


The Effectiveness of E-KTP Services at the Public Service Mall in Serang City

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Article Info	ABSTRACT
Keywords: Effectiveness, Public Service, E-KTP, Public Service Mall, Serang City	This study aims to analyze the effectiveness of E-KTP services at the Public Service Mall (MPP) in Serang City by referring to the effectiveness indicators according to Ridwan and Sudrajat (2009), including service procedures, completion time, costs, facilities and infrastructure, employee competence, and service products. This study uses a qualitative approach with descriptive methods through observation, interviews, and documentation. The results of the study indicate that the effectiveness of E-KTP services at the MPP in Serang City has not been running optimally. There are several obstacles, such as the absence of a special SOP for MPP services, long waiting times even though documents are complete, the unavailability of biometric recording facilities, and the attitude of employees who are not polite. However, there are aspects that already reflect the principle of effectiveness, including: free service, the availability of adequate supporting facilities, and E-KTP service products that have met community expectations. In addition, supporting factors such as the existence of a legal basis for coordination between agencies, active community participation, and relatively good public facilities also strengthen the service. The main inhibiting factors include lack of socialization, limited electronic recording and queuing facilities, and lack of coaching for employee attitudes. The Serang City Government has made several improvement efforts such as procuring biometric recording devices, HR training, and developing an electronic queuing system to improve the quality of population administration services as a whole.
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INTRODUCTION

Public service is one of the main functions of the government in ensuring that the basic needs of the community are met. This is emphasized in Law Number 23 of 2014 concerning Regional Government, which states that regional governments have the authority to organize most government affairs, including mandatory government affairs related to basic services. One form of basic service is population administration services, such as the issuance of Electronic Population Identity Cards (E-KTP).

With that, the Ministry of Empowerment of State Apparatus and Bureaucratic Reform created an activity called the Public Service Mall (MPP) which is a mandate from the President to be able to complete the construction of 5 Public Service Malls throughout Indonesia. With

the hope that the existence of a Public Service Mall, the community can complete various affairs or permits in one place, thus saving time. The establishment of MPP is an effort by the government to carry out bureaucratic transformation, especially in the field of public services. Until mid-2023, there have been 163 Public Service Malls that have been inaugurated in various regions in Indonesia.

The concept of the Public Service Mall is to integrate all types of services in one building. In the Public Service Mall, there are public service activities, be it goods, services or administrative services provided by the Central Government or Regional Government. The Public Service Mall is a medium for building a complete work system and synergy, showing the new face of bureaucracy that adopts the New Public Service. This certainly truly illustrates the broad benefits for the interests and welfare of the community.

Through MPP, the community is given the opportunity to participate more actively in the development process and improve the quality of public services. With easier access and a more integrated service system, it is hoped that public services can be better, more equitable, and more easily accessible to all levels of society.

The presence of MPP is used as an innovation in terms of public services, with the presence of MPP can make services more efficient because in processing permits does not take a long time and all permits are not complicated including investment permits and export permits. The establishment of MPP Serang City is a follow-up to the Regulation of the Minister of Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 23 of 2017 Article 1 which explains that the activities carried out by the Public Service Mall are to carry out service activities for goods, services, and administrative services which are an expansion of the integrated service function both central and regional, as well as services for State-Owned Enterprises/Regional-Owned Enterprises/Private in order to provide fast, easy, affordable, safe, and comfortable services.

Based on the Regulation of the Mayor of Serang No. 44 of 2022 concerning the Implementation of Public Service Malls (MPP), which refers to the BPK RI (2021), the Serang City Public Service Mall was officially established on December 5, 2022 with the main objective of providing convenience, speed, affordability, security, and comfort in services to the community, as well as increasing global competitiveness in terms of ease of doing business. The Serang City MPP acts as an integrated service center that integrates various public service agencies from the central, regional, BUMN/BUMD, to the private sector, in order to make it easier for the public to access various types of services while building public trust in government performance. The establishment of the MPP was motivated by the commitment of the Serang City Government to improve the quality of public services and meet the needs of the community to the maximum. The concept of one-stop and one-door service implemented in the MPP has advantages compared to the One-Stop Integrated Service (PTSP), because it covers more types of services and agencies involved, thus creating a broader, more efficient, and more integrated service system.

Based on the services provided by the MPP of Serang City, one of them is the service provided by the Population and Civil Registration Service (Disdukcapil) especially in the implementation of e-KTP services for the people of Serang City. According to Law Number

24 of 2013 concerning Population Administration, the Population Identity Card is a valid identity or identification card and is valid nationally throughout Indonesia. Every Indonesian citizen who is over 17 years old, whether unmarried or married, has the right and is required to obtain and have an e-KTP. Every Indonesian citizen only needs one KTP which is identified through the Population Identification Number (NIK) which is valid for life. The obligation to have an e-KTP for everyone also means participating in implementing the orderly administration program created by the government.

