that the overall satisfaction score reached 80.37, categorizing the service quality as "Good." However, the "Requirements" indicator received the lowest score (8.33) due to insufficient dissemination of information through physical notice boards, leading to public confusion regarding procedures. The research recommends that the service institution improve information delivery not only through social media but also via on-site information boards. Additionally, regular evaluation and system maintenance are needed to enhance digital service mechanisms and minimize technical disruptions that hinder public service performance.</p>

INTRODUCTION

Public services are a tangible form of government performance in fulfilling basic rights of the community. Based on Law Number 25 of 2009 concerning Public Services, the government is obliged to provide quality, transparent, and citizen-oriented services. One of the public services that has an important role is the creation of birth certificates. A birth certificate not only serves as legal proof of a person's identity and citizenship status, but is also the main prerequisite for obtaining various social rights such as education, health, and social security.

As an effort to increase the effectiveness and efficiency of public services, the government innovates through the establishment of Public Service Malls (MPP) as stipulated in PANRB Ministerial Regulation Number 23 of 2017 concerning the Implementation of Public Service Malls. MPP is presented to integrate various types of cross-agency services in one location that is easily accessible to the public. The existence of MPP is expected to cut the bureaucratic chain, speed up the service process, and improve the quality and satisfaction of the public with government services. One of the MPPs that has been actively operating is the Pandeglang Regency MPP which provides various administrative services, including birth certificate preparation services by the Population and Civil Registration Office (Disdukcapil).

However, in practice, the service of making birth certificates at MPP Pandeglang still faces several obstacles. Public complaints are generally related to the length of the completion time,

lack of clarity of requirements information, and technical problems in the online service system. In addition, the limited number of supporting facilities and the lack of responsiveness of officers in handling problems are also factors that reduce the level of community satisfaction. This condition shows that the quality of service provided has not fully met the expectations of service users.

To assess the extent to which the quality of public services is in accordance with public expectations, the government through PANRB Ministerial Regulation Number 14 of 2017 stipulates Guidelines for the Preparation of Community Satisfaction Surveys (SKM). This instrument functions to objectively measure public perception of the quality of public services based on nine indicators, including: requirements, systems and procedures, service time, costs, service products, implementation competence, implementation behavior, complaint handling, and facilities and infrastructure. The results of this survey are the basis for government agencies to evaluate and improve the quality of services.

In the context of MPP Pandeglang, the implementation of SKM is important because it can provide an empirical picture of the level of public satisfaction with birth certificate making services. Through this measurement, local governments can find out which aspects of services are good and which aspects need to be improved. This research is expected to contribute to improving the quality of public services, especially in the field of population administration, as well as being the basis for policy making to strengthen more responsive and community-oriented service governance.

Based on this description, this study aims to analyze the level of public satisfaction with the quality of birth certificate making services at the Pandeglang Regency Public Service Mall in 2025, as well as identify service indicators that still need to be improved in order to achieve effective, efficient, and satisfactory public services for the entire community.

LITERATURE REVIEW

The Concept of Public Service

Public services are the core of government functions that are oriented towards meeting the needs of the community. Based on Law Number 25 of 2009, public services are defined as activities or a series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers.

According to Moenir (2015), public service is an activity carried out by a person or group with certain systems, procedures, and methods in order to meet the interests of others according to their rights. Public services, in essence, reflect the moral and legal obligation of the government to provide services that are fair, transparent, and oriented towards public satisfaction.

Furthermore, Mahmud (2007) explained that public services are all service activities carried out by public service providers as an effort to meet the needs of the community and the implementation of the provisions of laws and regulations. This means that public services are not only oriented to administrative results, but also to the quality of interaction between providers and service recipients.

Public Service Principles and Standards

The implementation of public services must be based on basic principles such as equality, openness, participation, accountability, and justice (Ramal Aluliansyah, 2020). In practice, local governments as public service providers are obliged to provide the widest possible access to the community to obtain fast, easy, cheap, and affordable services.

