

ARTICLE

Enhancing Population Administration Services: Assessing Community Satisfaction at Kios Pelanduk

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ABSTRACT

This study evaluates the service quality of Kios Pelanduk, a population administration innovation by Dispendukcapil Kebumen, focused on Jatiluhur and Jatipurus Villages. Employing qualitative methods and NVivo tools, the research examines community satisfaction based on the Community Satisfaction Index (IKM) and highlights perceptions of fast, easy, and reliable services. Key findings reveal high satisfaction levels due to clear requirements, efficient procedures, and competent operators. However, challenges persist, including infrastructure limitations, procedural delays, and uneven adoption across villages. Despite these challenges, the initiative demonstrates significant success in enhancing population administration services, with steady progress in document ownership and satisfaction indices. Recommendations include improving infrastructure, expanding adoption to remote areas, and addressing service delays to ensure broader and more effective implementation. This study underscores the potential of local-level innovations in advancing public service delivery and provides actionable insights for policymakers.

A. INTRODUCTION

Improving public services in response to community demands requires innovation (Prabowo et al., 2022). One of the innovations of the Dispendukcapil Kebumen to create good public services is through a population administration service (*Pelanduk*) with a ball pick-up system. Several service were established in several villages, so the innovation is called Kios Pelanduk. This innovation was established on May 1, 2019, as part of Kebumen's smart city innovation priority quick wins (Rosewidiadari, 2022) in the field of public services. Kios Pelanduk is an implementation of Decree of the Regent of Kebumen (*Surat Keputusan Bupati Kebumen*) Number 21/KOMINFO/HK.03.02/05/2019 about the implementation of the 100 Smart City Movement in Kebumen (Kebumen Smart City, 2019).

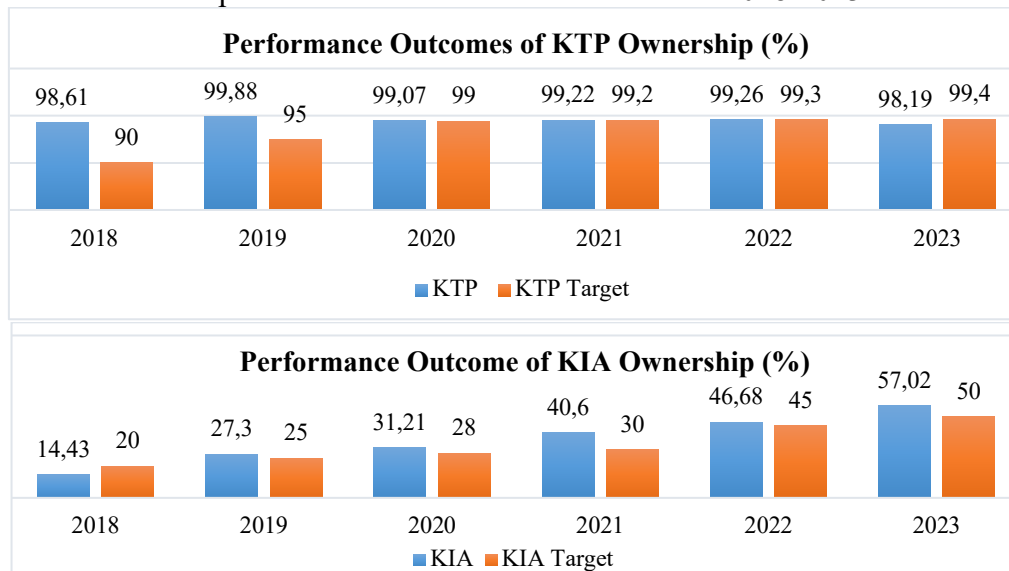
The population of Kebumen is 1,434,023 people, and the most populous area in the capital city is Kebumen Subdistrict. Kebumen Regency has an area of 1,281 km², consisting of 26 subdistricts and 460 villages stretching from Ayah to Prembun Subdistrict. The topography of Kebumen consists of mountainous, coastal, valley, and urban areas. This causes development disparities between regions, and several remote areas are difficult to reach. Based on the The Regional Medium-Term Development Plan (RPJMD) 2021-2026 of Kebumen Regency, still has 10 underdeveloped villages. Due to this geography, the people of Kebumen who live in

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remote villages are reluctant to take care of population administration documents. Furthermore, the awareness of the people of Kebumen regarding the orderliness of population administration documents is still low. This condition causes low ownership of population documents, especially identity cards (KTP) and child identity card (KIA) documents. This is shown by the achievements from 2018 to as shown in the graph below.

Graph 1. Achievement of KTP and KIA in 2018-2023



Source: The Population and Civil Registration Office, Kebumen Regency (2024)

Based on the The Government Agency Performance Report (LKJIP) of Dispendukcapil Kebumen, the performance result of KIA ownership achievement in 2018 of 14.43% is still far from the national target of 20%. For example, the distance from Ayah Subdistrict to the district capital is 40 km or about 1.5 hours by vehicle. The problem of the long distance that must be traveled by the community to the government office causes the community to often be late or delay reporting the population events experienced. They only report when it is incidental (Sari et al., 2020).