Before the presence of the Public Service Mall (MPP), the e-KTP program still drew pros and cons among the public; some supported it because this program was considered important as an official citizen's identity, but others criticized it because the administrative process was slow and time-consuming. These problems reflect the weak planning and administrative management by related agencies, such as Dukcapil or MPP Serang City, which can be caused by data inconsistencies, technical constraints, and lack of coordination between officers. This uncertainty causes dissatisfaction because the public feels that their time and effort are being wasted. Therefore, it is necessary to improve internal management, better communication between officers, and openness in providing information to the public. If there is a delay, officers must provide a transparent explanation and offer concrete solutions. Improvements in the data management system and service readiness are also important steps to create a more effective and satisfying service process in the future.

Based on the background with the object of building a Public Service Mall in Serang City in an effort to improve the quality of public services to the community. With the presence of Public Service Malls in various regencies/cities in Indonesia does not mean that public service problems can be resolved. Public service problems will continue to exist if they do not understand the context of how public services are run and Public Service Malls are government programs in the form of innovation from public services. Based on the phenomenon of the problems that have been explained, there can be several central, regional, and private government agencies or institutions in providing services at the Public Service Mall that are most needed and there are differences in assessments from the community, the services carried out in terms of public services need to be studied whether they are appropriate or not, so the author is interested in researching this further by compiling a study entitled Effectiveness of E-KTP Services at the Public Service Mall in Serang City. The objectives of this study are as follows: To determine and analyze the effectiveness of E-KTP services at the Public Service Mall in Serang City. To identify supporting and inhibiting factors in the E-KTP service process at the Public Service Mall in Serang City. To determine the efforts of the Serang City government to improve E-KTP services at the Public Service Mall in Serang City.

METHOD

This study uses a qualitative research design with a descriptive method and an inductive approach. Research requires data sources to obtain information related to the focus of the study. Best divides primary and secondary data sources. Data collection techniques are closely related to the data that will help solve this research problem. The techniques and

methods of data collection used in this study are questionnaires, observations, interviews, and documentation.

Researchers choose snowball sampling because in determining the sample, researchers first only determine one or two people, but because the data obtained is considered incomplete, researchers look for other people to complete the data. According to Sugiyono, (2016; 124) Incidental Sampling is a sampling technique based on coincidence, namely anyone in the community who happens to meet the researcher can be used as a sample, if it is considered that the person who happened to be met is suitable as a data source.

Qualitative data analysis is inductive, namely analysis based on the data obtained. According to Miles & Huberman (1992: 16) analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, drawing conclusions/verification.

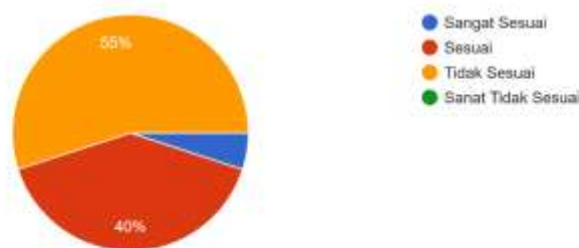
RESEARCH RESULTS AND DISCUSSION

Effectiveness of E-KTP Services at the Serang City Public Service Mall

Public services are said to be effective if they are able to provide changes, benefits, and results that are in accordance with the initial objectives that have been formulated. This is very important especially in population administration services such as E-KTP, which is a basic and strategic identity document for citizens. When the service objectives have been clearly determined, the effectiveness of the service can be measured from the achievement of these objectives in practice.

Service Procedures

Alur pelayanan e-KTP berjalan sesuai dengan informasi yang tersedia di MPP.
20 responses



Source: Data processed by the author (2025)

Based on the results of the questionnaire distributed by the author to the public, data was obtained that the majority of respondents considered that the procedures or flow of E-KTP services they experienced in the field were not entirely in accordance with the information listed or available at the Public Service Mall (MPP). This can be seen from the distribution of respondents' answers, where 55% chose the "not in accordance" option, which indicates a discrepancy between the informed service procedures and their direct implementation.

Meanwhile, 40% of respondents stated that the service was running "appropriately", meaning that some people felt that the information provided in the MPP was sufficient to

describe the reality on the ground. Only 5% of respondents stated "very appropriate", indicating that very few people felt that the service procedures were truly consistent and in accordance with the information provided completely and clearly.

The results of the author's observations, and supported by the results of interviews with service recipients and officials at the Serang City MPP, show that the dimensions of service procedures at the Serang City MPP have not fully fulfilled the elements of effectiveness as expected according to the theory.

Although in terms of practice, the public can still follow the service flow starting from taking a queue number to receiving service from officers at the counter, the system implemented is still manual. People who come first are asked to fill in the guest book by listing their name and needs. After that, the receptionist manually provides a queue number based on the recording sequence. This procedure shows that the queue system has not been digitized or uses information technology, so the potential for recording errors, irregularities, and service delays is still quite high, especially when there is a spike in the number of visitors.