PANRB Ministerial Regulation Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys (SKM) stipulates nine main elements as a benchmark for public services, namely:

- Requirements,
- Systems, mechanisms, and procedures,
- Completion time,
- Fees/rates,
- Product specification type of service,
- Competence of the implementer,
- Implementing behavior,
- Facilities and infrastructure, and
- Handling complaints, suggestions, and inputs.

These elements are important indicators in assessing the extent to which service units have provided services in accordance with the set standards and meet community expectations.

Quality of Service

Service quality is a key factor that determines the level of community satisfaction. According to Parasuraman, Zeithaml, and Berry (1988), the quality of service can be measured through five main dimensions known as the SERVQUAL model, namely:

- 1) Tangibles (physical evidence) – the appearance of facilities, equipment, and officers;
- 2) Reliability – the ability to deliver the promised service accurately and consistently;
- 3) Responsiveness – willingness to help customers and deliver service quickly;
- 4) Assurance – the knowledge, politeness, and ability of employees to foster trust; and
- 5) Empathy – sincere and individual attention to customers.

Tjiptono (2005) added that service quality is the expected level of excellence and control over the level of excellence to meet customer needs and expectations. In the context of public services, quality is not only measured by speed and accuracy, but also by fairness, transparency, and public comfort in accessing services.

Community Satisfaction

Public satisfaction is the result of a comparison between expectations of a service and perception of the performance of the services received (Kotler & Keller, 2016). If the performance of the service is in accordance with or exceeds expectations, then the community will feel satisfied; On the other hand, if the performance is lower than expected, then the public will feel disappointed.

According to Pasolong (2010), the better the quality of services provided by the government, the higher the level of public trust. Therefore, public satisfaction is the main indicator in assessing the effectiveness and success of public services.

The SKM instrument as stipulated in Permenpan RB No. 14 of 2017 is used to measure the level of satisfaction systematically. By conducting a survey of the service recipient community, the government can obtain an objective picture of the strengths and weaknesses of the existing service system. The results of this survey play an important role in the process of continuous improvement of the quality of public services.

Birth Certificate and Its Urgency in Public Service

A birth certificate is a legal document that serves as legal evidence of a person's birth event. Based on Law Number 24 of 2013 concerning Population Administration, every citizen is required to report the birth of a child to obtain a birth certificate issued by the Population and Civil

Registration Office. This document is the basis for the issuance of a Population Identification Number (NIK) and the inclusion of the child's name in the Family Card.

Ownership of a birth certificate has a wide range of benefits, including as a condition for accessing education, obtaining health services, taking care of marriage, and legal protection for identity and citizenship status. Therefore, the service of making birth certificates is a form of public service that is very vital for the fulfillment of citizens' civil rights.

In the context of Pandeglang Regency, the implementation of birth certificate services through MPP is part of the local government's commitment to accelerating the administrative process and increasing community satisfaction. However, various obstacles such as limited information, system disruptions, and service delays show that there is still significant room for improvement in its implementation.

The Relationship between Service Quality and Community Satisfaction

The relationship between service quality and community satisfaction is positive and significant. Zeithaml et al. (1990) emphasized that the higher the perceived quality of service, the greater the level of satisfaction of service users. In the context of public services, improving the quality of services not only has an impact on public satisfaction, but also strengthens public legitimacy and trust in the government.

This study focuses on the analysis of the relationship between the two variables in the context of birth certificate making services at the Pandeglang Regency MPP. Through measurements based on SKM indicators, it is hoped that it can be known to what extent service quality affects public satisfaction, as well as what aspects need to be improved to achieve excellent public services.

RESEARCH METHODS

Approaches and Types of Research

This study uses a quantitative approach with an analytical descriptive method, which aims to describe the level of public satisfaction with the quality of birth certificate making services at the Public Service Mall (MPP) of Pandeglang Regency in 2025. The quantitative approach was chosen because it was able to provide objective results through variable measurements using standardized instruments. This approach also allows researchers to analyze the relationship between public service indicators and community satisfaction levels in a systematic and measurable manner.

According to Sugiyono (2019), the descriptive quantitative method is used to describe social phenomena that occur in society based on survey results or field data without intervention. Thus, this study not only assesses the quality of services, but also provides an empirical picture of public perception of public services provided by local government agencies.

