



Original Article

ANALYSIS OF PUBLIC SERVICES IN URBAN CITY USING SERVQUAL DIMENSIONS

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ABSTRACT

Background. One of the apparent ways that government acts to address the fundamental needs of society is through public service.

Research Purpose. This study aims to analyse the quality of public services using the SERVQUAL dimensions.

Research Methods. This research uses a descriptive qualitative method in Blabak Village, Kediri City, based on the five dimensions of SERVQUAL. Data were collected through interviews, observations, and documentation, then analysed using interactive analysis with triangulation for data validity.

Findings. Public services showed a fairly good quality. In terms of tangibles, facilities such as computers, printers, and internet networks are well available. However, limited space and seating are still obstacles in providing comfort for the community. In reliability, administrative services, especially the processing of population documents, run quite reliably, especially with the presence of the SAKTI application, which facilitates online processing and reduces queues. The responsiveness dimension pertains to officers' readiness to serve and respond to community needs, despite technical constraints like internet connectivity. In the assurance dimension, people feel safe because the officers show a friendly and professional attitude, in accordance with the motto 'Salam, Sapa, Senyum,' which creates a warm and pleasant service atmosphere. Meanwhile, empathy can be seen from the officers' concern for the community, despite the limited number of personnel and diverse educational backgrounds, they still try to serve optimally.

Conclusion. Public services have run quite optimally. However, improvements are needed in terms of infrastructure and the number of officers so that services can be more comfortable, fast, and efficient.

Keywords: Community Satisfaction, Public Service, SAKTI Application, Service Quality.

BACKGROUND

Public service is one of the concrete manifestations of government functions in meeting the basic needs of society. In the current era of bureaucratic reform, public services are required to be more effective, efficient, transparent, and accountable. The public is increasingly critical in assessing the quality of services provided by government officials, especially in service units that are in direct contact with the community, such as urban villages. Therefore, improving the quality of public services is a must in order to realize public trust and satisfaction with state administrators[1, 2].

Local governments, including village governments, have an important role in providing quality public services. These services cover various aspects, such as population

administration, licensing, correspondence, to the delivery of information to the community. In its implementation, public services often face various obstacles, ranging from limited human resources, service systems that have not been optimized, to the lack of understanding of officers of the needs of the community. Therefore, evaluation of the quality of public services is needed as a basis for improvement and innovation[3]. By applying the SERVQUAL dimensions to evaluate public service quality in the dynamic context of urban governance, highlighting how urban-specific factors such as population density, service digitalization, and bureaucratic responsiveness influence citizen satisfaction. Furthermore, this study develops a contextualized SERVQUAL model adapted to local governance characteristics, providing empirical evidence from multi-stakeholder perspectives within the urban public sector.

One approach that can be used to measure the quality of public services is the SERVQUAL model[4]. This model measures five main dimensions of service, namely Tangibles (physical evidence), Reliability, Responsiveness, Assurance, and Empathy. Through this approach, it can be seen the extent of the gap between people's expectations and their perceptions of the services received. Thus, the SERVQUAL model is an effective analytical tool in identifying the strengths and weaknesses of public services provided by government agencies[5, 6]. The SERVQUAL model is widely used for service quality analysis; its application is still underexplored specifically for urban public service delivery, especially in cities facing rapid urbanization, bureaucratic complexity, and demographic diversity. focusing on specific urban public service sectors (e.g., licensing services, population administration, health services), providing sectoral insights that previous generic service quality studies may not have addressed.

Blabak Village, located in the Pesantren District, Kediri City, is one of the government agencies that has a strategic function in providing direct services to the community. Along with the increasing needs of the community and the development of information technology, the demand for fast, precise, and friendly services is getting higher[7]. Therefore, it is important to analyze the extent to which the quality of public services in Blabak Village has met community expectations. This study aims to analyze the quality of public services in Blabak Village using the SERVQUAL dimension, so as to provide a comprehensive picture of the level of community satisfaction and provide input for improving service quality in the future. The research could develop or validate a localized SERVQUAL scale that accounts for cultural or institutional characteristics specific to the urban context in the city being studied.

RESEARCH METHOD

This research method uses a descriptive qualitative approach that aims to describe and analyze public services in Blabak Village, Kediri City, using the five dimensions of SERVQUAL, namely tangibles (physical evidence), reliability, responsiveness, assurance, and empathy. This approach was chosen because it allows researchers to explore in depth the perceptions and experiences of the community and village officials regarding the quality of public services provided. The research was conducted in Blabak Village with a sample size of 50 respondents by purposive sampling from the Blabak Village community. This area represents the characteristics of public services at the village level that are in direct contact with the community. The data sources in this study consist of primary and secondary data.