In addition, the absence of a specific Standard Operating Procedure (SOP) that regulates services at the MPP as a whole is also a major problem. This was expressed by Mr. Kiky Rizki Barliana as the Young Expert Licensing Arranger, in an interview conducted on the same day. He said that until now, the Serang City MPP is still using the SOP belonging to the Investment and One-Stop Integrated Service Agency (DPMPTSP), which of course only covers the service flow within the scope of the agency. The absence of an SOP that integrates all agencies within the MPP has caused inter-agency service procedures to not be standardized, thus opening up opportunities for differences in implementation, lack of synchronization in the field, and confusion for the community.

However, from an interview with one of the service recipients, it was found that even though there were obstacles such as quite long queues, he still felt helped by the existence of MPP. This is because all types of services can be accessed in one place without having to move to various different agency offices. This shows that basically the procedure flow has been designed to provide convenience, only it still needs improvement, especially in terms of transparency, simplification, and utilization of technology.

Completion Time



Source: Data processed by the author (2025)

Based on the questionnaire distributed by the author to the public, it is known that the majority of respondents considered that the E-KTP management process had not run according to what was promised by the service agency. This is reflected in the results of the questionnaire, where 60% of respondents chose the "not according" option. This percentage shows that the majority of people feel that there is a difference between what was promised or previously informed and the reality they experienced during the E-KTP management process.

Meanwhile, 30% of respondents chose the "appropriate" option, indicating that some people feel that the process has been running as it should. While the other 10% of respondents chose the "very appropriate" option, meaning that only a small portion are truly satisfied with the suitability between the service promise and its implementation.

These findings indicate challenges in meeting public service standards, especially in terms of clarity and consistency of the E-KTP management process. The inconsistencies felt by the public can affect perceptions of service quality, as well as reduce the level of public trust in service providers.

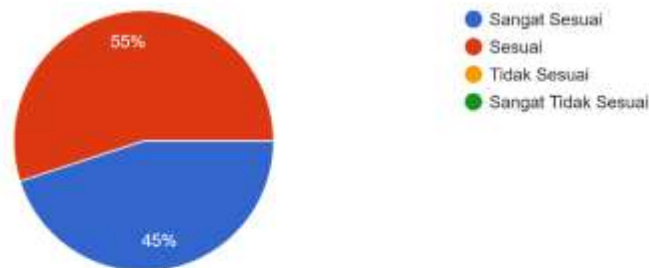
It can be concluded that the time dimension of completion in the public service process at the MPP of Serang City still does not fully reflect the principle of effectiveness as explained by Ridwan and Sudrajat (2009), which emphasizes that effective service must be able to be completed quickly, accurately, and efficiently without reducing the quality of the service results themselves. Based on the results of direct observations conducted by the author, and supported by interviews with a number of service recipients, it is seen that the public still has to wait quite a long time to get service, even though they have come since morning and bring complete documents.

Limited operating hours, which are only until 14.00 WIB, are also one of the factors contributing to the ineffectiveness of service completion, especially for people who want to take care of several types of documents in one visit. The mismatch between the available service time and the high number of service requests causes long queues and tiring waiting times for the public.

This condition certainly has an impact on the level of public satisfaction as service recipients, which in the end can reduce public trust in the quality of government services. Therefore, a comprehensive evaluation of time management and service flow at the Serang City MPP is needed, including consideration of additional operating hours. Thus, it is hoped that the time dimension of completion can be improved so that it can meet the standards of public service effectiveness in accordance with the theory and expectations of the community.

Service Fees

Tidak ada pungutan liar atau biaya tambahan yang tidak jelas saat mengurus e-KTP.
20 responses



Source: Data processed by the author (2025)

Based on the questionnaire distributed by the author to the public, it is known that the majority of respondents consider the E-KTP service to be free from illegal levies or additional costs outside of official provisions. This is evidenced by the results of the questionnaire which show that 55% of respondents chose the "appropriate" option, and 45% of respondents chose the "very appropriate" option.

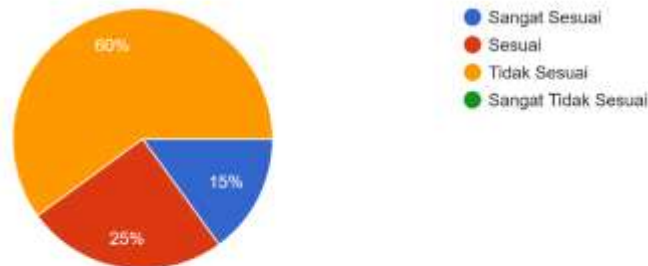
This finding indicates that the public feels that the E-KTP management process has been carried out in accordance with the principles of clean public service and free from corrupt practices, especially in terms of financing. The absence of extortion is an important indicator of transparency and integrity in the implementation of population administration services.