Research Location and Time

This research was carried out at the Public Service Mall (MPP) of Pandeglang Regency, which is located on Jalan Raya Pandeglang – Labuan, Banten. MPP Pandeglang was chosen because it is a center for public service integration in the Pandeglang Regency area that provides various administrative services across agencies, including services from the Population and Civil Registration Office (Disdukcapil) related to the issuance of birth certificates.

The time for the implementation of the research starts from March to July 2025, including the preparation stage, the distribution of questionnaires, data collection, and the analysis of survey results.

Population and Research Sample

The population in this study is the entire community of Pandeglang Regency who applied for a birth certificate at MPP during the research period. Since the exact number of the population is not known in detail, the sample was determined using the Slovin formula, with a margin of error of 10%.

The Slovin formula is stated as follows:

$$n = \frac{1}{1 + (Ne)^2} N$$

Description:

n = number of samples

N = total population

e = error tolerance limit (0.1)

Based on this calculation, a sample of 100 respondents was obtained who were considered to have represented the population. The selection of respondents was carried out by accidental sampling technique, namely who were the people who happened to come and receive birth certificate making services at MPP Pandeglang at the time the research was conducted.

Data Types and Sources

This study uses two types of data, namely:

- Primary data was obtained directly through the distribution of questionnaires to people who are or have received birth certificate making services at MPP Pandeglang.
- Secondary data was obtained from various supporting sources such as the Pandeglang MPP report, documents from the Population and Civil Registration Office, as well as relevant academic literature and laws and regulations.

Secondary data are used to reinforce the results of field findings and provide theoretical context to the phenomenon being studied.

Research Instruments

The main instrument in this study is a closed questionnaire which is compiled based on nine indicators of public service quality in accordance with the Ministerial Regulation of PANRB Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys. These indicators include:

- Requirements;
- Systems, mechanisms, and procedures;
- Completion time;
- Fees/rates;
- Product specification type of service;
- Implementation competence;
- Implementation behavior;
- Handling complaints, suggestions, and inputs; and
- Facilities and infrastructure.

The questionnaire was compiled using a Likert scale of 1–4 with the following criteria:

- 1 = Not Good,
- 2 = Poor,
- 3 = Good,
- 4 = Excellent.

Respondents were asked to rate each statement according to their experience while receiving the service.

Data Collection Techniques

The data collection process is carried out through the following steps:

- Direct observation at the MPP location to find out the factual condition of the service.
- Distribution of questionnaires to the community of service users.
- Brief interviews with several service officers and visitors to obtain additional qualitative information that can enrich the results of the analysis.

All data collected are then checked for completeness before further analysis is carried out.

Data Analysis Techniques

The data obtained from the questionnaire results were processed quantitatively using statistical descriptive analysis. The first step is to calculate the average score for each service indicator based on the score given by the respondents. Then, the value is converted into the Community Satisfaction Index (IKM) according to the formula from Permenpan RB No. 14 of 2017:

The IKM value obtained is then categorized into the following service quality criteria:

- 88.31–100.00 = Excellent (A)
- 76.61–88.30 = Good (B)
- 65.00–76.60 = Poor (C)
- 25.00–64.99 = Not Good (D)

In addition to descriptive analysis, interpretive elaboration of the survey results was also carried out to identify aspects of services that still need to be improved.

Instrument Validity and Reliability

To ensure the reliability of the data, validity and reliability tests were carried out on research instruments. The validity test is carried out by correlating the score of each statement item with the total score using Pearson's Product Moment formula. Meanwhile, the reliability test is carried out using Cronbach's Alpha formula, where the instrument is said to be reliable if the alpha value is ≥ 0.60 .

The test results showed that all questionnaire items were declared valid and reliable, so it was suitable to be used to measure the level of public satisfaction with the quality of birth certificate making services at MPP Pandeglang.

Research Limitations

This study has several limitations, including: (1) the scope of the study only covers the Pandeglang MPP, so the results cannot be generalized to other regions; (2) relatively short research time; and (3) the possibility of subjective bias from respondents in filling out the questionnaire.

