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**THE COMPLEXITY OF GOVERNANCE AND ETHICS OF
POPULATION ADMINISTRATION SERVICES (KTP) ON PUBLIC
SATISFACTION**

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Abstract

Population administration services are a fundamental form of public service, the quality of which is significantly influenced by the implementation of governance and service ethics among civil servants. This study aims to analyze the influence of governance and service ethics on public satisfaction with population administration services (ID cards) at the Population and Civil Registration Office of Kebumen Regency. This study employs an associative quantitative approach, focusing on a population of 2,376 residents from Wonoyoso Village, Kewarasan Subdistrict, Kebumen Regency, who have previously processed their ID cards. A sample of 96 respondents was selected using the Slovin formula with a 10% margin of error and a purposive sampling technique. The data collection instrument consisted of a closed-ended questionnaire using a five-point Likert scale, which had been tested for validity and reliability (Cronbach's Alpha = 0.920). Data were analyzed using descriptive and inferential statistics through multiple linear regression analysis using SPSS. The results of the study indicate that governance significantly influences community satisfaction. Simultaneously, the two variables explain 49.5% of the variation in public satisfaction ($R^2 = 0.495$). The Spearman correlation test confirmed a strong positive relationship between governance and public satisfaction ($r = 0.618$), as well as between service ethics and public satisfaction ($r = 0.669$), with service ethics being the more dominant variable ($\beta = 0.449$). These findings imply that strengthening governance based on the principles of good governance and improving the service ethics of civil servants in a synergistic manner are important determinants that need to be prioritized by the Kebumen District Population and Civil Registration Office in its efforts to continuously improve public satisfaction with population administration services.

Keywords: Governance; Service Ethics; Public Satisfaction

Abstract

Pelayanan administrasi kependudukan merupakan salah satu bentuk pelayanan publik mendasar yang kualitasnya sangat dipengaruhi oleh penerapan tata kelola dan etika pelayanan aparatur negara. Penelitian ini memiliki tujuan untuk menganalisis pengaruh tata kelola dan etika pelayanan terhadap kepuasan masyarakat dalam pelayanan administrasi kependudukan (KTP) di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Kebumen. Penelitian ini menggunakan pendekatan kuantitatif asosiatif, dengan fokus pada populasi yang pernah melakukan pengurusan KTP dengan jumlah 2.376 jiwa dari masyarakat Desa Wonoyoso, Kecamatan Kewarasan, Kabupaten Kebumen. Sampel yang diambil sebanyak 96 responden yang diambil melalui perhitungan rumus Slovin dengan tingkat kesalahan 10% dan menggunakan teknik purposive sampling. Instrumen pengumpulan data berupa kuisioner



tertutup berskala Likert lima poin yang telah diuji validitas dan reliabilitasnya (Cronbach's Alpha=0,920). Data dianalisis menggunakan statistik deskriptif dan inferensial melalui analisis regresi linear berganda berbantuan SPSS. Hasil penelitian menunjukkan bahwa tata kelola memengaruhi kepuasan masyarakat secara signifikan. Secara simultan, kedua variabel menjelaskan 49,5% variasi kepuasan masyarakat ($R^2=0,495$). Uji korelasi Spearman mengonfirmasi hubungan positif yang kuat antara tata kelola dan kepuasan masyarakat ($r=0,618$), serta antara etika pelayanan dan kepuasan masyarakat ($r=0,669$), dengan etika pelayanan sebagai variabel yang lebih dominan ($\beta = 0,449$). Temuan ini mengimplikasikan bahwa penguatan tata kelola berbasis prinsip good governance dan peningkatan etika pelayanan aparatur secara sinergis merupakan determinan penting yang perlu di prioritaskan oleh Disdukcapil Kabupaten Kebumen dalam upaya meningkatkan kepuasan masyarakat terhadap layanan administrasi kependudukan secara berkelanjutan.

Kata Kunci: Tata Kelola; Etika Pelayanan; Kepuasan Masyarakat

I. INTRODUCTION

Public service is the implementation of the functions and duties of the government or state apparatus to meet the needs of the community, and its implementation is carried out in accordance with laws and regulations (Sellang, 2016). The implementation of public services is influenced by aspects such as organizational governance structure, human resources, both in terms of competence and attitude, the service delivery system and technology used, and the facilities and infrastructure used for service (FISIP UMA, 2022). This study focuses on public service governance and ethics, which are used to determine the level of public satisfaction as both service users and subjects. Public satisfaction reflects the extent to which the services provided meet the needs and expectations of the community (Karim et al., 2020). One form of basic service that is mandatory for all citizens is population administration services, namely the Resident Identity Card (KTP).