Primary data was obtained through in-depth interviews with 6 key informants, namely the Head of Blabak Village, the Government and General Services Section, 2 general service staff, and 2 people as public service users. Direct observation of service activities at the Village office was also conducted to strengthen field findings. Meanwhile, secondary data was collected through official documents such as standard operating procedures, reports on village activities, and other archives relevant to the research topic.

The data collection techniques were observation, semi-structured interviews, and documentation. Interviews were designed to explore informants' views and experiences of each SERVQUAL dimension[8]. Observations were made to capture aspects of officer behavior in serving the community, as well as the physical condition of service facilities and infrastructure. Documentation was used to strengthen the validity of information obtained from observations and interviews. To ensure data validity, triangulation of techniques and sources was carried out, as well as reconfirmation with informants[9]. Data validity is also strengthened by testing through aspects of credibility, transferability, dependability, and confirmability, so that the results of this study are expected to provide a complete picture of the quality of public services in Blabak Village based on the SERVQUAL approach. While the data analysis technique uses the theory of Miles, Huberman, and Saldana, which includes data collection, condensation, presentation, and conclusion/verification[10, 11]. Data analysed using interactive analysis with triangulation for data validity.

FINDINGS

The findings of this study reveal the current state of public service quality in Blabak Village, Kediri City, as assessed through the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy; and showed some of supporting and habiting factors as outlined in the Table 1.

Supporting factors for public services in Blabak Village, Kediri City are as follows:

1. Availability of Facilities and Infrastructure

One of the main factors supporting public services in Blabak Village is the availability of adequate facilities and infrastructure. The availability of computers, printers, and a stable internet network allows officers to access and process data efficiently. This supports the smooth running of the administrative process, especially in processing population documents online. Service room facilities that include waiting chairs and work rooms also provide comfort for applicants who come.

2. Competence of Service Officers

Officers in Blabak Village have good competence in carrying out their duties. Most officers are experienced and have mastered service procedures, including the use of the SAKTI application for processing population documents. They are also trained to provide services with a friendly and responsive attitude, which creates a positive atmosphere for applicants. With regular coaching and training, officers can continue to improve the quality of the services they provide.

3. Supporting Technology

The use of technology in public services, such as the SAKTI application for population data management, is a significant supporting factor. This application facilitates the process of submitting population documents and allows applicants to do so online. This not only reduces

queue time but also ensures that the data processed is more accurate and integrated with the government system.

Table 1. Services in Blabak Subdistrict based on SERVQUAL Dimensions

SERVQUAL DIMENSIONS	Definition	Services in Blabak Subdistrict
Tangibles	Refers to physical elements that can be seen, touched, and used by the applicant in the service, such as facilities, equipment, and service space.	Blabak Subdistrict provides facilities such as computers, printers, air conditioning, waiting chairs, and service rooms equipped with fairly good facilities. However, the size of the room is limited.
Reliability	The ability of service providers to provide services consistently and in accordance with predetermined promises or expectations.	Officers can be relied on to complete administrative processes on time, such as processing population documents which can be done online via the SAKTI application.
Responsiveness	The ability of service providers to be responsive and quick in responding to requests or needs of applicants.	The officers provide fast and responsive service, despite the shortage in the number of officers. They take turns in serving and trying to meet the needs of the applicant.
Assurance	The ability of officers to provide a sense of security and confidence to applicants that they will receive correct and professional service.	The officers have sufficient knowledge and skills, adhere to the motto "Regards, Greetings, Smiles", and provide professional service to create trust.
Empathy	The ability of service providers to show attention and concern for the needs and feelings of applicants.	The officers showed a friendly and attentive attitude, ready to listen to complaints and provide solutions according to the applicant's needs, even though limited by space and number of officers.

4. Motto "Regards, Greetings, Smiles"

The motto applied by Blabak Village, namely "Regards, Greetings, Smiles," is an important supporting factor in creating a friendly and welcoming service atmosphere. The positive attitude and professionalism of officers in interacting with the community provide a pleasant experience for applicants and increase their level of satisfaction with the services provided.