Nevertheless, the results of this study are expected to continue to make an empirical contribution to improving the quality of public services within the Pandeglang Regency Government.

RESULTS AND DISCUSSION

Overview of Research Objects

The Pandeglang Regency Public Service Mall (MPP) is an integrated service center that was inaugurated on August 31, 2020 by the Minister of PANRB Tjahjo Kumolo together with the Regent of Pandeglang Irna Narulita. This MPP functions as a place for the integration of various types of public services across agencies, both from the central government, regions, SOEs/BUMDs, and the private sector. Currently, there are 36 counters with a total of 366 types of services, including population administration services such as making electronic ID cards,

family cards, and birth certificates through the counter of the Population and Civil Registration Office (Disdukcapil).

The existence of the Pandeglang MPP is a concrete step by the Pandeglang Regency Government in improving the quality of public services to be faster, transparent, and oriented towards community satisfaction. However, there are still several technical and non-technical obstacles that affect public perception of the quality of services provided.

Respondent Characteristics

Based on the results of data collection of 100 respondents, the majority of users of birth certificate making services at MPP Pandeglang are women (58%), with an age range of 25-40 years (61%). Most respondents have a high school education/equivalent (45%) and work as housewives or private employees (52%). This characteristic shows that birth certificate making services are dominated by productive people who take care of population documents for their children or family members.

Results of the Community Satisfaction Survey

Data analysis was carried out using the Community Satisfaction Survey (SKM) based on nine indicators as stipulated in Permenpan RB No. 14 of 2017. The results of the calculation showed a Community Satisfaction Index (IKM) value of 80.37, which was included in the "Good" category. This means that the public in general is quite satisfied with the quality of the birth certificate making services at the Pandeglang MPP.

In detail, the assessment of each indicator is as follows:

- Requirement (8.33): is the lowest score because some people consider that information about the required documents is not clearly conveyed and is only available through social media. This creates confusion for applicants who are not actively using the internet.
- System, Mechanism, and Procedure (8.72): rated good, but respondents hope that procedures can be simplified so that there is no need to go back and forth between counters.
- Completion Time (8.65): shows a fairly high level of satisfaction even though there are still delays due to system outages.
- Cost/Tariff (8.80): the public considers that the birth certificate service is free according to the provisions, although a small number of respondents complained about the additional costs of transportation and photocopying.
- Service Products (8.78): service results in the form of birth certificates are considered to be of good quality, clear, and legally valid.
- Implementing Competency (8.70): officers are considered to be quite professional, although some respondents expect improved friendliness and communication.
- Executor Behavior (8.82): shows politeness and a good service attitude.
- Handling of Complaints, Suggestions, and Inputs (8.60): available, but not optimal because the public still has difficulty finding direct complaint channels in the MPP area.
- Facilities and Infrastructure (8.77): rated good because the waiting room is quite comfortable and clean, but still needs to be improved special facilities for people with disabilities.

Overall, service indicators have met the good category, but the information and public communication aspects are still weak points that need to be improved.

Discussion

a. Service Quality Analysis

The results of the study show that the public considers that the birth certificate making service at MPP Pandeglang has been running quite effectively. Based on the theory of SERVQUAL (Parasuraman, Zeithaml & Berry, 1988), the quality of service can be measured through five main

dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. In the context of the Pandeglang MPP, tangible dimensions such as facilities and service facilities are adequate; The dimensions of reliability and assurance are reflected in the ability of officers to provide services according to the provisions; Meanwhile, empathy and responsiveness still need to be improved, especially in terms of communication and speed of response to public complaints.

These factors show that even though the quality of service is good, there is still a gap between expectations and reality (service gap). The main gap is in the aspects of information transparency and procedural clarity. Some people, especially from rural areas, still have difficulty obtaining information related to administrative requirements due to the lack of direct socialization through bulletin boards or print media.

b. Community Satisfaction with Service

Community satisfaction reflects the level of success in the implementation of public services (Kotler & Keller, 2016). The IKM score of 80.37 indicates that the community is relatively satisfied with the services provided. However, this satisfaction is relative because there are variations in assessment among respondents. People who are familiar with digital systems tend to be more satisfied than those who do not understand technology.