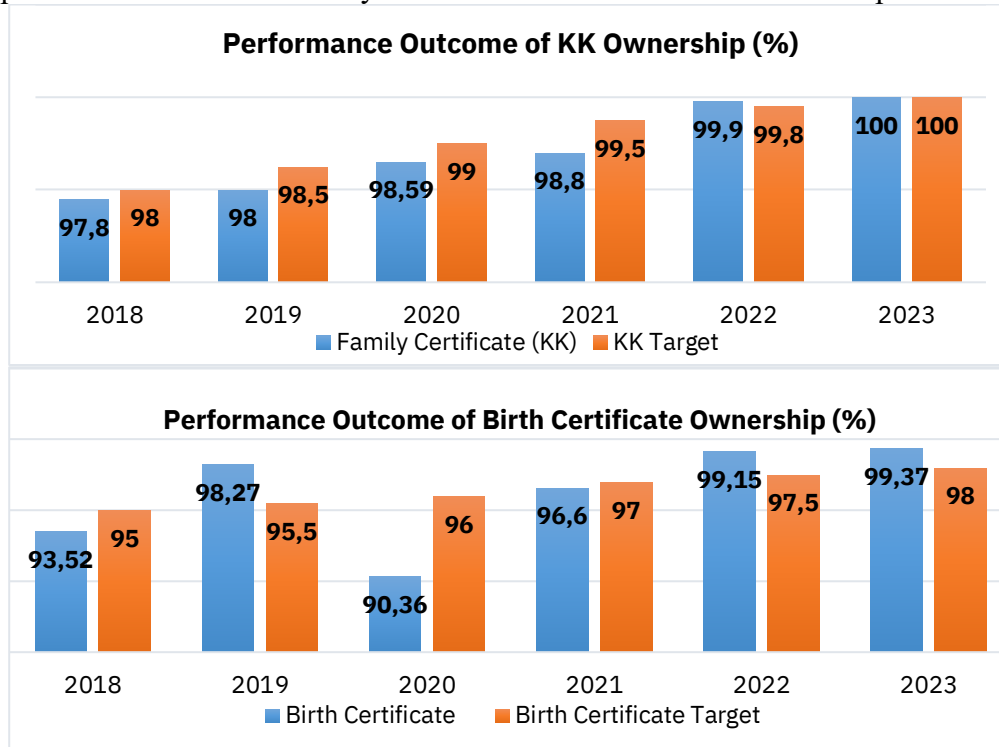
Since the Kios Pelanduk innovation was established, the trend of KIA achievements has experienced a steady increase in the last six years. In 2023, the KIA achievement of 57.02% exceeded the target of 50%. In the same year, the achievement of KTP ownership performance results was 98.19% of the 99.4% target. KTP ownership in 2023 did not reach the national target and was lower than the KTP achievement in 2018. In 2018, the KTP ownership achievement of 98.61% exceeded the national target of 90%. The achievement of the people of Kebumen with KTP in 2018, which had exceeded the national target, encouraged the Kebumen District Government to maintain this image. Therefore, in 2019, the Kebumen District introduced an innovation called Kios Pelanduk, which is a platform established in urban villages/villages to help facilitate the community to take care of population administration. This concept is a ball-picking innovation, which is intended as an effort to advance population service operations to the village level (Prabowo et al., 2022).

Kios Pelanduk is a collaboration between the Population and Civil Registration Office (Dispendukcapil) and villages, where the service process is carried out by local village staff. The process of completing the documents will be carried out by Dispendukcapil, and then when the documents have been processed, they will be handed back to the local village government. Several villages now have Kios Pelanduk with adequate infrastructure and human resources to issue some population administration documents on the spot (no need to process them at the

District Dispendukcapil). Kios Pelanduk processes non-KTP and KTP services. Services that are processed on the spot include the issuance of non-KTP services, such as population administration documents in the form of paper. The administrative population administration services include the processing of *Kartu Keluarga* (family cards), *Akta Kelahiran* (birth certificates), *Akta Kematian* (death certificates), and *Surat Keterangan Pindah dan Datang* (move-in and move-out letters).

This ball-pick-up service innovation has been quite successful in increasing the prevalence of population document ownership in Kebumen. The trend of realization of the population who have *KK*, *Akta Kelahiran*, and *Akta Kematian* has increased, as shown in the table below.

