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## E-KTP Service Policy Influences at the Salamrejo Village Office on Public Satisfaction

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### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kebijakan pelayanan publik E-KTP di Kantor Desa salamrejo terhadap kepuasan masyarakat. Metode yang digunakan adalah metode penelitian kuantitatif. Penelitian ini dilaksanakan di Desa Salamrejo dengan sampelnya adalah masyarakat Desa Salamrejo. Untuk mengukur hasil validitas instrument menggunakan uji validitas dan reliabilitas. Kemudian uji asumsi klasik dengan menguji Normalitas dan heterokdesitisitas. Uji hipotesis menggunakan uji T (uji parsial). Dari hasil analisis data ditemukan bahwa terdapat pengaruh yang signifikan kebijakan pelayanan pembuatan E-KTP di kantor desa Salamrejo terhadap kepuasan masyarakat sebesar 0,002.

Kata Kunci: *Pelayanan Publik, E-KTP, Kepuasan Masyarakat*

### Abstract

This study aims to determine the effect of the E-KTP public service policy at the Salamrejo Village Office on public satisfaction. The method used is a quantitative research method. This study was conducted in Salamrejo Village, with the sample being the community of Salamrejo Village. To measure the results of the validity of the instrument using validity and reliability tests. Then, the classical assumption test is performed by testing normality and heteroscedasticity—hypothesis testing using the T-test (partial test). From the results of the data analysis, it was found that the E-KTP service policy at the Salamrejo village office significantly influenced public satisfaction by 0.002.

Keywords: *Public Service, E-KTP, Public Satisfaction*

## INTRODUCTION

An Electronic Identity Card (e-KTP) is one of the official identities issued by the government for every Indonesian citizen. The e-KTP creation service at the village level is one of the government's efforts to speed up and facilitate the population administration process for the community at the local level. Salamrejo Village is one of the areas in Indonesia that implements the e-KTP creation service at its village office. According to Zainudin, (2019) The Population Identification Card or Kartu Tanda Penduduk (KTP) is an absolute necessity for every Indonesian citizen and foreigner with a permanent residence permit who is 17 years old or older or legally married. Law Number 23 of 2006 concerning Population Administration, Article 13, paragraph 1 mandates that every resident must have a Population Identification Number (NIK). Based on the mandate of Law Number 23 of 2006, the President of the Republic of Indonesia 2010 Concerning the First Priority Concerning Bureaucratic Reform and Governance, it was determined that the regulation of NIK and the development of SIAK are priorities for National development.

In Indonesia's large population, citizens must have proof of identity issued by the implementing agency that applies throughout the territory of the Unitary State of the Republic of Indonesia, called the resident identity card (KTP). This card is mandatory for Indonesian Citizens (WNI) and Foreign Citizens (WNA) who have a Permanent Residence Permit (ITAP) and are 17 years old or married. The Resident Identity Card ab, abbreviated as KTP, is the official identity of the population as proof of identity issued by the implementing agency that applies throughout the territory of the Unitary State of the Republic of Indonesia. Along with the development of information technology, the KTP has also been developed in electronic form. The electronic resident identity card (e-KTP) is made electronically in the sense that both in terms of physical and its use, it functions computerized in the form of a population document that contains a security or control system based on a national population database as a replacement for the conventional KTP. The issuance of e-KTP is expected to run smoothly because it has functions and uses that greatly assist the government and the community in utilizing public services so that it can improve the quality of public services and avoid fraud in public services, the Ministry of Home Affairs of the Republic of Indonesia implements a technology-based population information system whose implementation is driven by electronic government (e-government) (Elen, 2020).

Service is any activity carried out to fulfill the needs and desires of other parties. Customer service is essential for companies because, with good service, customers will want to buy products that will be traded. Service is an activity carried out for other people by

what consumers desire and expect (Wibowati & Octarinie, 2020). Public service is a series of activities by public organizations or government agencies aiming to meet the community's needs for goods and services by established standards and regulations. The government, through its institutions and all its apparatus, is tasked with providing and organizing services to the community (Dwiyanto, 2015; Rizki & Hepytisa, 2018 in Laila et al., 2022). Meanwhile, the primary reference in the implementation of public services (Law Number 25 of 2009 concerning Public Services) explains that public services are activities or series of activities to fulfill service needs by laws and regulations for every citizen and resident for goods, services, and administrative services provided by public service providers. The poor public services in Indonesia are no longer a secret. Among state officials, there is still the impression of complicating services, so the term arises: if it can be made complex, why should it be made more accessible; if it can be slowed down, why should it be accelerated; state affairs cannot be resolved by us alone, and so on. Such mindsets and attitudes are certainly not in line. Public services are a primary function of government because, historically, the government exists and is held to fulfill the interests and needs of the community or its members. Public services are a product of public bureaucracy that citizens, users, and the wider community accept (Bazarah, 2021).

