

Optimizing Population Administration Through the Electronic Identity Card (KTP-el)

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ABSTRACT

Objective: This study aims to analyze the optimization of population administration services through the Electronic Identity Card (KTP-el) system in Jogosatru Village, Sukodono District, Sidoarjo Regency, focusing on improving efficiency and accuracy to support quality public services. **Method:** A qualitative approach was employed, utilizing in-depth interviews with villagers and village officials. The analysis was guided by the SERVQUAL theory, covering five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. **Result:** The findings reveal that while efforts have been made to enhance KTP-el services, several obstacles persist, including limited facilities, low public understanding, and technical issues in recording and issuance processes. These challenges hinder the full optimization of population administration at the village level. **Novelty:** This study provides a localized analysis of KTP-el implementation at the village level using the SERVQUAL framework, offering targeted recommendations to improve facilities, strengthen public socialization, and address service quality gaps across all five SERVQUAL dimensions.

INTRODUCTION

Population administration services are an essential component of public service delivery. One form of such service is the implementation of the Electronic Identity Card (KTP-el) program, which aims to accelerate and simplify the process of obtaining valid, accurate, and integrated population identity data [1]. At the village level, the KTP-el program faces specific challenges in terms of technical aspects, human resources, and service accessibility for the community, particularly vulnerable groups such as the elderly and persons with disabilities. Issues encountered in the field include limited infrastructure and facilities, inadequate training for service officers, and the suboptimal reach of services to all segments of society. On the other hand, some villages have attempted strategies such as mobile service delivery; however, their implementation has not been maximized. These conditions affect the effectiveness, efficiency, and quality of public services provided [2]. Based on these problems, this study aims to examine how population administration through KTP-el is implemented in Jogosatru Village, identify the obstacles faced in its implementation, and formulate optimization strategies that can be applied to improve service quality. This research refers to several legal foundations and technical regulations governing population administration in Indonesia, ranging from the implementation level to national laws, including Presidential Regulation No. 96 of 2018 on Requirements and Procedures for Population Registration and Civil Registration, Minister of Home Affairs Regulation No. 76 of 2015 on the Management and Utilization of Population Data and Documents, and Law No. 24 of 2013 concerning Amendments to Law No. 23 of 2006 on Population Administration [3].

To achieve quality public services, this study adopts Steers' (1985) effectiveness theory, which emphasizes the optimal achievement of organizational goals. In addition, it employs the SERVQUAL model developed by Zeithaml, Parasuraman, and Berry (1990), which identifies five main dimensions of public service: tangibles (physical evidence of service), reliability, responsiveness, assurance, and empathy (staff's concern for the community). These five dimensions serve as key indicators in assessing the quality of population administration services at the village level [4]. The study also refers to previous research indicating that population services in villages still encounter various obstacles, particularly in terms of human resource competence and limited technological equipment. Therefore, the results of this research are expected to provide a clear picture of the implementation of the KTP-el program in Jogosatru Village and offer recommendations for improving population administration services in the future [5].

RESEARCH METHOD

This study employs a descriptive qualitative approach to describe and analyze the implementation of population administration services through the Electronic Identity Card (KTP-el) program in Jogosatru Village, Sukodono District, Sidoarjo Regency. Data were collected through observation, in-depth interviews with village officials, population service officers, and local residents, as well as documentation in the form of KTP-el registration coverage data and relevant regulations. Data analysis was conducted using Miles and Huberman's interactive model, which includes data reduction, data display, and conclusion drawing. Source and technique triangulation were applied to ensure the validity of the data [6]. The analysis indicators in this study cover three main aspects: service effectiveness (coverage of registration and data accuracy), efficiency (time, cost, and use of technology), and service quality based on the five SERVQUAL dimensions – tangibles, reliability, responsiveness, assurance, and empathy. This approach was used to identify challenges and formulate strategies for optimizing KTP-el services at the village level to make them faster, more accurate, and more satisfactory for the community [7].