It can be concluded that the service cost dimension in the public service process at the Public Service Mall (MPP) of Serang City has successfully reflected the principle of effectiveness outlined by Ridwan and Sudrajat (2009). This principle emphasizes that effective service must be able to provide easy access for the community without causing a burdensome cost burden. Based on the results of observations and interviews conducted, it was proven that the entire service process at the MPP of Serang City took place without any charges being imposed on the service recipients. The community who applied for services, especially at the Disdukcapil outlet, did not need to pay official fees or other additional fees. This shows that the aspects of affordability and transparency of costs have been optimally met, so that services become fairer and more equitable for all levels of society.

Overall, public services in MPP Serang City in terms of cost have met the expected effectiveness standards, which ultimately have a positive impact on public satisfaction and trust. This free and gratification-free service strengthens the position of the local government as a responsible public service provider that is oriented towards the needs of the community. Therefore, this type of service model is worthy of being maintained and continuously developed in order to provide broader and more sustainable benefits in the future.

Facilities and Infrastructure

Aksesibilitas untuk lansia dan penyandang disabilitas diperhatikan di MPP.
20 responses



Source: Data processed by the author (2025)

Based on the questionnaire distributed by the author to the public, it is known that the majority of respondents considered that accessibility for the elderly and people with disabilities in the Public Service Mall (MPP) has not received adequate attention. This is reflected in the results of the questionnaire, where as many as 60% of respondents chose the "not appropriate" option, indicating that the majority of the public feels that facilities and supporting facilities that facilitate access for these vulnerable groups are not yet available or inadequate.

In addition, 25% of respondents considered accessibility to be "appropriate", and only 15% chose the "very appropriate" option, which means that only a small portion of the public feels that accessibility for the elderly and people with disabilities has been sufficiently addressed.

These findings indicate a lack of provision of facilities that are friendly to vulnerable groups, such as wheelchair-specific lanes, easy-to-understand signs or directions, special waiting rooms, or priority services specifically designed for the elderly and people with disabilities. The failure to meet these accessibility needs can hinder their full participation in obtaining optimal public services.

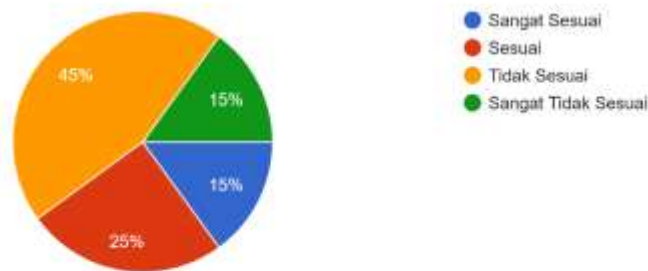
Comprehensively, it can be concluded that the dimensions of facilities in the implementation of public services at the Public Service Mall (MPP) of Serang City have successfully reflected the principle of effectiveness as described by Ridwan and Sudrajat (2009). The existence of adequate facilities, such as comfortable waiting rooms, easily accessible information areas, and well-organized facility arrangements, show real efforts in creating a conducive service environment and supporting public comfort. These facilities not only function as physical support, but also play an important role in improving the experience and satisfaction of service recipients. However, an in-depth analysis of field conditions revealed significant deficiencies, especially related to toilet facilities that do not meet the standards of eligibility and comfort. This condition not only has an impact on the physical aspect, but also has the potential to reduce the image of public services as a whole and affect public perceptions of the professionalism of service providers. Therefore, although in general the facilities at the MPP of Serang City have met the criteria of effectiveness, serious attention

and corrective actions on facilities that are not yet optimal are an urgent need. Improving the quality of facilities as a whole is very important to ensure that services are not only efficient in terms of time and cost, but also provide maximum comfort, so that they can support the creation of quality public services that are oriented towards public satisfaction.

Employee Competence

Petugas melayani dengan sopan, ramah, dan profesional.

20 responses



Source: Data processed by the author (2025)

Based on the questionnaire distributed by the author to the public, it is known that the majority of respondents considered that the attitude and behavior of E-KTP service officers still did not reflect the politeness, friendliness, and professionalism as expected in public services. This can be seen from the results of the questionnaire, where 60% of respondents chose the "not appropriate" option, which shows that the majority of the public felt dissatisfied with the ethics and attitudes of officers in providing services.

Furthermore, 25% of respondents chose the "appropriate" option, and only 15% chose "very appropriate", which means that only a small portion of the public felt that officers had provided services with a polite, friendly and professional attitude.

It can be concluded that the dimensions of employee competency in the implementation of public services at the Public Service Mall (MPP) of Serang City still do not fully reflect the principle of effectiveness as stated by Ridwan and Sudrajat (2009). In their theory, Ridwan and Sudrajat (2009) emphasize that the effectiveness of public services does not only depend on the achievement of final results or administrative completeness, but also on the quality of human resources, especially in terms of employee competency which includes technical skills, procedural understanding, and professional attitudes and behaviors in providing services to the community.

