ABSTRACT

CREATING THE SERVICE STANDARDS AT THE MANGGALA DISTRICT OFFICE, MAKASSAR CITY

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This study aims to explore the development of clear and measurable service standards at the Manggala district office, Makassar City. The objective is to establish service standards that can facilitate public access to services. This study is expected to enhance the quality of public services, making them more efficient, transparent, and responsive to public needs, as well as providing clear information access for the public.

This study employs a qualitative method. Data was collected through observation, interviews, and literature review. The data was then analyzed using triangulation. Implementing service standards involves public participation, establishing service standards through Focus Group Discussions (FGDs), and socialization to both internal staff and the public.

The results of this study created the Service Standard Documents, the service standards infographics in the form of banners for three types of services, infographics on the ID Card (KTP) and Family Card (KK) service flow, and the Service Information Board that the Manggala District Office employees have initiated. This study concludes that setting good service standards and effective socialization can increase public satisfaction with the services provided.

Keywords: *Service Standards, Public Service, Service Quality*

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