Graph 2. Achievement of Family Cards and Birth Certificates Ownership in 2018-2023

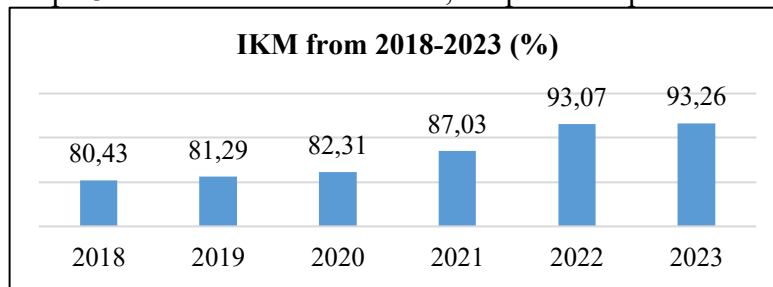


Source: The Population and Civil Registration Office, Kebumen Regency (2024)

The achievement of performance results in the form of documents for population administration services in the Dispendukcapil Kebumen from 2018 to 2023, in the form of Family Cards (KK) and Birth Certificates (*Akta Kelahiran*), shows an increasing realization trend, while the achievement of death certificate data shows stability. KK ownership by heads of households in Kebumen Regency in 2018 was 97.8%, lower than the national target of 98%, and in 2023, the KK performance results reached 100%. *Akta Kelahiran* ownership in 2018 was 93.52%, lower than the national target of 95%, and in 2022, it was 99.37%, exceeding the national target of 98%. In 2018, or before Kios Pelanduk was launched, KK and *Akta Kelahiran* ownership had not yet reached the national target. However, after Kios Pelanduk was implemented, KK and *Akta Kelahiran* ownership exceeded the national target (Santosa, 2021).

The existence of Kios Pelanduk has affected the level of satisfaction of the Kebumen community in obtaining Dispendukcapil services. In the years since Kios Pelanduk was launched, the Dispendukcapil Service Unit has seen an increase in the Community Satisfaction Index (IKM). The IKM in 2018 was 80.43%, and it increased in 2023 to 93.26%, as shown in the graph below.

Graph 3. IKM Public Service Unit, Dispendukcapil Kebumen



Source: The Population and Civil Registration Office, Kebumen Regency (2024)

By 2023, Dispendukcapil had a target of establishing 30 Kios Pelanduk. Currently, there are only 24 Kios Pelanduk services out of a total of 460 villages in Kebumen Regency. This is because only 24 Village Heads (Kades and Lurah) have approved this innovation in their area. The presence of Kios Pelanduk requires commitment and support from the local village. The village head must be responsible for procuring infrastructure and facilities, human resources, and budget (Pratiwi & Yunita, 2020).

Jatiluhur Village and Jatipurus Village have contributed greatly to the development of services through Kios Pelanduk, so both villages have become pilot projects for this service innovation. Both areas are considered by Dispendukcapil Kebumen to be the most prepared villages for the implementation of population administration services, in terms of commitment from village leaders, infrastructure, and human resources. The two Kios Pelanduk became satellites for 22 other Kios Pelanduk to follow their success in processing population administration issuance. Kios Pelanduk Jatiluhur and Jatipurus have been able to issue population administration documents independently thanks to the support of village officials who are competent operators and have adequate infrastructure (Pratiwi & Yunita, 2020).

While various research has focused on the challenges of service delivery in urban settings (Fuglsang & Koch, 2017; McAllister, 2020), there is limited exploration of how innovations like Kios Pelanduk can bridge service gaps in rural regions with diverse geographic conditions (Köhler & Jessen, 2020). Studies such as that by Salim & Chotwani (2018) emphasize the difficulties in providing public services to remote communities due to geographical and infrastructural barriers, which is particularly relevant to Kebumen, where such challenges persist. This paper emphasizes the urgency of improving public service access in Kebumen, where geographical barriers, low awareness, and limited infrastructure hinder the timely completion of essential administrative tasks. For example, research by Siagian et al. (2019) highlights the issues of accessibility to population administration services in regions with inadequate infrastructure, aligning with the situation in Kebumen. The lack of effective population document ownership has been a longstanding issue, and the introduction of Kios Pelanduk seeks to address this gap by enhancing accessibility and community engagement.

Moreover, existing studies on similar innovations, such as mobile service units or decentralized service models, demonstrate their effectiveness in improving service delivery (Jiang & Tian, 2021; Prabowo et al., 2022). However, these studies do not fully address the unique context of rural Kebumen, which presents specific challenges related to village-level administrative capacity and infrastructure.

B. LITERATURE REVIEW

Public service, according to Miftah Thoha (2020), is an effort by an individual, a group of individuals, or specific institutions to provide assistance and convenience to the community in

achieving certain expectations or goals. Service quality, on the other hand, is defined as an effort to fulfill the needs and desires of consumers or customers and to deliver these services in a manner that meets or exceeds their expectations. Service quality is a dynamic concept that influences products, services, the environment, and human interactions ([Tjiptono, 2022](#); [Aisyah et al., 2022](#)).