RESULTS AND DISCUSSION

Results

Research Findings

The implementation of the KTP-el program in Jogosatru Village has shown considerable progress. Based on interviews with village officials and residents, KTP-el registration coverage has reached more than 80% of the total number of eligible residents. However, the implementation is not yet fully optimal, as several challenges remain at the village level.

Yeni, a resident of Jogosatru Village who is a full-time housewife, stated that she has not yet completed her KTP-el registration due to physical limitations that prevent her from visiting the village hall. This indicates that some residents – particularly vulnerable

groups such as the elderly and persons with disabilities – are still not being reached by KTP-el registration services.

Meanwhile, Farida, a village official, explained that the village has made efforts to implement a mobile service strategy (*jemput bola*) to serve residents unable to come to the service location. However, the implementation of this strategy faces various limitations, such as an insufficient number of staff, a lack of transportation facilities, and the absence of a fixed schedule for field visits. Additionally, data synchronization issues between the village and central databases cause delays in data validation and prevent real-time updates.

In terms of facilities, supporting equipment such as computers, printers, and internet connectivity remain very limited. This situation affects the speed of data input and KTP-el printing processes. Residents have also expressed complaints about delays in card printing and the uncertainty of collection times, which were recurring issues during interviews.

Discussion

The implementation of the KTP-el program in Jogosatru Village can be considered relatively successful in terms of coverage, yet it remains suboptimal overall. From the perspective of Steers' (1985) theory of effectiveness, effectiveness is defined as the extent to which organizational goals are achieved [8]. In this context, although KTP-el registration coverage is high, it is not yet comprehensive, as certain groups – such as the elderly and persons with disabilities – remain unreached. This indicates that, qualitatively, service effectiveness still needs improvement to fully meet the principles of fairness and equity. Research by Agustina and Ardi (2024) shows a similar pattern, where population administration services in rural areas are hindered by limitations in human resources and facilities. Village officials often do not receive specialized training on digital population systems, resulting in slow and inaccurate service processes.

This situation mirrors the conditions in Jogosatru Village, where officers strive to perform optimally but lack adequate technical and structural support.

Analyzing the case through the SERVQUAL framework (Zeithaml et al., 1990), service quality can be assessed across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy [9]. In terms of tangibles, Jogosatru Village has only one computer and printer, both of which frequently experience technical issues, slowing down the registration and printing process. Regarding reliability, residents often do not receive a clear timeline for when their KTP-el will be completed. Responsiveness has been partially implemented through mobile service (*jemput bola*) initiatives, but these efforts are inconsistent and largely reactive [10]. For assurance, officers do provide explanations of procedures, yet many still struggle to operate the electronic system effectively. Lastly, in empathy, there is a genuine willingness to assist vulnerable groups, but limitations in manpower and time prevent equitable outreach to all. This is reinforced by Agustina and Ardi's findings, which emphasize that public service quality in population administration at the village level is often constrained by staff who lack technological competence and by insufficient facilities.

Therefore, KTP-el services in Jogosatru Village require comprehensive optimization through capacity-building programs for staff, the provision of adequate equipment, and the establishment of a sustainable and systematic mobile service program. Such interventions should be based on public service quality principles and administrative effectiveness to ensure that all residents receive equitable access to their population administration rights.

CONCLUSION

Fundamental Finding : This study concludes that the implementation of KTP-el registration in Jogosatru Village has achieved more than 80% coverage, yet faces persistent challenges in serving vulnerable groups, limited facilities, frequent internet disruptions, and gaps across the SERVQUAL dimensions, particularly in tangibles, reliability, and empathy. **Implication :** These findings imply that improving e-government services at the village level requires not only adequate infrastructure and digital competence of staff but also inclusive service models, such as structured mobile services, to ensure equitable access for all residents. **Limitation :** However, the study is limited by its focus on a single village and reliance on qualitative observations, which may restrict broader applicability and exclude measurable service efficiency metrics. **Future Research :** Future studies should adopt comparative approaches across multiple villages, integrate quantitative performance indicators, and explore long-term impacts of service improvements on citizen trust and participation, while also assessing the role of policy support and technological innovation in strengthening sustainable population administration services.

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