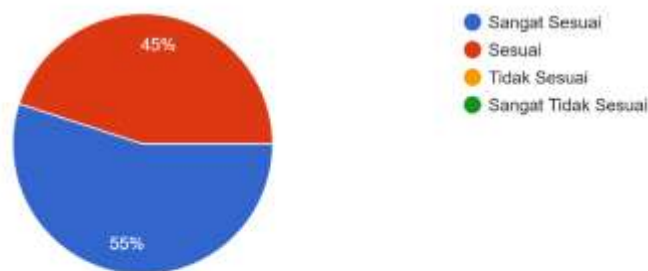
Employee competence should not only be measured by how quickly and accurately they complete administrative tasks, but also by how they interact with the public in a communicative, empathetic, and humane manner. Good public service requires a balance between technical skills and interpersonal skills. When one of these elements is ignored, such as ethics in service, it will have a direct impact on public satisfaction and reduce the overall quality of service.

Therefore, although structurally and administratively the service at MPP Kota Serang has been running according to procedure, improving employee competency in terms of

service attitude and ethics is an urgent matter to be done. This can be realized through continuous training, performance evaluation based on public feedback, and internal coaching that emphasizes the importance of service that is not only technically professional, but also socially and emotionally dignified. Thus, public service can truly reflect the values of effectiveness as a whole, both in terms of results and the implementation process.

Service Products

Produk layanan e-KTP (fisik e-KTP) yang saya terima sesuai dengan data dan kebutuhan saya.
20 responses



Source: Data processed by the author (2025)

Based on the results of the questionnaire distributed by the author to the public, data was obtained that the majority of respondents gave a very positive assessment of the E-KTP service product provided by the Population and Civil Registration Service (Disdukcapil) outlet at the Public Service Mall (MPP) of Serang City. Of the total respondents involved in the survey, 45% stated that the services they received were "in accordance" with the data and needs, while the other 55% stated that the services were "very appropriate". This means that all respondents felt that the services provided had been running according to their expectations and needs as citizens in accessing valid population documents.

The high percentage in the "very appropriate" category is a strong indicator that the public is satisfied with the quality of service, both in terms of data accuracy, speed of process, ease of access, and service attitude of the officers who serve. This shows that the efforts of the Serang City Population and Civil Registry Office in improving the quality of public services through the existence of MPP have had a significant impact on public perception and satisfaction.

Based on various statements from informants and the results of direct observations conducted by the author in the field, it can be concluded that the service product dimension in the implementation of population administration services, especially the printing of E-KTP by Disdukcapil at the Public Service Mall (MPP) outlet, has been running very well. This is in line with the concept of service products according to Ridwan and Sudrajat (2009), which states that the quality of a service product can be measured by the extent to which the service is able to meet the needs and expectations of users, both in terms of the final result and the process that precedes it. In this context, the service product in question is an E-KTP that has been printed and submitted to the community after going through an administrative process according to procedure.

The results of interviews with several service recipients showed that the public was satisfied with the services provided by officers at the Disdukcapil outlets. Respondents stated that they received fast, accurate, and appropriate services according to their needs. Some said that the data on their E-KTP had been updated properly by officers, while others only needed to come to print the E-KTP because the biometric recording process had been carried out previously. The entire process ran smoothly and without significant obstacles. The service product in the form of an E-KTP received by the public in good condition and according to expectations is an important indicator of the success of the service product dimension. This reflects that the quality of the service results provided has met the standards and needs of service users. Furthermore, public satisfaction with this service product shows that the government through Disdukcapil has been able to provide concrete and quality service results.

Supporting Factors and Inhibiting Factors in the E-KTP service process at the Serang City Public Service Mall

Supporting Factors

One important aspect in the success of the E-KTP service process at the Public Service Mall (MPP) of Serang City is the existence of various supporting factors that play a crucial role in increasing the efficiency and quality of service. These supporting factors not only affect the smooth operation, but also have a direct impact on the satisfaction of the community as service recipients. With adequate support from these various elements, the service process can run faster, more precisely, and in accordance with the needs of the community, resulting in optimal and quality services. Some of the supporting factors in the E-KTP service process at the Public Service Mall (MPP) of Serang City include:

- 1. Minutes of the Implementation signed by two main regional apparatuses, namely the Capital Investment and One-Stop Integrated Service Office (DPMPTSP) and the Population and Civil Registration Office (Disdukcapil) of Serang City.**

Overall, the Minutes of the Implementation of the Serang City Public Service Mall reflect the commitment of the local government to continue to improve public services through synergy between agencies, optimal resource management, and integrated service arrangements in order to provide maximum benefits for the people of Serang City.

Explanation from Mr. Kiky Rizki Barliana, Young Expert Licensing Arranger, who gave a statement on Wednesday, June 11, 2025. He said that the Serang City Investment and One-Stop Integrated Service Agency (DPMPTSP) has officially signed the Minutes of Implementation with the Population and Civil Registration Agency (Disdukcapil). The signing of this minute is a manifestation of the commitment and agreement of the two agencies in implementing integrated public services at the Serang City Public Service Mall (MPP). The document regulates in detail the division of tasks, responsibilities, and facilities provided by each party to ensure the continuity and smoothness of the service process, especially in population administration services such as recording and printing E-KTP.