In evaluating public service delivery, community satisfaction serves as a critical indicator of service performance. As outlined in Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi (Permen PAN & RB) Nomor 14 Tahun 2017, community satisfaction reflects the public's evaluation of the performance of government services. Poor performance that fails to meet public expectations results in dissatisfaction, while performance that exceeds public expectations fosters satisfaction. The regulation specifies nine key indicators for measuring the Community Satisfaction Index (IKM):

1. Requirements: Clarity and simplicity of administrative requirements.
2. System, Mechanism, and Procedure: Efficiency and transparency of service processes.
3. Completion Time: Timeliness of service delivery.
4. Fees or Tariffs: Affordability and transparency of service fees.
5. Product Specification Type of Service: Quality and relevance of the service provided.
6. Executor Competence: Skills and qualifications of service providers.
7. Executor Behavior: Professionalism, courtesy, and attitude of service providers.
8. Handling of Complaints, Suggestions, and Feedback: Responsiveness to public feedback and grievances.
9. Facilities and Infrastructure: Availability and adequacy of physical and technological resources supporting service delivery.

This research adopts the Permen PAN & RB No. 14 Tahun 2017 framework as the official instrument for evaluating public satisfaction with government services in Indonesia. These indicators are widely applied across public service units in the country and provide a structured basis for assessing performance. Specifically, the IKM instrument is used in this study to measure public satisfaction with the services provided at Kios Pelanduk in Jatiluhur Village and Jatipurus Village. Community satisfaction in these villages serves as a proxy for evaluating the quality of services provided by the innovation.

However, while the IKM indicators offer a valuable framework for assessing public satisfaction, this study integrates insights from service quality theory, particularly the SERVQUAL model developed by [Parasuraman et al., \(1988\)](#) to provide a more comprehensive analysis of service quality. The SERVQUAL model identifies five key dimensions of service quality:

1. Tangibility: The physical facilities, equipment, and appearance of personnel.
2. Reliability: The ability to perform the promised service dependably and accurately.
3. Responsiveness: The willingness to help customers and provide prompt service.
4. Assurance: The knowledge and courtesy of employees and their ability to inspire trust and confidence.
5. Empathy: The provision of caring, individualized attention to customers.

By juxtaposing the IKM indicators with the dimensions of service quality theory, this research offers a critical comparison and alignment of these two frameworks. For example, the IKM indicator on Facilities and Infrastructure directly corresponds to the Tangibility dimension in the SERVQUAL model. Similarly, the indicators on Executor Competence and Executor Behavior align with the Assurance and Empathy dimensions, respectively. This comparative analysis not only enriches the evaluation of public service quality at Kios Pelanduk but also highlights areas where the IKM framework can be further refined to enhance its applicability and effectiveness as a measurement tool.

Moreover, the inclusion of service quality theory allows this research to contextualize its findings within broader discussions of public administration and service delivery. For instance, innovations like Kios P Pelanduk can be compared with similar service delivery initiatives in other regions or countries, such as mobile service units in rural areas or decentralized administrative systems, as proposed by Dunning et al (Hildawati et al., 2024). This comparative perspective underscores the uniqueness and potential replicability of Kios Pelanduk while identifying best practices and lessons that can inform its future development (Eldo & Mutiarin, 2018).

Ultimately, this integration of service quality theory into the analysis contributes to the novelty of this research by linking theoretical frameworks with practical applications. It provides a deeper understanding of the factors influencing public satisfaction, aligns the findings with global standards of service quality, and offers actionable recommendations for improving service delivery at Kios Pelanduk. In doing so, this study not only addresses gaps in the literature but also provides valuable insights for policymakers and practitioners in the field of public administration.

C. METHOD

This study employs a descriptive qualitative approach to assess community satisfaction as an indicator of service quality at Kios Pelanduk. Despite significant improvements in population document ownership through this innovation, challenges persist in remote areas due to limited infrastructure, lack of local leadership support, and funding constraints. Additionally, low public awareness of population administration has hindered national targets for ID card (KTP) and child identity card (KIA) ownership, affecting the overall impact of the program.

Data were collected through open-ended questions in a structured questionnaire, designed to capture respondents' perspectives on service quality. A purposive sampling technique was employed, selecting 79 respondents who had firsthand experience with Kios Pelanduk services. This ensured that the participants were well-informed about the service, aligning with best practices in public administration research (Prabowo et al., 2022).

To ensure the validity of findings, triangulation was applied by cross-referencing multiple data sources. Triangulation in qualitative research involves verifying data by comparing different sources, reducing bias and enhancing credibility (Dispendukcapil Kebumen, 2024). The Community Satisfaction Index (IKM) framework, based on Ministerial Regulation No. 14/2017, was used as a reference to structure the qualitative assessment. Each IKM indicator was translated into open-ended items to align with the framework's dimensions while minimizing bias (Tjiptono, 2022).