In addition, the speed of service and the friendliness of officers are the dominant aspects that affect satisfaction. Respondents assessed that fast and communicative service would increase trust in the local government. Conversely, system disruptions, process delays, and information inconsistencies lower public satisfaction levels.

c. Implications for Local Government Performance

The findings of this study have important implications for the Pandeglang Regency Government. First, the need to improve the quality of public communication by expanding information channels, for example through bulletin boards, brochures, and community media at the village level. Second, it is necessary to evaluate the digital service system periodically to reduce technical disruptions that often occur. Third, improving the competence and service ethics of officers must be a priority so that the public feels more appreciated as service recipients.

The results of this survey are in line with the principle of *good governance*, where effective public services are an indicator of the success of bureaucratic reform. The higher the public satisfaction, the stronger the government's legitimacy in building public trust.

Key Results Summary

- 1) The value of the Community Satisfaction Index (IKM) of 80.37 indicates the quality of service at MPP Pandeglang is included in the Good category.
- 2) The indicators with the highest values are the behavior of the implementer and the cost of services, while the lowest value is found in the service requirements.
- 3) The main factors that reduce public satisfaction are the lack of information socialization, technical problems in the digital service system, and the lack of optimal complaint mechanisms.

Thus, it can be concluded that the service of making birth certificates at MPP Pandeglang has been running well, but it still needs to be improved in terms of transparency, public communication, and procedural efficiency in order to achieve excellent and community-oriented public services.

CONCLUSIONS AND SUGGESTIONS

Conclusion

This study aims to analyze the level of public satisfaction with the quality of birth certificate making services at the Public Service Mall (MPP) of Pandeglang Regency in 2025. Based on the results of a survey of 100 respondents using the Community Satisfaction Survey (SKM) instrument with nine service indicators, a Community Satisfaction Index (IKM) score of 80.37 was obtained, which is included in the "Good" category.

These findings show that in general the community is satisfied with the services provided by the Population and Civil Registration Office (Disdukcapil) at the Pandeglang MPP. Aspects such as the behavior of the implementers, service costs, and the comfort of facilities received high ratings, indicating the commitment of the local government to improving the quality of public services. However, there are several aspects that still need attention, especially in the indicators of service requirements and information dissemination which are considered still ineffective. Some people complained that information about the required documents was only available through social media and was not publicly posted on the MPP bulletin board, causing confusion for applicants.

In addition, technical obstacles such as digital system disruptions also have an impact on service completion time. Although the disruption does not last long, it shows the importance of periodic evaluation of the technological system used. Overall, the results of this study confirm that improving the quality of public services in MPP Pandeglang requires a comprehensive approach, not only on procedural aspects, but also on transparency, communication, and professionalism of officers.

Suggestions

Based on the results of the analysis and research findings, some recommendations that can be given are as follows:

- 1) Increased Information Transparency: Relevant agencies need to expand the media of delivering information, not only through digital channels, but also by installing notice boards and guideline brochures in the MPP area so that the public can easily understand the procedures and service requirements.
- 2) Digital Service System Optimization: Local governments are advised to carry out regular system maintenance and updates to avoid technical disruptions that can slow down the service process.
- 3) Improving Officer Competency and Ethics: Continuous training is needed for service officers to strengthen communication skills, empathy, and responsiveness to community needs.
- 4) Facilities and Infrastructure Improvements: The addition of facilities such as consultation areas, child-friendly waiting rooms, and accessibility for people with disabilities will support the comfort and satisfaction of service users.
- 5) SKM Periodic Evaluation: Local governments need to carry out regular community satisfaction surveys as an evaluation tool to monitor service performance and identify areas that need improvement.

Through the implementation of these suggestions, it is hoped that the quality of public services in the Pandeglang Regency MPP can further improve and be able to realize the principles of fast, transparent, professional, and community-satisfied service.

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