Population administration services for the KTP are carried out by the Population and Civil Registration Office. KTP services play a crucial role as official citizen identification used in various administrative matters. Therefore, the implementation of ID card services must be carried out optimally to achieve its goal of providing quality and equitable services to all levels of society. In efforts to improve service quality, good governance is a crucial factor. Service governance encompasses transparency, accountability, and clear procedures in the delivery of public services. The implementation of good governance can improve service quality and public trust in government agencies.

(Aziz et al., 2020; Wagiyanto & Hidayati, 2023). In addition to governance, service ethics also plays a crucial role in determining the quality of public services. Service ethics relates to the attitudes and behaviors of officials in serving the public, such as fairness,

politeness, professionalism, and non-discrimination. The implementation of good service ethics can create a positive organizational image and responsiveness in service delivery, thereby increasing public satisfaction (Keban, 2014).

This research was conducted at the Population and Civil Registration Office of Kebumen Regency, as the provider of population administration services, which is responsible for providing quality ID card services. This research is crucial for analyzing governance and service ethics on public satisfaction, while previous research has focused on public service quality or public satisfaction and challenges in service delivery (Herlani et al., 2024). This research provides new insights into the influence of governance and service ethics on public satisfaction and fills a research gap in previous studies that focused solely on quality and public satisfaction.

II. THEORETICAL STUDIE

The theories in this study serve as a foundation to explain the relationship between service governance, service ethics, and public satisfaction in population administration services.

The first theory used is good governance. This concept emphasizes that the implementation of public services must be based on principles such as creating transparency, increasing accountability, effective and efficient service delivery, officer responsiveness, and the rule of law in service delivery. The application of these principles aims to create quality public services that meet public needs. Good governance will provide procedural certainty, ease of access, and increase public trust in government agencies (Aziz et al., 2020; Wagiyanto & Hidayati, 2023).

The second theory is public service ethics. Public service ethics relates to the moral values and norms that officials must possess in providing services to the public. According to Keban (2008), service ethics encompasses fairness, non-discrimination, courtesy, and professionalism in carrying out duties. The implementation of good service ethics will create positive interactions between officials and the public, so that the public feels valued and well-served. This will result in increased public trust and satisfaction with public services (Wijaya et al., 2019).

Furthermore, the third theory is the public satisfaction theory. Public satisfaction is a comparison between expectations regarding the service they will receive and the actual conditions experienced during the public service process, both in terms of the performance of officials and the service system. If the service provided meets or exceeds expectations, the

public will be satisfied. Conversely, if the service falls short of expectations, dissatisfaction will result. Public satisfaction is an important indicator in assessing the success of public services (Karim et al., 2020).

Based on these three theories, it can be concluded that service governance and service ethics are factors that influence the quality of public services, which ultimately impacts public satisfaction. The better the implementation of service governance and ethics in population administration services, the higher the level of public satisfaction.

III. RESEARCH METHODS

RESEARCH TYPE

This research uses a quantitative approach with an associative approach, which functions to examine the relationships between the variables in the study. This study aims to test and answer the formulated hypotheses by objectively measuring variables and analyzing the data using statistical techniques. The quantitative approach emphasizes the use of numerical data and statistical analysis to systematically test the relationships between variables (Dr. Arif Rachman et al., 2024). Using a quantitative approach is characterized by objectivity, the use of structured instruments, and the ability to empirically test hypotheses. Therefore, this approach is able to better analyze the influence between variables, and the results can be generalized.

RESEARCH METHOD

This research method uses a quantitative approach with an associative approach to examine the impact of governance and service ethics on public satisfaction levels with population administration (KTP) services (Soesana et al., 2023). The variables used include governance (X1) and service ethics (X2) as independent variables, while public satisfaction (Y) serves as the dependent variable. The population comprised 2,376 residents of Wonoyoso Village, Kuwarasan District, Kebumen Regency. A sample of 96 respondents was drawn using the Slovin formula with a 10% margin of error and purposive sampling method. Data collection was conducted via a closed-ended questionnaire using a five-level Likert scale. The instrument was designed based on the relevant variable indicators and passed validity and reliability tests. Data analysis used descriptive and inferential methods with SPSS, including multiple linear regression and classical assumption tests to ensure model validity.