From the description above, a study discusses public services in the management of E-KTP. The first study by Farida & Ambarwati (2023) explains that public services created by the Government should involve innovations that improve public services relevant to citizens. The results of the research obtained in this study show several strategies carried out by sub-district bureaucrats through the "One Day Service" innovation to realize the principles stated in the Decree of the Minister of State for Empowerment of State Apparatus Number 63 / KEP / M.PAN / 7/2003 concerning General Guidelines for the Implementation of Public Services, especially in the focus of research on issuing E-KTP based on E-Adminduk at the Kepanjen District Office, Malang Regency. The second researcher, Haikal & Maulana (2022), Tallo District Office, Makassar City, is a unit providing public services. It currently has several problems, including the problem of E-KTP services, which often need to be completed on time. In terms of accountability, seen from the aspects of accuracy and completeness of information related to how to achieve the targets of a program, it has been running well, and by what was promised; from the aspect of the Management Information System and Results Monitoring, it has been running optimally both in terms of service quality and human resource quality; from the aspect of public access in accessing information and the public complaint mechanism needs to be optimized. Meanwhile, in terms of transparency, the provision of clear information about procedures, Costs, and Responsibilities has been

running well, from the aspect of Ease of Access to Information it has been running well, and from the aspect of Compiling the complaint mechanism if some regulations are violated or requests to pay bribes are still not running well.

The term Service Quality is a combination of two different words; "service" and quality. Service means "any activity or benefits that one party can offer to another that is essentially intangible and does not result in the ownership of anything." Quality has been recognized as a strategic tool for achieving operational efficiency and better business performance. Service quality means a service provider's ability to satisfy customers efficiently, thereby improving business performance. In the service sector, "quality" is essential for business success. This is because of its positive relationship with profits, increased market share, and customer satisfaction. Several previous studies and authors have shown that the concept of service quality differs from that in the goods sector. This treatment is due to the inherent features of services, such as their intangible nature, inseparability from their providers, heterogeneity, etc. Therefore, there is a clear framework for explaining and measuring quality (Ramya et al., 2019). Tjiptono, (2014) explains that service quality is the satisfaction of consumer desires and wishes and the accuracy of its delivery to balance consumer goals. Thus, two essential aspects influence service quality: expected and perceived service.

However, although the government has made efforts to improve public services, including in terms of making e-KTP, problems can still affect public satisfaction. Factors such as long waiting times, availability of facilities, quality of service, and administrative process efficiency can influence public perception and satisfaction with e-KTP-making services at the village office. This study aims to evaluate the effect of the e-KTP-making service policy at the Salamrejo Village Office on public satisfaction. Understanding the factors that influence public satisfaction is hoped to provide deeper insight for the village government to improve the quality of public services and improve the population administration process at the local level. This study will discuss several important aspects related to e-KTP-making services, including waiting times, quality of service, availability of facilities, and efficiency of the administrative process. In addition, this study will identify factors that can increase public satisfaction with the service. Thus, this study is expected to positively contribute to the government's efforts to improve the quality of public services and meet the community's needs at the local level, primarily related to the population administration process at the Salamrejo Village Office.

## RESEARCH METHOD

According to Sugiyono (2014), the research method is a scientific way to obtain data with specific purposes and uses. Based on the variables studied, the type of research used in this study is descriptive verification research. This study uses a descriptive quantitative research method with the population of Salamrejo Village, Blitar Regency. Data collection through questionnaires and data analysis was carried out using Simple regression analysis through the SPSS program to determine how much influence a variable has on other variables, namely the impact of the independent variable on the dependent variable. To measure the results of the validity of the instrument using validity and reliability tests. Then, the classical assumption will be tested by testing normality and heteroscedasticity—hypothesis testing using the T (partial test).

Sugiyono (2014) explains that the Likert scale is used in research with a minimum score of 1 and a maximum score of 5, so this study uses the Likert scale as follows:

Table 1. Likert Scale

No.	Answer	Score
1	Strongly Disagree/Sangat Tidak Setuju (STS)	1
2	Disagree/Tidak Setuju (TS)	2
3	Somewhat Disagree/ Kurang Setuju (KS)	3
4	Agree/Setuju (S)	4
5	Strongly agree /Sangat Setuju (SS)	5

The independent variable of this study is public service, while the dependent variable is public satisfaction. According to Pasuraman et al., there are five dimensions of service quality Tjiptono & Candra, (2005), namely reliability, responsiveness, empathy, tangibles, and assurance. Meanwhile, public satisfaction with public organizations is paramount because it relates to public trust. Pasolong, (2010) states that the better the governance and quality of services provided, the higher the public trust (high trust)..

