ABSTRACT

EVALUATION OF SERVICE STANDARD AT* SUANGGA *SUBDISTRICT OF* TALLO *DISTRICT OF* MAKASSAR *CITY

Author : Iin Mardiana
Supervisors : Najmi Kamariah
Alam Tauhid Syukur

The main issue in this study is the evaluation of the implementation of the administration service standard in Suangga *Subdistrict of* Tallo *District of* Makassar *City. This study aims to find out and analyze the evaluation of the implementation of the administration service standard in* Suangga *Subdistrict, through the aspects of requirements, system and mechanisms, as well as procedures, timeliness, cost or service fee, and the aspect of service product.*

This study implemented a qualitative approach with a descriptive type. The data were collected through observations, interviews, and document reviews, which were analyzed deeply to reveal the information related to the evaluation of the implementation of the administration service standard in Suangga *Subdistrict.*

The result shows that the evaluation of service standard in Suangga *Subdistrict, from the aspects of: 1) Administrative and Technical Requirements, is easily satisfied by service users. However, it has not been implemented efficiently and effectively due to the unclear and incomplete information provided by the subdistrict officers. 2) The aspects of system, mechanism, and procedure show that the announcements at the subdistrict office are not displayed, making it difficult for users to obtain information. The service method must be conducted face-to-face or directly at the subdistrict office. 3) The aspect of timeliness, the service is sometimes quite fast or can be completed while waiting, but at other times it takes a long time because the authorized official to sign the documents is usually not present. 4) The aspect of the cost of service fee,* Suangga *Subdistrict has established a policy that there are no fees or that the service is free of charge. 5) The aspect of the service product has been provided. However, the service products still contain some writing errors, so sometimes revisions are needed. 6) The aspect of handling complaints or suggestions, a complaint box is available and easily accessible to service users or the public.*

Keywords: Evaluation, Service Standard, Population Administration, Suangga *Subdistrict*

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