Inhibiting factors of public services in Blabak Village, Kediri City are as follows:

1. Limited Service Space

One of the main inhibiting factors in public services in Blabak Village is the limited service space. The narrow space can only accommodate a small number of officers and applicants at

one time, so there is often a buildup of applicants waiting for their turn. This causes discomfort and longer waiting times for applicants, which can reduce the quality of the service experience.

2. Limited Number of Officers

Blabak Village only has a limited number of officers to handle public services, with two officers specifically handling general services. Although they work in shifts and complement each other, the small number of officers sometimes causes a high workload, which can affect the speed and quality of service. This shortage of manpower can also affect the ability to handle a larger number of applicants in a short time.

3. Limited Supporting Facilities

Although the existing facilities are quite adequate, there are some facilities that still need to be improved, such as the limited number of waiting chairs. This causes applicants who come to have to wait outside or stand, especially when the waiting room is full. The limitations of other supporting facilities, such as the number of air conditioners which is only one unit in the service room, can also be a factor that hinders applicant comfort, especially during hot weather.

4. Technical Problems and Internet Connection

Although Blabak Village has a fairly good internet network, sometimes there are technical problems that affect the smoothness of the service process. Problems with the server or internet that is experiencing problems can prevent officers from accessing and processing data quickly, which in turn can slow down the service process and cause dissatisfaction with applicants.

5. Challenges in Maintaining Consistency of Service

Although officers have tried to provide the best service with a friendly and professional attitude, challenges in maintaining consistency of service remain. With a limited number of officers, each officer must handle many tasks at once, which sometimes affects their focus on providing the best service. The inability to maintain consistency of service at all times can be a factor that hinders achieving maximum levels of satisfaction from the community.

Supporting and inhibiting factors in Blabak Village influence each other in determining the quality of public services. The availability of adequate facilities and infrastructure, the competence of officers, and the use of technology are factors that support good service. However, limited space, number of officers, and technical problems and limited facilities can hinder the smoothness and comfort of services. To further improve the quality of service, attention needs to be paid to the fulfillment of the needs of facilities and infrastructure, increasing the number of officers, and resolving technical problems that often occur.

DISCUSSIONS

Based on the results of research conducted in Blabak Village, Kediri City, the quality of public services was analyzed using the five dimensions of SERVQUAL. In general, the services provided by the Blabak Village apparatus show a fairly good effort, although some weaknesses are still found in several dimensions. The discussions are as follows:

1. Tangibles

Tangibles (Physical Evidence) in the SERVQUAL dimension refers to all physical aspects that can be seen and felt by service users, which include physical facilities, equipment,

technology used, and the appearance of officers in appearance. In public services, tangibles play an important role because they can give a strong first impression to the public, as well as create a sense of comfort and security for those receiving services[6]. In Blabak Village, Kediri City, tangibles include various physical elements that support the smooth running and quality of public services, both in terms of building facilities, equipment, and officer appearance.

One important aspect of tangibles in Blabak Village is the physical condition of the service building. This building is equipped with a service room that is quite simple but functions well. The available service room is equipped with waiting chairs, which, although limited, are sufficient to serve the applicants who come. In this case, the existing waiting room, even though there are only a few chairs, has created a comfortable atmosphere for applicants waiting for the service process. The presence of chairs located inside and outside the room is enough to provide space for people waiting to sit comfortably.

However, there are challenges related to space limitations that affect the comfort of the applicant. The limited service space can only accommodate a few officers and applicants at a time. This sometimes results in applicants having to wait outside the service room. Nonetheless, the officers' efforts in maintaining the applicant's comfort in the waiting room with the existing facilities show their awareness of the importance of a physical environment that supports service convenience. This research has similar results to previous that in the implementation of the college must be equipped with facilities to support the success of the goal[12, 13].

On the other hand, the equipment used in Blabak to provide public services is quite adequate. The Village has three computers, three printers, and various office stationery needed to support service operations. The existence of this equipment is important because it supports a fast and accurate administrative process, especially in the processing of population documents that must be accessed and processed through an online system.

In addition, additional facilities such as air conditioning and internet networks also support the comfort and smooth running of services. The air conditioner, although there is only one unit in the service room, still provides comfort in the midst of hot weather, although sometimes it is still considered inadequate considering the large number of applicants[14]. A stable internet network also allows officers to access and process population data efficiently, through applications provided by the local government, such as SAKTI (Integrated Population Administration System).