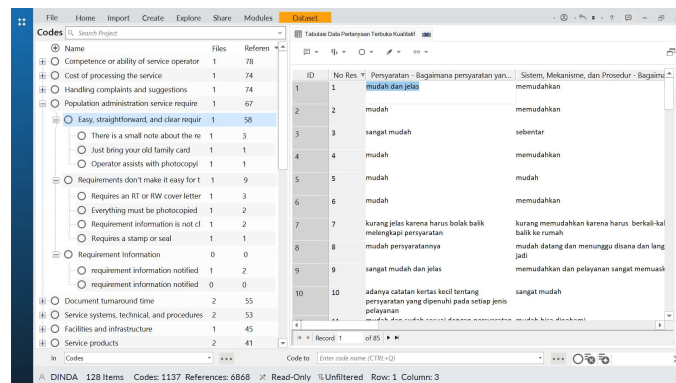
The qualitative data were analyzed using NVivo, which facilitated coding, categorization, and thematic analysis. The process involved:

1. Open coding – Identifying key concepts from raw data.
2. Axial coding – Grouping related concepts into categories.
3. Selective coding – Refining categories to derive key themes.

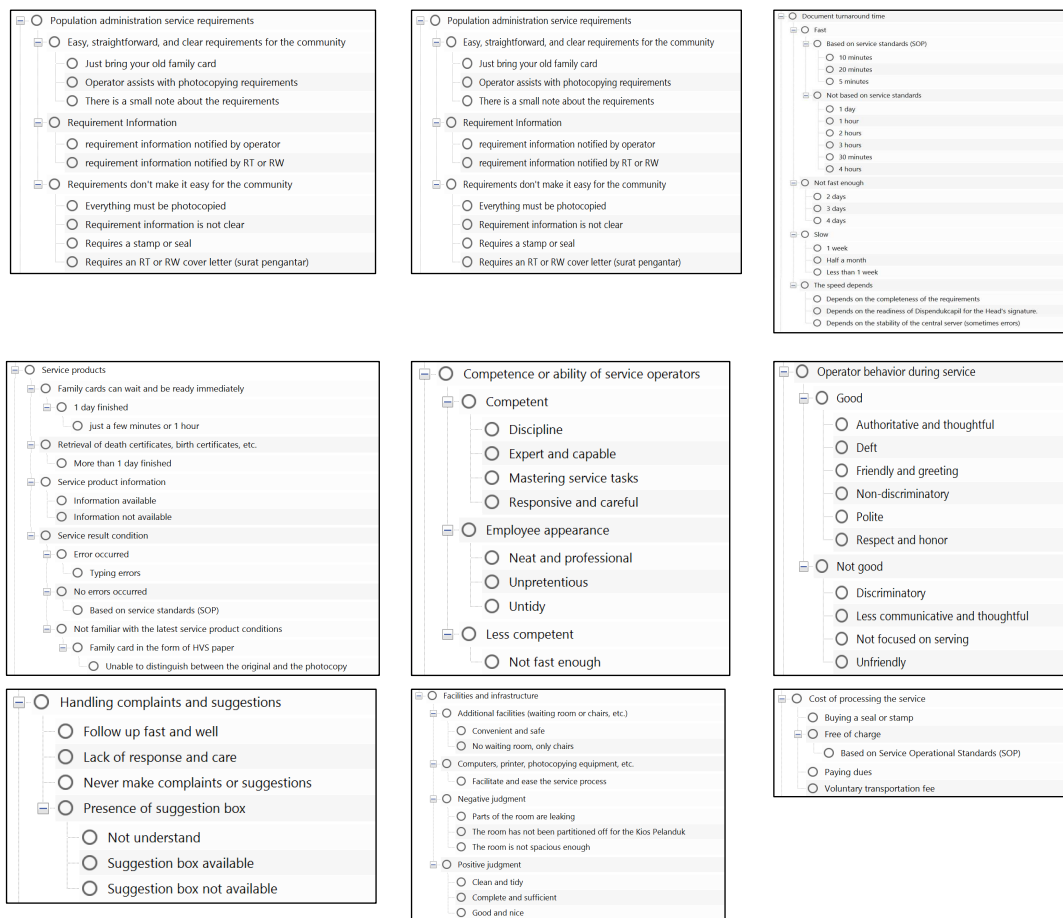
Additionally, NVivo's visualization tools (Izza & Rusydiana, 2023), such as Mind Maps and Word Clouds, were used to illustrate relationships between emerging themes. A brief descriptive statistical summary of respondent demographics and responses was also generated to provide additional context. By integrating qualitative methods with the IKM framework and NVivo's analytical tools (Robins & Eisen, 2017; Allsop et al., 2022), this study provides a nuanced understanding of service quality at Kios Pelanduk. The findings offer practical insights for public service improvement while demonstrating the value of qualitative research in performance evaluation.

D. RESULT AND DISCUSSION

Qualitative data were collected using questionnaires with open-ended questions. A total of nine questions were formulated based on IKM (Community Satisfaction Index) indicators. These questions focused on assessing the service quality of Kios Pelanduk. Respondents' answers were tabulated using Microsoft Excel, and the data were subsequently processed with features available in the Nvivo application.