Furthermore, the existence of this report also confirms that the implementation of MPP is not just a combination of services in one place, but also a collaborative synergy between regional devices supported by systematic planning and management. The signing of the

report can be seen in the official document attached to Figure 4.10, as legal evidence and formal legality of the agreement between the two agencies in improving the quality of public services for the people of Serang City. With this legal and administrative basis, the coordination process and implementation of tasks become more focused, so that it is expected to provide faster, easier, and more satisfying services for the community.

2. Availability of Facilities and Infrastructure

The results of this interview emphasize the importance of paying more attention to the aspects of cleanliness and maintenance of facilities, especially toilets, as part of providing quality and friendly public services to the community.

Observations made by the author on Thursday, June 12, 2025 revealed several important things related to facilities and infrastructure at the Public Service Mall (MPP) in Serang City. One of the most prominent findings is the condition of toilet cleanliness which is still inadequate. The author saw that the toilet area was not completely clean and well-maintained, causing discomfort for visitors who use the facility. This shows the need for more attention from managers in maintaining the cleanliness and maintenance of sanitation facilities as an important part of public services.

However, in general, the facilities and infrastructure available at MPP are sufficient to support smooth service. Facilities such as a spacious and clean waiting room provide comfort for the public while waiting for their turn. The chairs provided are also comfortable to use for a relatively long time. In addition, the neatly arranged service desk makes it easy for visitors to find out the location of the service they need to go to, thus reducing confusion and speeding up the administrative process.

The author also noted that supporting infrastructure such as computer devices and internet networks are running well, so that the data input process and document printing can be done effectively. All of these factors contribute to the efficiency of services provided to the community, especially in managing population documents such as E-KTP.

Overall, despite the shortcomings in the aspect of toilet cleanliness, the facilities and infrastructure at MPP Kota Serang are sufficient to support the implementation of effective and comfortable services for the community. Improvements, especially in the field of cleanliness, will further improve the quality of service and user satisfaction.

3. Public Participation and Awareness

The results of observations conducted by the author on Friday, May 13, 2025, show that the people of Serang City have shown active participation and high awareness in managing population documents, especially E-KTP. The community comes to the Public Service Mall (MPP) independently to repair damaged E-KTPs, take care of lost E-KTPs, or reprint new E-KTPs without having to go directly to the Population and Civil Registration Service (Disdukcapil) office.

This phenomenon shows a shift in the mindset of the community, which previously tended to be passive and waiting for direction, now more proactive and responsive to the importance of having valid identity documents. This high level of participation also reflects public trust in the function and existence of MPP as an alternative to efficient, practical, and integrated public services.

In addition, the fact that people no longer have to go to Disdukcapil directly shows that the presence of MPP has succeeded in bringing services closer to the public. MPP is a real solution for residents to get population administration services more easily and quickly. This is certainly a positive indicator of the success of the implementation of the one-stop service system implemented by the local government.

Inhibiting Factors

Although the E-KTP service at the Public Service Mall (MPP) of Serang City has experienced various improvements, the implementation process still faces several obstacles that have the potential to reduce the effectiveness of the service. Based on the results of observations, interviews, and field studies, the inhibiting factors include the following:

1. Lack of Socialization from the Government

This fact shows that public enthusiasm for easy access to public services is very high. Therefore, according to the author, if massive and structured socialization is carried out to the wider community through print media, electronic media, social media, or through direct activities in the community, it is certain that the use of MPP will increase significantly.

With good socialization, the public will increasingly understand that MPP is present as a solution to simplify the process of managing various documents and administrative services, because all of these needs can be accessed in one integrated location. This is certainly very helpful, especially for people who previously had to visit various different agencies in separate places to take care of their administrative needs. Therefore, increasing public awareness through socialization will not only expand the reach of services, but will also increase the effectiveness and efficiency of public services themselves.

2. E-KTP Biometric Data Recording Facilities Not Yet Available at MPP

Based on observations made by the author on Wednesday, June 11, 2025, it is known that the Population and Civil Registration Service (Disdukcapil) outlet located at the Public Service Mall (MPP) of Serang City has not been equipped with biometric recording facilities or machines for E-KTP. The facilities in question include devices for recording fingerprints, facial photos, and irises, the main components in a biometric-based identity system.

After the recording process is complete, the public is allowed to print E-KTP at the Disdukcapil outlet at the MPP, as an alternative if the queue at the Disdukcapil office is too long. However, this still does not completely eliminate the administrative burden for the public, because they still have to move locations and spend more time to complete one type of service.

This observation confirms that the function of MPP as a fast, centralized, and comprehensive service center has not been fully achieved, especially in E-KTP services. Without the presence of a biometric recording machine, E-KTP services at MPP are still partial, only covering printing and updating, not the process of making from scratch.

Thus, the addition of biometric recording facilities at MPP is urgently needed so that the public can obtain all E-KTP services in one place, without having to move around. This will not only increase service efficiency, but also strengthen the image of MPP as a modern, fast, and integrated public service center.