## RESULT AND DISCUSSION

### Instrument Test

#### 1. Validity Test

Validity refers to the extent to which an instrument or measuring tool can measure the intended concept. Validity relates to the suitability between what is being measured and the purpose of the measurement itself. Validity testing is essential in developing research instruments, mainly to ensure that the measuring tool used can capture relevant and

accurate information per the research objectives. An instrument or questionnaire is valid if the questions on the instrument or questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2018). The following are the results of the validity test, which are said to be valid with the provision that the level of significance value is less than ( $<$ ) 0.05.

Table 2. Validity Test Results

No. Item	Indicator	Probability (Sig)	Description
<i>Public Service (X)</i>			
X1		0,000	Valid
X2		0,000	Valid
X3		0,000	Valid
X4		0,000	Valid
X5		0,000	Valid
<i>Community Satisfaction (Y)</i>			
Y1		0,000	Valid
Y2		0,000	Valid
Y3		0,001	Valid
Y4		0,000	Valid
Y5		0,000	Valid
Y6			

Data processed 2024 by the author

The validity test data in Table 2 shows that all variables X and Y have significance values  $<0.05$ , so it can be concluded that variables X and Y are valid. This indicates that the measurement instrument is valid and reliable for use in research. This is one of the essential steps in ensuring the quality and accuracy of the data collected.

### Reliability Test

Sugiyono (2017: 130) explains that reliability testing is the extent to which measurement results using the same object still produce the same data. Reliability testing is a method or procedure used to measure the consistency and stability of a measurement instrument, such as a questionnaire, test, or other measuring instrument. In research, reliability is critical because it shows the extent to which the instrument can provide consistent results when used under the same conditions or in repeated measurements. In this study, reliability is determined using the Cronbach alpha coefficient; namely, the variable instrument is said to be reliable if the Cronbach alpha value is  $> 0.06$ .

Table 3. Reliability Test

Variables	Cronbach'Alpha	Information
<i>Public Service (X)</i>	0,749	<i>Reliable</i>
<i>Community Satisfaction (Y)</i>	0,692	<i>Reliable</i>

Data processed 2024 by the author

From Table 3, the Cronbach alpha value on variable X is 0.749, and variable Y is 0.692. The results on both variables X and Y show that the value is more significant than 0.06, so the data above concludes that variables X and Y are reliable.

### Classical Assumption Test

#### 1. Normality Test

The normality test is a statistical procedure used to determine whether the data of a population or sample follows a normal distribution. In testing normality, the Kolmogorov-Smirnov test is used, and its provisions are if the value is more than 0.05, then the sample is usually distributed, and vice versa. The sample is not normally distributed if the data is less than 0.005. The following are the results of the normality test in this study:

Table 4. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.99095961
Most Extreme Differences	Absolute	.117
	Positive	.066
	Negative	-.117
Kolmogorov-Smirnov Z		.643
Asymp. Sig. (2-tailed)		.803
a. Test distribution is Normal.		
b. Calculated from data.		

Data processed 2024 by the author

Observing the results of Table 4, it can be concluded that the significance value is  $0.803 > 0.05$ , so it can be concluded that the sample is usually distributed.

## 2. Heteroscedasticity Test

The heteroscedasticity test is used to detect the presence of inequality of residual variance in the regression model. As explained by Ghozali (2016:83), this test aims to test whether there is an inequality of variance in the regression model from the residual of one observation to another. According to the rule, if  $t$ , the significance is above the 5% confidence level (0.05), then there is no correlation between the amount of data and the residual. The following are the results of the heteroscedasticity test:

Table 5. Heteroscedasticity Test

		Coefficients <sup>a</sup>				
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.940	1.869		1.573	.127
	X	-.065	.087	-.140	-.746	.462

a. Dependent Variable: RES\_2

Data processed 2024 by the author

Table 5 shows that the heteroscedasticity test has a significance value of  $0.462 > 0.05$ , which means that heteroscedasticity does not occur.

## Hypothesis Testing

Ghozali (2016:84) explains that partial hypothesis testing can be tested using the T-test formula. The basis for the decision of the T-test value is as follows:

1. If  $\text{sig} > 5\%$ , then  $H_a$  is rejected, and  $H_o$  is accepted, meaning there is no significant partial influence between the independent and dependent variables.
2. If  $\text{sig} < 5\%$ ,  $H_o$  is rejected, and  $H_a$  is accepted, meaning there is a significant partial influence between the independent and dependent variables.

