ABSTRACT

CREATING THE SERVICE STANDARDS AT THE PATTINGALLOANG SUBDISTRICT OFFICE, UJUNG TANAH DISTRICT, MAKASSAR CITY

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The quality of public services must be continuously improved by establishing quality standards in accordance with regulations. The Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014 sets forth the standards for service delivery and quality assessment. This study aims to provide better information to service recipients about the types of services available and the current standards in place.

This study applied a qualitative method involving observation, interviews, and document analysis. The author directly interacted with the subjects and better understood the complexities and variations in specific situations. The qualitative approach was chosen because the collected data consisted of narrative text obtained through direct observation, interviews, and document review.

The output of this study is to create and establish service standards at the Pattingalloang Sub District Office of Ujung Tanah District at Makassar City. The study has created three (3) service standards based on the types of services most frequently accessed by the community at the Subdistrict Level: the Certificate of Poverty Statement (SKTM), *the Certificate of Legal Capacity to Marry* (SPN), *and the Certificate of Business Statement* (SKU).

Keywords: *Public Services, Subdistrict Service Standards, Makassar City.*

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