DATA COLLECTION TECHNIQUES

Primary data collection in this study was conducted through the distribution of a closed-ended questionnaire. The questionnaire used a five-level Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research instrument was designed based on indicators of

governance variables (transparency, accountability, efficiency and effectiveness, responsiveness, and the rule of law), service ethics (openness, responsibility, sensitivity to aspirations, and professionalism), and public satisfaction (congruence between expectations and reality, satisfaction with the service process, intention to revisit, and willingness to recommend a service).

The questionnaire technique was chosen because it can effectively and efficiently collect quantitative data from a relatively large number of respondents and facilitates statistical data processing. Furthermore, the use of a closed-ended questionnaire allows researchers to obtain more structured data that is easier to analyze. The respondents for this study consisted of residents of Wonoyoso Village, Kuwarasan District, who have or are currently using population administration (KTP) services at the Population and Civil Registration Office of Kebumen Regency. The respondents were selected based on the consideration that they are direct users of the service, allowing them to provide objective assessments of governance and service ethics, as well as their perceived level of satisfaction.

DATA ANALYSIS METHODS

Data analysis in this study employed a quantitative approach through descriptive and inferential methods, as this study not only aimed to illustrate public perceptions but also to determine the influence of governance and service ethics on public satisfaction. Data were obtained through a 1–5 Likert-scale questionnaire, then processed through editing, coding, and tabulation. Next, frequency distributions, percentages, mean values, and standard deviations were calculated. The frequency distributions and percentages were used to determine the trends in respondents' responses regarding governance, service ethics, and public satisfaction. The mean value was used to describe the level of respondents' assessment of each variable, while the standard deviation was used to assess the level of diversity in respondents' responses.

Next, inferential analysis was applied to examine the relationship between the independent variables, namely governance and service ethics, and the dependent variable, namely public satisfaction. This testing was conducted using multiple linear regression analysis. Prior to the regression analysis, instrument testing, including validity and reliability tests, and classical assumption tests, were conducted to ensure model feasibility. With this approach, the analysis results not only present data in numerical form but also provide a comprehensive overview of how governance and ethics in population administration (KTP) services influence public satisfaction levels in Wonoyoso Village, Kuwarasan District. The

results of this study are expected to serve as a reference for evaluating and improving the quality of public services at the Population and Civil Registration Office of Kebumen Regency.

IV. RESEARCH RESULTS

Respondent Characteristics

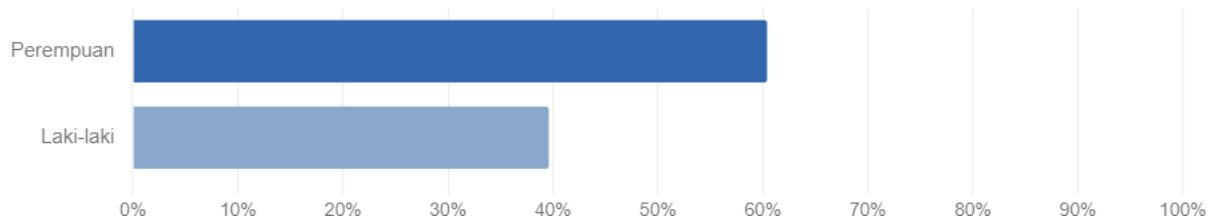


Table 1.1, Gender, of the 96 respondents, 58 were women who dominated, while 38 were men. The dominance of female respondents indicates that women tend to be active in taking care of population administration needs, especially KTP.

