

ABSTRACT

DESIGNING THE SERVICE STANDARD IN IMPROVING SERVICE QUALITY AT THE KALEBENTANG VILLAGE OFFICE, SOUTH GALESONG DISTRICT, TAKALAR REGENCY

Author : Muh Ikram Mubaraqah
Supervisor : Asmarianti, S. Sos., M. Si

Public services by the bureaucracy still face several problems, such as the existence of brokers, confusing procedures, and uncertainty related to time and cost that make access to services very difficult and uneven for the community. This study aims to design the Service Standards at the Kalebentang Village Office to improve the quality of service to the community.

The method applied in this study is a qualitative approach by collecting information through observation, interviews, documentation studies, and Focus Group Discussion (FGD).

The results of this study created six (6) Service Standards that will be applied at the Kalebentang Village Office, including the services of Impoverishment Certificate (SKTM), Statement of Police Record (SKCK) Cover Letter, Business Statement Certificate (SKU), Family Card Cover Letter, Identity Card Cover Letter, and Land Sale and Purchase Certificate. After the Focus Group Discussion (FGD) activity with village officials and the community, the next agenda continued at the stage of setting and implementing Service Standards by conducting socialization to provide understanding at the Kalebentang Village Office, and finally, the establishment of service information containing a statement of the ability of the implementers to carry out services in accordance with the Service Standards that have been determined together.

Keywords: Service Standard, Service Quality, Public Service

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