(Source: Results of Data Coding in Nvivo 14)
Figure 1. Coding Page on Nvivo

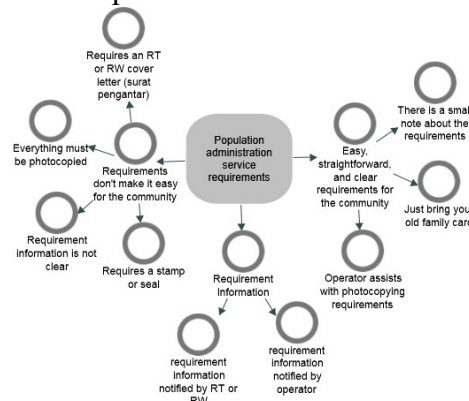


(Source: Results of Data Coding in Nvivo 14)
Figure 2. Codes of the 9 Service Quality Indicators

The figures above display the codes derived from the nine service quality indicators. These codes were generated through the coding process, which involves organizing and interpreting respondents' answers to identify meaningful patterns. Each indicator was assigned simplified and concise codes to represent respondents' perspectives on services at Kios Pelanduk. The nine indicators include:

Requirement Indikator

Analysis of the requirement indicator is illustrated through Concept Maps, highlighting respondents' perceptions of service requirements at Kios Pelanduk Jatiluhur and Jatipurus.



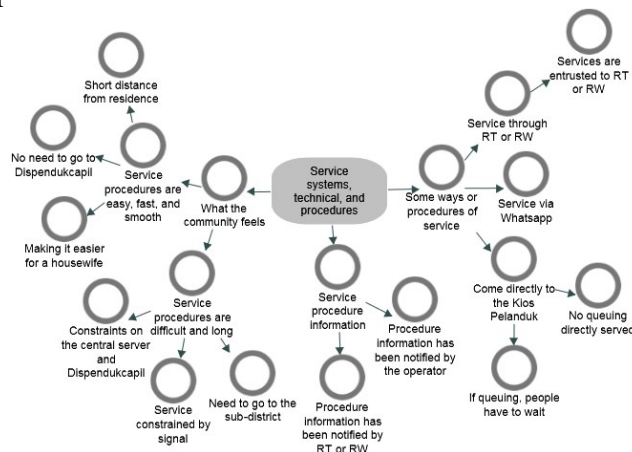
(Source: Results of Data Coding in Nvivo 14)

Figure 3. Concept Map of Requirement Indikator

Respondents generally found the service requirements at Kios Pelanduk to be straightforward and clear, supported by proactive assistance from operators. For instance, Jatipurus village hall provides photocopying services to facilitate document preparation. Operators also distributed small notes detailing the required documents. Additionally, information on requirements was communicated directly by operators or conveyed through local *RT* (Neighborhood Units) and *RW* (Community Units). However, some respondents reported challenges, such as unclear information and difficulties obtaining required documents (e.g., photocopies and stamped letters). Despite these challenges, measures such as photocopy assistance and notes on requirements helped address these concerns.

System, Technical, and Procedural Indikator

Community perceptions of service systems and procedures were analyzed using Nvivo-generated Concept Maps.

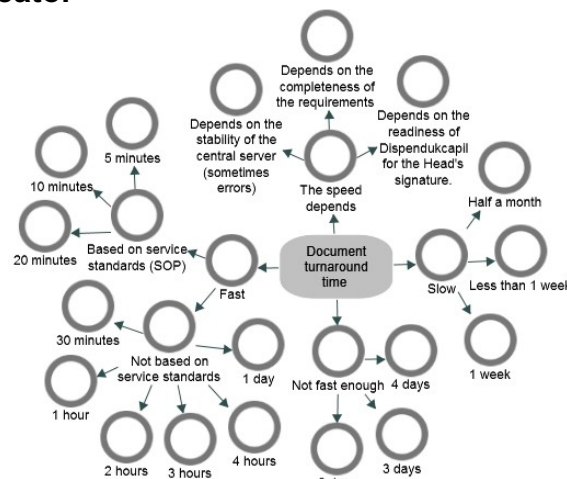


(Source: Results of Data Coding in Nvivo 14)

Figure 4. Concept Map of System, Technical, and Procedural Indikator

Respondents generally perceived the procedures at Kios Pelanduk as easy and efficient, primarily because they no longer needed to visit the distant Dispendukcapil (Population and Civil Registration Office) in Kebumen, which is 12–14 km away. This accessibility particularly benefits housewives, who constitute 53% of service users. Challenges included internet connectivity issues, system downtime, and delays in receiving electronic signatures (TTE) from the central Dispendukcapil. Additionally, some respondents experienced procedural inefficiencies requiring visits to the subdistrict office for document corrections.