Tangibles also include the appearance of officers who provide services. In Blabak, officers always look neat and wear uniforms that reflect the identity of government agencies. This professional appearance not only gives a positive impression to the community, but also creates confidence that the services provided are reliable. A clean and orderly appearance shows that officers maintain standards of cleanliness and tidiness, which are important in providing quality public services[5].

Although the facilities and infrastructure in Blabak Village have supported services, there are some limitations that need to be considered. The limited service space causes long queues and inconvenience for applicants waiting for their turn. In addition, the limited number of officers to handle applicants causes a heavy workload, which sometimes affects service

times. The narrow space and limited number of chairs in the waiting room are challenges that must be addressed immediately to improve comfort for people who come to get services.

Overall, tangibles in Blabak Village can be said to be adequate in supporting good public services. Although there are some limitations, such as a narrow service room and a limited number of waiting chairs, the presence of adequate equipment, such as computers, printers, and internet networks, supports the smooth administration process[15]. The neat and professional appearance of the officers also gives a positive impression to the community. However, to further improve service quality, increasing the capacity of service rooms and other supporting facilities needs to be considered so that services are more efficient and convenient for the community.

2. Reliability

Public services in Blabak Village, Kediri City, can be analyzed using this one SERVQUAL dimension, namely Reliability. This dimension refers to the service provider's ability to provide reliable and consistent services, in accordance with promises and customer expectations (in this case, the community). Reliability in public services is very important because it creates a sense of trust and public satisfaction with the quality of services provided ([10]. In Blabak Village, the reliability of public services is reflected in several aspects, including consistency in providing services in accordance with established procedures, timeliness in completing administrative processes, and the ability of officers to provide accurate and reliable information to the community.

One form of reliability demonstrated by Blabak Village is the implementation of an integrated population administration service system through the SAKTI (Integrated Population Administration System) application. This application allows the community to take care of various population documents online, such as processing Family Cards, ID cards, Child Identity Cards (KIA), birth certificates, death certificates, as well as moving letters and SKCK. With this application, people do not need to come directly to the village office to take care of documents, which previously often caused long lines and wasted time. The SAKTI system offers convenience in registration that can be done independently or with the help of village officials, making the administrative process more efficient and faster.

However, service reliability is not only limited to the use of technology[5]. Officers in Blabak Village also play a major role in ensuring that the services provided run smoothly and in accordance with applicable procedures. Officers in the Village are trained to master the existing service procedures, and they can provide the assistance needed by the community. Although there are some constraints related to the limited number of officers and limited service space, the Village tries to maintain reliability by working in shifts and complementing each other.

Reliability is also seen in the ability of officers to provide services in accordance with the promises made to the community. People who come to process documents or obtain information feel confident that the administrative process will be completed in accordance with the promised time[16]. For example, if a citizen comes to apply for a certificate or civil registration document, the officer will provide a clear explanation of the requirements needed and the time needed to complete the application. Officers also strive to deliver satisfactory and timely service results, which is crucial in maintaining public trust. However, despite Blabak Village's efforts to maintain service reliability, there are some challenges that need to

be overcome. One of the problems that arise is related to technical disruptions, such as occasional server or internet connection problems. These disruptions can cause delays in data processing and issuing documents required by the community. However, Village officials try to overcome this problem by explaining to the community about the problem and providing a temporary solution to continue the document submission process. In addition, with limited space and facilities, the service process sometimes experiences a slight delay, especially if there are many applicants who come at the same time. Although limited service space can cause inconvenience, officers try to maintain service quality by prioritizing people who need immediate service.

Overall, Blabak Village has tried to maintain reliability in its public services. With the online service system through the SAKTI application, supported by good training for officers and efforts to provide services in accordance with the promises and expectations of the community, service reliability in this Village can be maintained quite well[9]. Despite some technical challenges and facility constraints, Blabak Village continues to improve and enhance the quality of its public services to meet community expectations, which in turn will contribute to increased community satisfaction with the services provided.

3. Responsiveness

Responsiveness in the SERVQUAL dimension refers to the service provider's ability to respond to customer needs and requests quickly, effectively, and in a timely manner [1]. In the context of public services in Blabak Village, Kediri City, responsiveness is very important to create community comfort and satisfaction in getting the services they need. Responsiveness includes not only the speed of providing services, but also the attitude of officers who are ready to help, friendly, and concerned about complaints and community needs.