3. Unavailability of Electronic Queuing System

The use of a manual queuing system in all Public Service Mall (MPP) outlets in Serang City is one of the obstacles that hinders the smooth running of the service process, especially in processing documents such as E-KTP. With the manual method, people who want to get a queue number must come directly to the location and register physically, either by writing their name in the register book or taking a queue number directly without the support of technology.

This method has several negative impacts. First, queue management becomes less orderly, especially when the number of visitors increases during peak hours. This causes disorder that has the potential to cause discomfort for people waiting. Second, the uncertainty of waiting time makes it difficult for people to estimate the length of the service process, which can cause frustration and fatigue while waiting.

In addition, without an electronic queuing system, transparency in the service process is also reduced. The public cannot know their queue position in real-time, so the risk of double queues or missed queues becomes greater. This reduces the level of service professionalism and can reduce public trust in service providers.

Lastly, this manual queuing method is also less friendly for groups of people with physical limitations, the elderly, or mothers with children, because they have to wait in uncomfortable conditions and without easy access to queue information. Thus, the implementation of an electronic queuing system is very important to improve efficiency, order, and convenience in services at the Serang City MPP. The system not only helps to organize queues better but also provides easy access to information and increases transparency of services, thereby improving the overall quality of public services.

4. Employee attitude that is not polite

The results of observations conducted by the author on Thursday, June 12, 2025, showed that services to the public at the MPP Serang City Disdukcapil outlet had basically been carried out in accordance with applicable procedures. The public was still served and their administrative needs were handled by officers. However, there are important notes related to non-technical aspects, namely the attitude of officers in providing services.

Although the service process runs smoothly from an administrative perspective, some officers are seen showing less friendly expressions and body language that does not reflect professional public service ethics. Interactions like this, although seemingly trivial, can give a negative impression to the overall experience of the community in receiving services. Impoliteness in communication or a less responsive attitude can reduce comfort, even making the community reluctant to use the service again in the future.

In the long term, if not handled immediately, this has the potential to reduce the level of public trust in public service institutions. In fact, in terms of facilities, infrastructure, and work systems, the Serang City MPP has provided quite good support. Therefore, improving the quality of service does not only need to be focused on technical and infrastructure aspects, but also on strengthening employee soft skills, especially in terms of communication, empathy, and politeness in serving the community.

Serang City Government's efforts to improve E-KTP services at the Serang City Public Service Mall

In facing various obstacles that are still encountered in the E-KTP service at the Public Service Mall (MPP) of Serang City, the Serang City Government has taken a number of strategic steps as a form of response to various inhibiting factors. These efforts are carried out gradually and continuously in order to create effective, efficient, and satisfaction-oriented public services.

1. Counseling and Cooperation with Sub-district and Urban Village Governments

Based on the results of an interview with Mr. Feryadi, SH, as the Middle Expert Licensing Arranger at the Serang City Investment and One-Stop Integrated Service Office (DPMPTSP) conducted on Wednesday, June 11, 2025, it is known that DPMPTSP has taken various strategic steps to improve the quality of public services, especially in population administration services such as E-KTP at the Public Service Mall (MPP). One of the concrete steps taken is to organize counseling and actively cooperate with sub-district and village governments. This step was chosen because sub-district and village elements have social and administrative closeness to the community, and are considered the most effective agents in conveying service information to residents directly.

Through this approach, it is expected that the dissemination of information will not only be one-way from the city government to the community, but also run in two directions and responsive to the needs and conditions of the residents. Village and sub-district officials are expected to be able to explain to the community about the service procedures at the MPP, the documents needed, and the types of services available, including the E-KTP service, so that the community does not come in an unprepared or misinformed condition. This effort is part of the development of a public service system that does not only rely on formal media such as websites or social media, but also relies on institutional social networks that have been formed in the community.

The presence of the Disdukcapil outlet at the MPP provides benefits not only in terms of time efficiency, but also in terms of convenience and accessibility of services. The public does not need to move from one office to another, because all types of services have been centralized in one location. This strategy is in line with the concept of one-stop service promoted by the local government through the MPP, where the public can take care of various administrations in an integrated manner in one place. This shows a good synergy between DPMPTSP as the manager of the MPP and Disdukcapil as the provider of population services, which together encourage the improvement of the quality of public services in Serang City.

From both statements, it can be concluded that the Serang City Government does not only focus on providing physical facilities, but also pays attention to aspects of information dissemination, communication between agencies, and increasing public accessibility to services. Counseling efforts and cooperation across bureaucratic levels show that quality public services cannot be achieved only through a good system, but also through a social approach that reaches the community directly. This strategy is the key to building a more responsive, efficient, and inclusive E-KTP service.

