

## ABSTRACT

### **CREATING THE SERVICE STANDARDS IN IMPROVING SERVICE QUALITY AT BUNTU BATU DISTRICT IN ENREKANG REGENCY**

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*Service standards are benchmarks that are used as guidelines in order to provide services to society. Service standards provide certainty to get quality, fast, simple, and affordable services for the people. Service standards also need to be designed at the Buntu Batu District Office in Enrekang Regency. Therefore, the public can better know the requirements, the flow of the service process, and the existing service costs. In addition, people can also obtain certainty and openness of information about public services. This research was conducted to determine the service standards at the Buntu Batu District Office in Enrekang Regency.*

*This study uses a qualitative approach that aims to understand and describe the problems related to service standards that exist at the Buntu Batu District Office in Enrekang Regency. This study uses data validation using the Triangulation of Techniques and Triangulation of Sources method. The service standards were prepared using interviews, observations, and reviews of documents and methods of focused group discussion. A focused Group Discussion was carried out with the Head of Buntu Batu District or their representatives, the Head of the Public Service Section, the employees, the staff of Buntu Batu District, and several community representatives. This is done as a participation form of society in creating service standards.*

*The results of the study show that there are problems related to service standards at the Buntu Batu District Office in Enrekang Regency because there were no service standards that could be a guideline for society in using public services. Therefore, the researcher offered and created four Service Standards: Family Card Service Standards, Identity Card Service Standards, Disability Certificate Service Standards, and Moving Domiciles Certificate Service Standards at the Buntu Batu District Office in Enrekang Regency.*

**Keywords:** *Public Service, Service Standards, Society, Buntu Batu District Office.*

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