Services in Blabak Village can be said to be quite responsive to community needs, although there are still challenges that need attention. Officers in Blabak Village, consisting of civil servants with considerable work experience, are accustomed to interacting with the community and have the ability to respond quickly and appropriately to various requests and complaints. The community feels that the officers are always ready to provide the explanations they need, both about the procedures for obtaining legal identity documents and about applicable village policies.

One aspect that shows responsiveness is the ease of accessing population administration services through the SAKTI application. The process of applying for population documents such as KTP, KK, and birth certificates can now be done online. This speeds up the process, as people no longer have to wait in long lines at the village office. Officers at Blabak Village are also responsive in helping people who have difficulties in operating this application. They patiently provide instructions and technical support to ensure that applications are received and processed properly.

However, responsiveness is also evident in the handling of complaints or problems that arise during the service process[3]. When there is a technical problem, such as a server or internet connection problem that affects the document submission process, officers quickly inform the public about the problem and provide a temporary solution. They do not just sit around waiting for the problem to be resolved, but actively try to find ways to keep the process

running, even though it may take longer. In this case, clear and open communication is essential to maintain community trust.

Although Blabak Village has been quite responsive, another challenge is the limited space and facilities that affect the comfort of waiting. For example, the limited service room can only accommodate a few people, and there are limited waiting chairs available, resulting in some applicants having to wait outside the room. Officers, despite the limitations, always try to provide the best possible service, including providing information regarding the estimated time needed to complete their business. In addition, although there are two officers specifically assigned to handle the service, Blabak Village has implemented a system of taking turns if an officer cannot be present or is busy handling other tasks. This shows the flexibility and readiness of officers to always provide the best service possible. This shows the flexibility and readiness of the officers to always provide the best service possible. In addition, with more trained officers, the community can get help more quickly if there are problems or urgent requests [5].

Overall, responsiveness in public services in Blabak Village is quite good. This Village shows a good ability to respond to community needs quickly, efficiently and professionally. Its officers are always ready to provide assistance to the community, both in providing explanations about document processing procedures and in handling complaints or problems that arise. Although there are some limitations, such as technical issues or limited facilities, Blabak Village strives to overcome these by maintaining open communication and providing adequate solutions. By increasing the capacity and facilities available, the responsiveness of public services in Blabak Village can be further improved to achieve maximum community satisfaction [4].

4. Assurance

Assurance or guarantee in the SERVQUAL dimension refers to the officer's ability to provide confidence to the public that they will receive appropriate, safe, and adequate service. This guarantee includes the knowledge, skills, and attitudes of officers who can build public trust in the quality of services provided [3]. In the context of public services in Blabak Village, Kediri City, assurance plays a very important role, because people rely on the services provided for their administrative interests, such as making KTP, KK, and other population documents.

Services in Blabak Village can be said to provide a fairly good guarantee, especially in terms of the reliability and security of the administrative process. Officers in this Village have adequate knowledge of the applicable procedures and regulations, both in terms of processing civil registration documents and other Village policies. With a strong understanding of their duties, officers can provide clear and accurate information, and can explain in detail each step that needs to be taken by the community [7].

One aspect that supports assurance in Blabak Village is the experience of officers who have worked in the Village for a long time. They are not only skilled in carrying out administrative procedures, but are also accustomed to handling a wide variety of situations that may occur in public service. This experience gives people confidence that they are in good hands to resolve their administrative needs.

In addition, officers in Blabak Village also demonstrate a friendly, polite, and professional attitude in interacting with the community. They always try to provide the best

service, adhering to the motto "Regards, Greetings, Smile," which shows an open and friendly attitude. This attitude plays an important role in creating a sense of comfort and security for the community, because they feel valued and treated well during the service process.

Security is also an aspect that supports assurance in Blabak Village. With the SAKTI application used to manage population data online, the community feels safer because their data will be well managed and not vulnerable to input errors or data loss [7]. The system ensures that document applications can be processed quickly and accurately, and provides assurance that each application will be processed in accordance with applicable procedures.

However, even though the systems and procedures are running well, there are several challenges that may affect service assurance in Blabak Village. For example, if there is a technical disruption such as a server problem or internet connection, the service process can be hampered. In conditions like this, officers still try to provide clear explanations to the public and find temporary solutions to continue providing services. However, with open and responsive communication, the public feels confident that the problem will be handled immediately. Overall, assurance in public services in Blabak Village shows adequate performance. Officers have good knowledge of applicable procedures and policies, as well as sufficient skills in providing services to the public. The professional, friendly, and polite attitude shown by officers also strengthens the public's sense of security and trust in the quality of services provided. Despite several technical challenges, Blabak Village strives to provide solutions and maintain public trust. By continuing to improve the quality of services and existing systems, assurance in Blabak Village can continue to be improved to achieve better and more satisfying services for the public.