2. Procurement of Biometric Recording Devices at MPP

Based on an interview with Mr. Adi Pamungkas, Database Administrator at the Population and Civil Registration Service (Disdukcapil) of Serang City on Friday, June 13, 2025, it was conveyed that the Serang City Disdukcapil is strongly committed to improving the quality of population administration services, especially in terms of E-KTP biometric recording. One of the efforts being carried out is to provide direct biometric recording facilities at the Serang City Public Service Mall (MPP). The aim of this initiative is to provide convenience and acceleration for the community, so that they no longer have to come to the central Disdukcapil office which may have limited capacity and long queues.

However, despite the intention and efforts that have been made, the implementation still encounters significant obstacles, namely budget limitations that cause the procurement and installation process of biometric recording devices to not be optimally implemented at MPP. This budget constraint is the main challenge that hinders the availability of integrated and adequate biometric recording services at the location.

In response to this condition, the Serang City Population and Civil Registry Office continues to seek various funding solutions. These efforts include submitting funds through the regional budget (APBD) and exploring cooperation with related government agencies at the central and regional levels, in order to obtain adequate funding support. It is hoped that with the fulfillment of biometric recording facilities at the MPP, the E-KTP service process will be more efficient, faster, and make it easier for the public to meet their population administration needs. With the improvement of these facilities, Disdukcapil hopes to improve the quality of public services in Serang City as a whole and strengthen public trust in population administration services provided by the local government.

3. Developing an Integrated Electronic Queuing System

The statement of the service management at the Public Service Mall (MPP) of Serang City has taken the initiative to present an electronic queue system as a solution to improve the quality of service. The electronic queue system is expected to be able to make the service process more efficient and comfortable for the people who come, because with this system, queue management becomes more orderly, organized, and transparent.

However, despite the intention and effort to implement the technology, the main obstacle faced is budget constraints. The available budget is not sufficient to purchase and install hardware such as electronic queuing machines, as well as develop software that supports the system.

This situation has caused the implementation of the electronic queue system to be delayed. However, the service management has not stopped trying. They continue to seek various funding solutions, either through regional budgets, central government assistance, or cooperation with other relevant parties.

The ultimate goal is for the public to enjoy services with a more modern queuing system, which can reduce discomfort while waiting and increase trust in public services in Serang City. The implementation of this electronic queuing system is also expected to be able to adjust services to technological developments and current community needs.

4. Human Resources Training and Development

Based on the results of the interview with Mr. Adi Pamungkas as the Data Base Administrator at the Population and Civil Registration Service of Serang City, it is known that the Population and Civil Registration Service has made efforts to improve the quality of public services through employee training, both those assigned at the head office and at the Population and Civil Registration Service outlets at the Public Service Mall (MPP). This effort is part of the steps to develop human resources that are focused on improving service ethics, better communication, and instilling polite attitudes in serving the community.

In the interview, Mr. Adi said that this training is important because frontline employees, especially in MPP, deal directly with people with various backgrounds and needs. Therefore, service not only requires speed and accuracy of procedures, but also requires good interpersonal skills. With this training, Disdukcapil hopes that people who come to the MPP outlets will feel appreciated, comfortable, and served humanely.

Furthermore, this training is also a form of commitment to foster a work culture that is oriented towards public satisfaction. Friendly, professional, and ethical service not only speeds up the administrative process, but also builds trust in the government. In the future, it is hoped that all employees at MPP can become representatives of public service that is not only efficient in terms of the system, but also warm in terms of interaction.

In facing various challenges that hinder the E-KTP service at the Public Service Mall (MPP) of Serang City, the Serang City Government has shown a strong commitment by implementing various strategic and solution-oriented efforts. From the results of interviews with several sources and field data that have been collected, it can be concluded that the approach taken is not only focused on improving physical facilities and service systems, but also includes strengthening social aspects, human resources, and information technology.

Overall, the Serang City Government has shown real steps in identifying problems and finding solutions to obstacles in E-KTP services at MPP. Although there are still limitations, especially in terms of budget, efforts that are carried out gradually and continuously show a clear direction towards improving public services that are more responsive, inclusive, and professional. Continuity of programs, synergy between agencies, and community participation will be the keys to success in creating an ideal E-KTP service system in the future.

CONCLUSION

Based on the research results, the effectiveness of E-KTP services at the Public Service Mall (MPP) in Serang City is considered less than optimal due to various obstacles, such as the absence of a special SOP for MPP, slow service completion time, and the unavailability of an electronic queuing system and biometric recording facilities. On the other hand, several aspects have shown effectiveness, such as free service fees, the availability of supporting facilities and infrastructure although they still need improvement, and the quality of service products in the form of E-KTPs that are in accordance with procedures. Supporting factors for successful services include the existence of a legal basis between agencies, relatively adequate facilities, and increased community participation. However, obstacles such as lack

of socialization, impolite employee attitudes, and manual queuing methods are still challenges. To overcome this, the Serang City Government has made various efforts, including establishing cross-agency cooperation, conducting HR training, planning the procurement of biometric recording devices, and developing an integrated electronic queuing system to create E-KTP services that are faster, friendlier, more efficient, and responsive to community needs.

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