ABSTRACT

***CREATING THE SERVICE STANDARDS FOR THE* MARADEKAYA SUBDISTRICT OFFICE OF MAKASSAR CITY**

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Service standards serve as a standard for providing excellent service to the community. The existing service standards at the Maradekaya Subdistrict Office of Makassar City are not in accordance with existing guidelines because based on the guidelines of the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014 concerning Guidelines for Service Standards, good services have elements of simplicity, participation, accountability, sustainability, transparency, and fairness.

The research method used uses a descriptive qualitative approach. The data sources were obtained from interviews, observations, document reviews, and focus group discussions. Interviews were conducted by asking questions to relevant parties to obtain research data.

The results of this study created three Service Standards: Citizen and Foreigner Domicile Statement Certificates, Business Statement Certificates, and Poverty Certificates. These service standards will be the benchmark used to achieve excellent services at the Maradekaya Subdistrict Office of Makassar City.

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

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