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# Quality of Electronic Identity Card Service by Demographic and Civil Registration Service in Indonesia

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## Abstract

This research describes the quality of electronic-identity card service provided by the Demographic and Civil Registration Service from a customer perspective. This study surveyed 100 respondents. The responseswere analysed using Importance Performance Analysis and Cartesian chart. The results showed that the service quality in Demographic and Civil Registration Serviceof Sragen Regency was sufficiently high in quality. To improve the e-identity card service, this study recommends the introduction of continuing professional development of the officers (personnel) as the providers of the service, and a public awareness campaign for the community on the availability of the e-ID card service.

**Keywords:** customer oriented, electronic Identity Card, service quality

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# 1. Introduction

Law Number 25 of 2009 about Public Service mandates public service as the series of activities in the attempt of complying with the service need corresponding to the legislation for every citizen and population over product, service or administrative service provided by the public service provider. Previous studies by Ratminto & Winarsih [17] and Dwiyanto [3] overall note that public service is any form of services, including both product and service, that in principle is the responsibility of and conducted by government/local government in the attempt of complying with the society's need.

Public service in its development, using E-government, is the use of information technology to improve the quality of public service to the community. Torres [26] stated that e-Government is to simplify service electronically. Thus, according to some other studies [8, 20], what is intended as E-government is the attempt of using information technology and communication to improve the service efficiency of government, to give the public ready access to information, and to make governance more transparent.

In 2011, the Indonesia government launched an electronic ID card (e-KTP or Elektronik Kartu Tanda Penduduk – a system where citizens are required to register their personal information with the government). The Demographic and Civil Registration Service of Sragen Regency, Central Java-Indonesia, is the one responsible for electronic identity card service. Its slogan is "SEMEDI" (*Sehari Mesti Dadi* = finished in one day). About 653,569 people in Sragen hold an electronic identity card recording since August 2015. It means that about 72,882 Sragen people do not have an electronic identity card. This problem occurs because of delayed delivery of electronic identity card form delivery from central office and that is indeed the Central Office's authority.

There are on average 200 electronic identity card registrations every day in Demographic and Civil Registration Service of Sragen. There is no fee charged to get e-KTP. Since August 2016, electronic identity card service has been able to cater to the public in each sub district. Demographic and Civil Registration Service will register the populations having no electronic identity card, and then will give them invitation to undertake recording, and for the elder ones, it will go to their house to record the residents' personal information.

Considering the problem the Demographic and Civil Registration Service of Sragen Regency faces, this study describes the quality of service in Demographic and Civil Registration Serviceof Sragen Regency from customer/user perspective, and to show whether or not the service quality is consistent with customer expectation. The problem statement is: "How is the quality of electronic identity card service in Demographic and Civil Registration Service of Sragen Regency-Central Java-Indonesia?"

## 2. Literature Review

The Law No.23 of 2006 defines identity card as: "the official identity of population as the self-evidence published by the executive institution enacted throughout areas of Republic of Indonesia country". Everyone who has been qualified should obligatorily have Identity Card. It is confirmed by the President Regulation Number 26 of 2009 about the Application of National Identity Number (NIK)-Based Identity Card and the President Regulation Number 26 of 2010 about the amendment to the President Regulation Number 26 of 2009 about the Application of National Identity Number (NIK)-Based Identity Card.

Furthermore, the Interior Minister Regulation No.9 of 2011 about the guidelines of National Identity Number (NIK)-Based Identity Card publication explains that the electronic identity card is the identity card made electronically, functioning in computerized way and having National Identity Card specification and format, and protected with

special security system as the official identity of population published by Demographic and Civil Registration Service of Regency or Municipal.

## 2.1. The Quality of Public Service

Kotler in Sinambela [21] and Mulyadi [12] stated that according to Law Number 25 of 2009 about Public Service is "activity or the series of activity in the attempt of fulfilling the service need for product, service, and/or administrative service provided by the public service provider". Ducker [1] defined service quality as "what the consumers get with their willingness to pay" from "what the supplier provides" (from the service). For that reason, service quality is often "conceptualized as the comparison between service expectation and actual performance perception".