The following is a table of 6 T-test results:

Table 6. Hypothesis Testing

		Coefficients <sup>a</sup>			t	Sig.
Model		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	14.807	3.110		4.761	.000
	X	.492	.144	.542	3.409	.002

a. Dependent Variable: Y

Data processed 2024 by the author

Table 6 shows that the significance value is  $0.002 < 0.05$ ; this indicates that  $H_0$  is rejected and  $H_a$  is accepted. From the results of the significance value, it can be said that the e-KTP service policy at the Salamrejo village office significantly influences public satisfaction. This is in line with the results of research conducted by Ratnaningsih et al. (2023), where this study explains that service quality influences public satisfaction in making E-KTP. The study's results also clarify that this service quality must provide the best service to build an image and increase public satisfaction. Then, Duriat & Vaughan (2020) in their research explained that the influence of the quality of e-KTP services in Kramatmulya District, Kuningan Regency, which was measured through service dimensions, namely Direct Evidence (Tangibles), Reliability, Responsiveness, Assurance, Empathy (Empathy) was 70.6% (seventy point six percent), this proves that the quality of e-KTP services influences public satisfaction. In addition, the results of research conducted by Lisninda (2021) partially and simultaneously state that service quality has a positive and significant influence on public satisfaction.

Maintaining the quality of service in making E-KTP (Electronic Identity Card) documents by the village government is critical for several reasons related to public satisfaction. Here are some significant reasons for maintaining the quality of E-KTP services:

1. Public Satisfaction: High-quality services tend to increase public satisfaction. When people are satisfied with the process of making E-KTP, they are more likely to have a favorable view of the village government and other public institutions.
2. Public Trust: Good service can build public trust in the government. When the village government can provide fast, efficient, and transparent services, this will create greater trust among villagers.
3. Process Efficiency: Ensuring service quality also means optimizing existing processes so that E-KTP can be issued more efficiently. Slow or complicated processes can cause frustration and dissatisfaction among the community.

4. Reducing Errors: Good service quality is also related to reducing errors in filling out or issuing documents. Errors in E-KTP can cause problems for residents regarding identification and access to other public services.
5. Increasing Participation: People satisfied with government services are more likely to be involved in the democratic process and public participation. Thus, good service quality can encourage active citizen participation in village development and decision-making.
6. Village Government Reputation: Good service quality contributes to the positive reputation of the village government. This can attract attention and support from external parties, including donor agencies and development partners.
7. Legal and Regulatory Compliance: Quality service also helps ensure villages comply with the rules and regulations set by the central government regarding issuing E-KTP. This is important to avoid legal issues in the future.
8. Continuous Learning and Improvement: By maintaining the quality of service, village governments can identify areas that need improvement and make necessary improvements. This creates a culture of continuous improvement, which will improve the quality of service in the future.

Considering all these aspects, it is clear that maintaining the quality of service in issuing E-KTP documents is an important step to ensure community satisfaction, public trust, and the effectiveness of government services. The village government can take various strategic steps to provide good service in making E-KTP and ensure public satisfaction. Here are some things that must be done:

1. Training of Service Officers: Conduct training for officers who are responsible for assisting in submitting E-KTP applications. This training must cover technical, communication, and public service aspects so that officers can provide accurate information and friendly services.
2. Socialization of Procedures: Conduct socialization with the community regarding the E-KTP document submission procedure, the requirements, and the time needed. This information can be conveyed through various channels, such as village meetings, social media, and bulletin boards.
3. Provision of Adequate Facilities: Ensure service locations have adequate facilities, such as comfortable waiting rooms, the latest technological equipment, and accessibility for people in need, including people with disabilities.
4. Implementation of an Orderly Queue System: Implement a clear and orderly queuing system to avoid crowds and ensure every citizen receives services fairly and on time.

5. Use of Information Technology: Information technology facilitates submitting E-KTP documents.
6. Flexible Service Hours: Consider flexible service hours, including service hours outside of working hours, to provide opportunities for people who cannot come at regular times.
7. Provision of Transparent Information: Provide clear and transparent information about the E-KTP document submission process.
8. Effective Complaint Handling: Provide channels for submitting complaints and input from the community, respond to these complaints quickly, and provide solutions. This shows that the village government values feedback from its citizens.
9. Monitoring and Evaluation: Regularly monitor and evaluate the quality of services provided. This can be done through community satisfaction surveys so the village government can identify areas needing improvement.
10. Collaboration with Related Agencies: Collaborate with government agencies and other institutions related to submitting E-KTP documents to ensure that all processes run smoothly and by applicable regulations.
11. Increasing Legal Awareness: Increasing public awareness of the importance of having an E-KTP and the legal consequences that may arise if they do not have one. This can be done through outreach and education programs.

By implementing the steps above, the village government can provide quality, efficient, and satisfactory E-KTP services to the community, thereby increasing public trust and satisfaction towards the government..

## CONCLUSION

Based on the study results above, the significance value of the influence of the E-KTP service policy at the Salamrejo village office on public satisfaction is 0.002 or less than 0.05, so the quality of service must constantly be improved. This is also related to the importance of documents such as KTP for the government and the community, so this must be the basis that services must continually be improved to be better.

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