ANJELINA SELVIA KODORA, FAKULTAS ILMU SOSIAL DAN ILMU POLITIK, 2026 STRATEGI DINAS KEPENDUDUKAN DAN CATATAN SIPIL KOTA MALANG (DISPENDUKCAPIL) UNTUK MENINGKATKAN KUALITAS LAYANAN

Dosen pembimbing utama : Dr. Cahyo Sasmito, S.H, M.Si
Dosen pembimbing pendamping: Dr. Willy Tri Hardiyanto, S.Sos., MM., M.AP

RINGKASAN

Penelitian ini dilatarbelakangi oleh pentingnya kualitas pelayanan publik dalam administrasi kependudukan, khususnya di Dinas Kependudukan dan Pencatatan Sipil Kota Malang yang masih menghadapi berbagai kendala seperti lamanya proses pelayanan, keterbatasan sumber daya manusia, serta gangguan sistem teknologi. Berdasarkan permasalahan tersebut, penelitian ini bertujuan untuk menganalisis strategi yang diterapkan dalam meningkatkan kualitas layanan serta mengidentifikasi faktor pendukung dan penghambatnya. Secara teoritis, penelitian ini mengacu pada konsep strategi, manajemen, dan kualitas pelayanan publik yang menekankan pentingnya perencanaan strategis, inovasi layanan, peningkatan kompetensi SDM, serta kepuasan masyarakat sebagai indikator keberhasilan pelayanan. Metode yang digunakan adalah pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi, serta analisis data menggunakan model interaktif yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa strategi Dispendukcapil Kota Malang dalam meningkatkan kualitas layanan dilakukan melalui beberapa upaya utama, yaitu peningkatan kompetensi aparatur, pemanfaatan teknologi informasi melalui sistem layanan digital, penyederhanaan prosedur pelayanan, perbaikan sarana dan prasarana, serta pengembangan inovasi layanan seperti Si-APEL, Lapor Pak, dan program jemput bola. Strategi tersebut dinilai cukup efektif dalam meningkatkan kualitas pelayanan dan kepuasan masyarakat, meskipun belum sepenuhnya optimal. Adapun faktor pendukung meliputi kompetensi pegawai yang memadai, adanya dukungan teknologi, serta komitmen organisasi terhadap peningkatan layanan. Sementara itu, faktor penghambat mencakup tingginya volume permintaan layanan, keterbatasan SDM, serta kendala teknis pada sistem pelayanan berbasis digital. Berdasarkan temuan tersebut, dapat disimpulkan bahwa strategi yang diterapkan telah berjalan dengan baik namun masih memerlukan optimalisasi secara berkelanjutan melalui peningkatan kapasitas SDM, penguatan infrastruktur teknologi, serta evaluasi dan inovasi layanan secara terus-menerus guna mewujudkan pelayanan publik yang lebih efektif, efisien, dan berkualitas.

Kata kunci: kualitas pelayanan publik, administrasi kependudukan, strategi pelayanan, inovasi layanan.

ANJELINA SELVIA KODORA, ***FACULTY OF SOCIAL AND POLITICAL SCIENCES, 2026 STRATEGY OF THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION OF MALANG CITY (DISPENDUKCAPIL) TO IMPROVE SERVICE QUALITY***

Supervisor : Dr. Cahyo Sasmito, S.H, M.Si
Co Supervisor: Dr. Willy Tri Hardiyanto, S.Sos., MM., M.AP

SUMMARY

This study is motivated by the importance of public service quality in population administration, particularly at the Department of Population and Civil Registration of Malang City, which still faces several challenges such as lengthy service processes, limited human resources, and disruptions in technological systems. Based on these issues, this study aims to analyze the strategies implemented to improve service quality and to identify the supporting and inhibiting factors. Theoretically, this research refers to concepts of strategy, management, and public service quality, emphasizing the importance of strategic planning, service innovation, enhancement of human resource competencies, and community satisfaction as indicators of service success. The method used is a descriptive qualitative approach, with data collection techniques including observation, interviews, and documentation, and data analysis conducted through an interactive model consisting of data reduction, data presentation, and conclusion drawing.

The results of the study indicate that the strategies implemented by the Department of Population and Civil Registration of Malang City to improve service quality include several key efforts, namely enhancing the competence of personnel, utilizing information technology through digital service systems, simplifying service procedures, improving facilities and infrastructure, and developing service innovations such as Si-APEL, Lapor Pak, and mobile service programs. These strategies are considered quite effective in improving service quality and public satisfaction, although they have not yet been fully optimized. Supporting factors include adequate staff competence, technological support, and organizational commitment to service improvement. Meanwhile, inhibiting factors include the high volume of service demand, limited human resources, and technical constraints in digital-based service systems. Based on these findings, it can be concluded that the strategies implemented have been running well but still require continuous optimization through improving human resource capacity, strengthening technological infrastructure, and ongoing evaluation and service innovation to achieve more effective, efficient, and high-quality public services.

Keywords: *public service quality, population administration, service strategy, service innovation.*