5. Empathy

Empathy in the SERVQUAL dimension refers to the ability of officers to understand and feel the needs and feelings of the community being served. In the context of public services, empathy is important because it provides a personal and human dimension in the interaction between officers and the community. This dimension shows the extent to which officers not only provide technical and administrative services, but can also feel and understand the conditions and difficulties experienced by the community [8]. In public services in Blabak Village, empathy is one aspect that supports the creation of adequate and satisfactory services. In Blabak Village, empathy in public services can be seen from the attitude of officers who try to listen attentively to every complaint and need of the community. Village officers not only focus on administrative processes, but also try to provide personal attention to each individual who comes to get service. In this way, they can understand the situation of the community who may be in need of assistance, such as in processing population documents related to various administrative and social lives of the community.

One concrete example of empathy shown by officers in Blabak Village is when people apply for population documents such as KTP, KK, and birth certificates. Officers not only provide procedural information, but they also try to provide the best solution if there are obstacles. For example, if there are people who do not have internet access to process documents online, officers will provide direct assistance to ensure the process continues to run smoothly. This shows that officers are concerned about the limitations or problems that people may experience, and they are ready to help overcome these difficulties. In addition, officers in Blabak Village also show a friendly and patient attitude in serving the community.

They are not in a hurry to provide services and are always ready to answer questions clearly. Even though the number of officers is limited, they still try to provide the best possible service, even if they have to work harder to meet the needs of the community. In this case, empathy is not only reflected in the ability to listen, but also in the attitude of sincerity to provide assistance that is more than just an obligation.

Blabak Village also strives to improve public comfort in receiving services. For example, officers always try to create a friendly and pleasant atmosphere in the waiting room by providing adequate facilities. Although the space is limited, they still try to create a comfortable environment by maintaining cleanliness and paying special attention to the comfort of applicants. This attitude creates a feeling that the community is valued and prioritized, which is a form of empathy in service. However, there are several challenges that affect the implementation of empathy in public services in Blabak Village. For example, limited human resources and facilities can make it difficult for officers to provide maximum attention to each applicant, especially when the queue is quite long or many applicants come. When the workload increases, there may be certain times when officers cannot provide maximum personal attention to all applicants. Nevertheless, officers strive to maintain a patient and empathetic attitude in serving the community.

Overall, empathy in public services in Blabak Village can be said to be quite good. Officers do not only focus on administrative procedures, but also show an attitude of attention and concern for the needs of the community. By actively listening, providing solutions to problems faced, and maintaining a friendly and comfortable service atmosphere, officers have succeeded in creating a more humane and satisfying service [5]. Despite challenges in terms of limited resources, officers in Blabak Village continue to strive to provide empathetic services, ensuring that the community feels appreciated and understood. By continuing to improve the capacity and quality of services, empathy in public services in Blabak Village can continue to be improved.

CONCLUSION

Public services in Blabak Village, Kediri City, refer to the five dimensions of SERVQUAL, which indicate a fairly good quality of service, although there are several challenges that need to be improved. In the tangibles dimension, Blabak Village has provided adequate facilities, although the service space is limited. Facilities such as computers, printers, and internet networks are adequate, but the small service space and limited number of chairs are obstacles in providing comfort for people who are waiting. In terms of reliability, services in Blabak Village have met procedural standards and can be relied on, especially in processing population documents which can now be done online through the SAKTI application. This makes it easier for the public and reduces long queues at the village office. Responsiveness can be seen from the efforts of officers in responding to the needs of the community. Although sometimes there are technical constraints such as server or internet network problems, officers still try to provide the best possible service. In terms of assurance, officers in Blabak Village are able to provide a sense of security and confidence to the community. They adhere to the motto "Regards, Greetings, Smiles" which makes the community feel appreciated and cared for. Finally, empathy is reflected in the friendly attitude and attention of officers towards applicants. They try to serve wholeheartedly and provide services that are in accordance with

the needs of the community. Although the number of officers is limited and some are still high school educated, they have good enough skills to provide services. Overall, public services in Blabak Village are quite optimal, but to increase comfort and efficiency, improvements to facilities and an increase in the number of officers are needed.

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