Completion Time Indicator

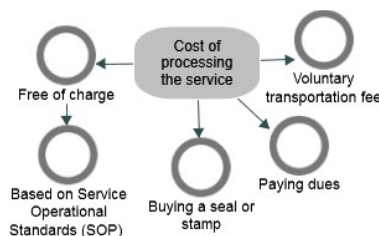


(Source: Results of Data Coding in Nvivo 14)

Figure 5. Concept Map of Completion Time Indikator

The completion time for administrative documents at Kios Pelanduk varied. Services completed within the SOP's stipulated 25 minutes were considered fast, while delays beyond this timeframe ranging from 30 minutes to several days were classified as less efficient. Despite occasional delays, respondents viewed Kios Pelanduk services as faster than those at Dispendukcapil. Factors influencing completion time included server stability, operator responsiveness, and the completeness of submitted requirements. For instance, Kartu Keluarga (KK) could be issued within a day, while other documents, such as birth or death certificates, often required more time.

Cost or Tariff Indicator

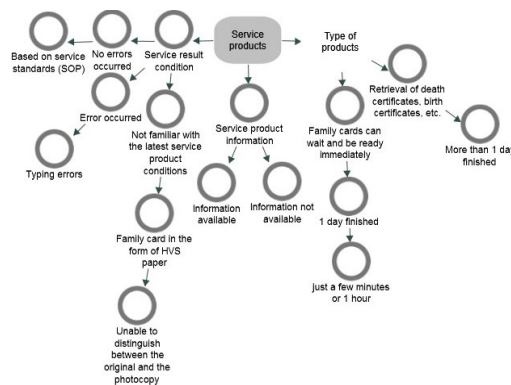


(Source: Results of Data Coding in Nvivo 14)

Figure 6. Concept Map of Cost or Tariff Indikator

Respondents reported that services at Kios Pelanduk were generally free, in accordance with Kebumen's regional regulation (Peraturan Daerah Kabupaten Kebumen No. 2 Tahun 2023), which mandates zero-cost administrative services at the village level. However, some respondents noted indirect costs, such as transportation expenses and the purchase of stamps, which were voluntarily covered by the community.

Product Specification and Type of Service Indicator

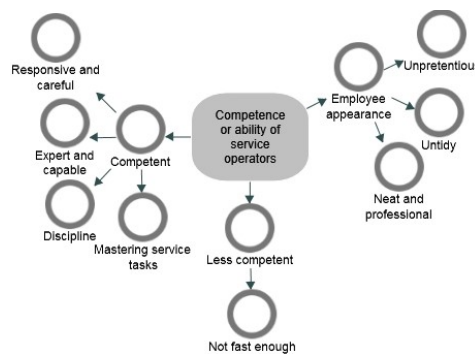


(Source: Results of Data Coding in Nvivo 14)

Figure 7. Concept Map of Product Specification and Type of Service Indikator

Respondents generally found service products to be accurate and compliant with SOPs. However, some noted typographical errors in documents and expressed difficulty distinguishing between original and photocopied documents, especially with the new KK format printed on white HVS paper. Socialization efforts by village officials have been instrumental in familiarizing the community with new service products and procedures.

Competency of Implementers Indicator



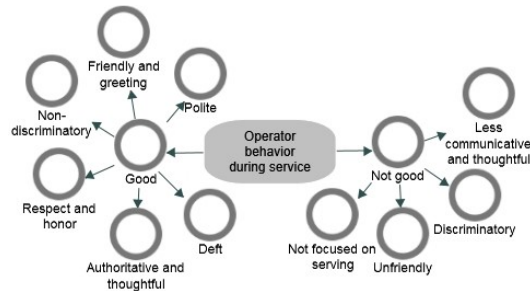
(Source: Results of Data Coding in Nvivo 14)

Figure 8. Concept Map of Competency Implementers Indikator

Respondents assessed Kios Pelanduk operators as competent, citing their proficiency in operating software and handling administrative tasks. Operators were described as disciplined, responsive, and careful. However, some respondents perceived operators as lacking speed in addressing requests. Operator appearance was also deemed neat and professional by most respondents.

Implementer Behavior Indicator

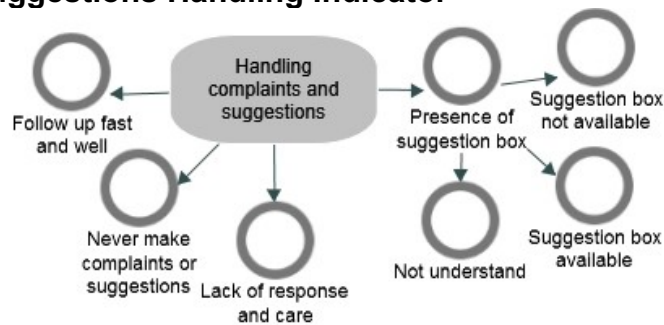
Respondents highlighted positive behaviors, such as friendliness, politeness, respectfulness, and non-discrimination. However, some perceived operators as less communicative and occasionally inattentive. The application of ASN Ber-AKHLAK values including Service-Oriented, Accountable, Competent, Harmonious, Loyal, Adaptive, and Collaborative is critical for fostering professionalism in service delivery.