Service quality, according to Lewis and Booms [10] is defined as "the attempt provided by organization to fulfill expectation and requirement anticipating the customer expectation. Thus, service quality is "customer-oriented". SERVQUAL method developed by Parasuraman, Zeithaml and Berry, [13] is known broadly as Gap Analysis model. This model is an instrument of research survey called Servqual. It is based on an idea that the customer can evaluate the quality of public service by comparing their perception and expectation on service. The study on service quality in Demographic and Civil Registration Service of Sragen regency emphasizes on GAP 5 that will analyze the gap between expected service and the perceived service.

To find out the Service Quality, Kotler ([23]: 231) suggested other aspects that can be used to measure the service quality, five basic dimensions to assess service quality: 1) *tangibles*, 2). *reliability*, 3) *responsiveness*, 4) *confidence,* and 5) *empathy*. Meanwhile, Parasuraman, Zeithaml and Berry ([13]: 26) concluded that the ten dimensions of service quality can be summarized into five basic dimensions called dimension of Service Quality (SERVQUAL) consisting of 5 dimensions in which the company/organization can choose the combination of those five dimensions. They are: Reliability, Assurance, Tangibles, Empathy and Responsiveness *(RATER)*. In this study use is the dimension according: *Reliability, Assurance, Accessibility, Responsiveness and Tangible*

Furthermore, the quality can be measured using quantitative method, according to Kotler ([9]: 439), "One of instruments to assess the five elements of service quality above and to assess whether or not the service quality provided by the company has been consistent with Company Performance (Performance) and Consumer Expectation (Importance), and to determine the measure needed to improve it is Importance Performance Analysis (IPA). Then it is analyzed with Cartesian Chart (Rangkuti). Zisis [29] stated that there are 4 quadrants: Quadrant A (attributes to improve)/Main Priority,

Quadrant B (maintain performance), Quadrant C (attributes to maintain)/Low priority, and Quadrant D (main to priority)/Superfluous

# 3. Method, Results and Discussion

This study is a survey of 100 respondents who are e-KTP seekers during August 2016.The sample was taken using accidental sampling. The data was analyzed using *Importance Performance Analysis* (IPA) and Cartesian chart. This study measures the service quality in Demographic and Civil Registration Serviceof Sragen Regency using these dimensions: Reliability (schedule compatibility, printing precision, card production speed), Assurance (product legality guarantee, personnel credibility), Accessibility (accessible location, affordable tariff, accessible to everyone), Responsiveness (personnel's understanding in responding to the customer, responsiveness in dealing with the customers' need, personnel's willingness to help the customer immediately) and Tangible (photography instrument, card availability, waiting room availability). Data of customer expectation on electronic identity card service and data of perception on the performance provided by Demographic and Civil Registration Service of Sragen Regency were obtained by conducting a survey on 100 respondents.

From the Calculation and the comparison between Importance and Performance of Demographic and Civil Registration ServiceDukcapil Service of Sragen Regency's service, the following result can be found. **Quadrant A** contains: Card Production Speed, personnel understanding on the customers' need, and the personnel's willingness to help the customer's attributes. **Quadrant B** contains attributes of affordable tariff; accessible to everyone, product legality guarantee and waiting room availability. **Quadrant C** contains attributes of timeliness, precision in printing, personnel's responsiveness to provide service. **Quadrant D** contains attributes of affordable location, personnel's credibility, and photographing tool.

# 4. Conclusion and Recommendation

Considering the result of Cartesian chart analysis, it can be concluded that the service quality of electronic identity card in Demographic and Civil Registration Service of Sragen Regency had fair or less optimal quality because some attributes are distributes almost evenly on the four quadrants. In quadrant A, there are 4 attributes that should be prioritized. Quadrant A is the one with high customer expectation level but low performance, and this quadrant needs to be prioritized to improve the performance.

The four attributes are: (1) speed in producing card, (2) personnel understanding on customer need, (3) personnel's willingness to help the customers immediately,

and (4) card availability. For that reason, the recommendation given is as follows. there are 2 (two) less responsive attributes: personnel's understanding in dealing with the customers' need and personnel's willingness to help the customers immediately; therefore, there should be building and education to the personnel as the provider that should cater to the customers or customer-oriented. For the other 2 attributes: speed in producing card (card production speed) and card availability, and it is the central government's authority, so that Demographic and Civil Registration Service should give socialization and understanding to the society that all cards are provided by central government.

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