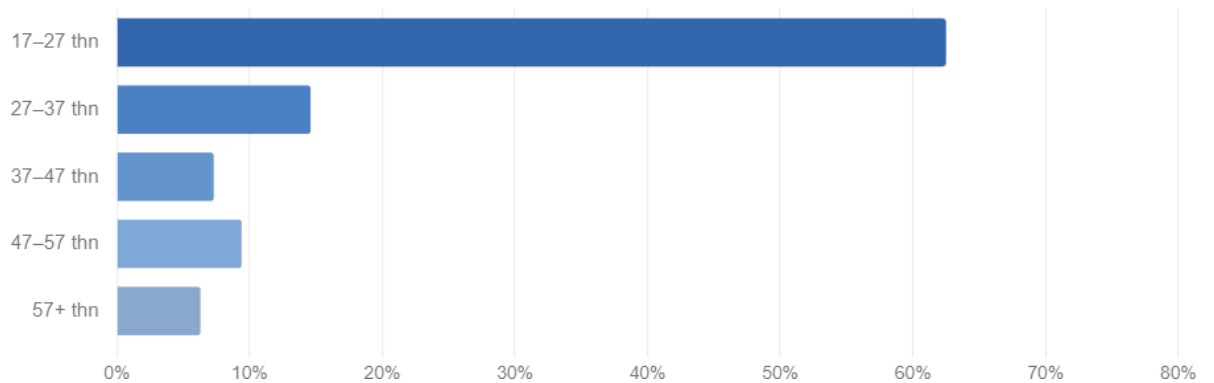


Table 1.2, Respondent Age, shows that the service is dominated by the 17-27 age group. The high proportion of young respondents reflects that this generation is more likely to interact with the service and assess the quality of service received.

DATA ANALYSIS

Table 1.3 Summary of Regression Results

Validitas (r & Sig)	Reliabilitas (Alpha)	Deskriptif (N & Mean)	Korelasi (Spearman)	R & R ²	Uji T (Sig & T)	Beta (Dominansi)
R = 0,665 - 0,800 Sig < 0,05 (Valid)	0,920 (Sangat Reliabel)	N = 96; TK = 5,15; EP = 5,17; KM = 14,48	TK-KM = 0,618; EP-KM = 0,669; TK-EP = 0,741 (Sig < 0,001)	R = 0,704; R ² = 0,495; Adj = 0,484	TK: t = 2,585; p = 0,011 EP: t = 3,910; p < 0,001	EP = 0,449; TK = 0,297 (Dominan)

The table indicates that all research instruments met good quality standards. Validity tests showed that all statement items were valid, while reliability tests, with a Cronbach's Alpha

value of 0.920, indicated that the instrument was highly consistent and reliable. Descriptive results from 96 respondents showed that the average assessment for governance and service ethics was in the fairly good category, while public satisfaction was also quite high. This indicates that respondents expressed a positive overall assessment.

Furthermore, correlation tests revealed a strong and significant relationship between these variables. Both governance and service ethics had a positive relationship with public satisfaction, meaning that as both improved, public satisfaction also increased. In the regression analysis, the R value reached 0.704, indicating a strong relationship. The R-squared value of 0.495 indicated that 49.5% of the variation in public satisfaction could be explained by governance and service ethics, with the remainder influenced by other factors. The t-test results also demonstrated that both variables had a significant influence, but service ethics had a greater (dominant) influence than governance.

V. CONCLUSION

Based on the results of research that examines the relationship between governance and service ethics on public satisfaction in population administration services (KTP) at the Population and Civil Registration Office of Wonoyoso Village, Kuwarasan District, Kebumen Regency. It shows a positive relationship between variables X (Independent) and Y (Dependent) as seen in the results of the Spearman's rho correlation test, the R Square test, and the T test on the data. The partial T test shows that the governance variable with a significance value of 0.011 (lower than 0.05) means it has a significant effect on public satisfaction. Therefore, H_{01} is rejected while H_{a1} is accepted, confirming the significant influence of governance on public satisfaction. Furthermore, the service ethics variable has a significance value of 0.001 (below 0.05), so it has a significant effect on public satisfaction. Therefore, H_{02} is rejected and H_{a2} is accepted, indicating a significant influence of service ethics on public satisfaction. Furthermore, the simultaneous test results, along with an R-square value of 0.495, indicate that governance and service ethics together explain 49.5% of the variation in public satisfaction. This fact demonstrates the simultaneous influence of these two variables on public satisfaction. Therefore, H_{03} is rejected, while H_{a3} is accepted, indicating a simultaneous influence between governance and service ethics on public satisfaction.

Furthermore, the Spearman's rho correlation test indicates a strong positive relationship between governance and service ethics and public satisfaction. The results reveal a significant relationship between public satisfaction and governance ($r = 0.618$; $p < 0.001$), as well as public satisfaction and service ethics ($r = 0.669$; $p < 0.001$). Furthermore, governance also correlates

significantly with service ethics ($r = 0.741$; $p < 0.001$). The significance value ($p < 0.001$) for all pairs of variables indicates a significant relationship. As mentioned, the results of this study confirm that governance and service ethics significantly influence public satisfaction. This underscores the importance of improving the quality of governance and service ethics as key factors.

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