(Source: Results of Data Coding in Nvivo 14)

Figure 9. Concept Map of Implementer Behavior Indicator

Complaints and Suggestions Handling Indicator

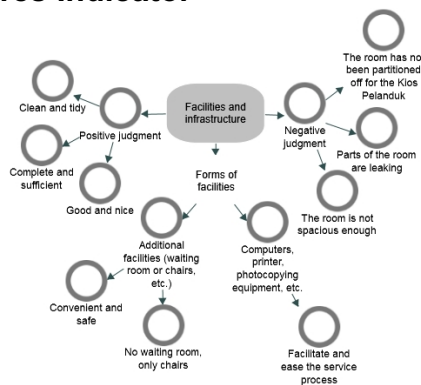


(Source: Results of Data Coding in Nvivo 14)

Figure 10. Concept Map of Complaints and Suggestions Handling Indikator

Complaint handling at Kios Pelanduk was generally effective, with operators addressing issues promptly and professionally. However, some respondents felt operators were less responsive to complaints. Additionally, a lack of awareness about the importance of providing feedback hindered the submission of complaints or suggestions. The availability of suggestion boxes and responsive follow-ups are vital for enhancing service quality.

Facilities and Infrastructures Indicator



(Source: Results of Data Coding in Nvivo 14)

Figure 9. Concept Map of Facilities and Infrastructures Indicator

The Facilities and Infrastructures Indicator, based on data from Nvivo 14, highlights both positive and negative feedback from the community regarding the infrastructure at Kios Pelanduk. Negative feedback included concerns from the Jatipurus community about the lack of partitioning in the service room, which is shared with other village officials, reducing comfort during service. The Jatiluhur community mentioned the service room's small size and ceiling leaks, despite having partitions. Both communities emphasized the need for a dedicated,

spacious service area. On the positive side, the facilities were praised for being clean, complete, and efficient, with computers and printing equipment playing a key role in fast service delivery. Supporting facilities like photocopiers, waiting chairs, and fans contributed to a comfortable environment, although the Jatipurus community noted the absence of a dedicated waiting room. In contrast, the Jatiluhur Kios had a proper waiting area, enhancing comfort. While the infrastructure is largely seen as adequate, addressing issues like creating dedicated service spaces and increasing room size would improve community satisfaction and service quality.

E. CONCLUSION

This research examines the service quality of Kios Pelanduk in Jatiluhur and Jatipurus Villages (Maulidyah, 2024) based on the Community Satisfaction Index (IKM). Through Nvivo analysis of respondents' answers, various data visualizations were produced, including Codes, Summary, Word Cloud, and Word Tree. Based on the research problem formulation and results, the following conclusions can be drawn. The service quality of Kios Pelanduk in both Jatiluhur and Jatipurus is generally positive and satisfying. This is reflected in the dominant positive responses identified through the codes, with the most frequent responses highlighting the following aspects: "Easy, straightforward, and clear requirements," "Easy, fast, and smooth service procedures," "Adherence to predetermined time targets," "Free of charge," "Error-free service products," "Competence of the implementers," "Good behavior of the implementers," and "Positive feedback on facilities and infrastructure." This positive service quality is further evidenced by the Word Cloud results, where words such as "fast," "easy," and "good" appear most frequently. The majority of respondents from Jatiluhur and Jatipurus describe the Kios Pelanduk program as "good," noting that the service time is "fast," and the application requirements and procedures are "easy." The community generally perceives the service as efficient, with feedback emphasizing the speed, ease, and overall quality of the service.

However, despite the positive feedback, there are several limitations that need to be addressed. The facilities and infrastructure at both Kios Pelanduk locations are not yet able to fully accommodate on-site KTP issuance services. Furthermore, the completion time for most population administration documents exceeds the Kios Pelanduk Service SOP, with some processes taking more than 25 minutes. These issues suggest a need for improvement in infrastructure and service efficiency. It is also important to note that while the service quality is generally perceived as good, there are potential biases in the data collection process, as the community's responses may be influenced by their familiarity with the service or their perceptions of local government effectiveness. Future research should critically address these potential biases and examine the scalability of Kios Pelanduk services, particularly in underrepresented villages.

In conclusion, the research highlights that while Kios Pelanduk provides generally good service quality, there are areas for improvement, especially in terms of infrastructure and adherence to service time targets. Addressing these issues would enhance the service experience and contribute to the broader efficiency of population administration services. Recommendations for policymakers include improving infrastructure to accommodate on-site KTP issuance and ensuring that service time targets are consistently met. Further studies could explore the scalability of Kios Pelanduk services to other regions and evaluate the long-term impact on community satisfaction.

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