ABSTRACT

CREATING THE SERVICE STANDARDS FOR THE LEWAJA SUBDISTRICT OFFICE IN ENREKANG REGENCY

Author : Nur Inda Sari Muliadi
Supervisor : Jumalia Mannayong

This study aims to develop service standards at the Lewaja Subdistrict Office in Enrekang Regency. The study methods used include observation, interviews, and Focus Group Discussions (FGD). The results indicate that the Lewaja Subdistrict Office provides 12 types of services, though not all meet the service standards expected by the community. The implementation of service standards involves community participation, establishment through FGDs, and dissemination to both subdistrict office staff and the community.

*The Lewaja Subdistrict Office is the lowest level of government within Indonesia's administrative structure, located in Enrekang Regency, South Sulawesi Province. The Lewaja is one of the subdistricts within the regency, and its office is responsible for delivering administrative services to its community. These services include issuing letters for National Identity Cards (*KTP*), Family Cards (*KK*), and Domicile Certificates. Creating the service standards for the subdistrict office is an important step in improving the quality of public services at the local level.*

The created service standards are meant to enhance the quality of public services, making them more transparent, efficient, and responsive to the needs of the community. The study concludes that effective service standardization and public outreach can significantly increase public satisfaction with the services provided. The implementation of these standards at the Lewaja Subdistrict Office has resulted in notable improvements in both the efficiency and quality of services delivered to the community. Regular performance assessments are conducted to ensure that service standards are consistently met. This study provides valuable insights for local governments in their efforts to improve transparency, accountability, and public satisfaction with services at the subdistrict level.

Keywords: *Service Standards, Lewaja Subdistrict, Public Services, Service Quality, Socializations.*

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