

Quality of Digital Population Administration Services at Paradewi in Bandarasri Village, Mojokerto Regency

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ABSTRACT

Objective: This study explores the quality of digital population administration services through the ParaDewi application in Bandarasri Village, Mojokerto Regency. The main focus of this study is to assess the impact of ParaDewi's implementation on the effectiveness and efficiency of administration, particularly in the management of documents such as Family Cards, electronic ID cards, and birth certificates. **Method:** The method used in this study is descriptive qualitative, with data collection conducted through interviews with village officials and the community as service users. For data analysis, the SERVQUAL framework was used to measure service quality based on five dimensions, namely physical evidence, reliability, responsiveness, assurance, and empathy. **Results:** The findings of this study indicate that ParaDewi has succeeded in improving the quality of population administration services. In terms of physical evidence, the availability of computers, internet access, and digital document systems supports the smooth running of the service process. Reliability is evident in the ability of village officials to provide services on time and in accordance with procedures. Responsiveness is seen in the willingness of officers to help the community, especially those who are not familiar with digital technology. The assurance dimension can be seen in the professional, transparent, and friendly attitude shown by officers, which in turn increases public trust in digital services. Meanwhile, empathy is an important element because officers try to understand the needs of citizens and adjust services to the existing social context. **Novelty:** This application is an innovation in technology-based public services, aimed at facilitating the community in handling population documents.

INTRODUCTION

The Paradewi Mojokerto application is an innovation in population administration services created by the Mojokerto Regency Population and Civil Registration Office. Paradewi stands for Special Population Administration Services, which is a web-based service managed by officials from villages or sub-districts. With this application, it will be easier for the community to take care of various important documents such as Family Cards, electronic ID cards, birth certificates, death certificates, and change of address, with the help of designated officials from the village/sub-district. The main objective of developing Paradewi is to provide efficient, effective, and accessible population services through the use of digital technology. In implementing the application, there is collaboration between the Population and Civil Registration Office, village/sub-district governments, and post offices or giro offices to ensure that data is accurate and the community feels comfortable. Additionally, Paradewi also plays a role in meningkatkan pengembangan infrastruktur digital hingga tingkat desa or kelurahan, enhancing the development of digital infrastructure down to the village or subdistrict

level, so that access to population administration services can be enjoyed by the community in a more equitable and optimal manner.

The quality of public services reflects the extent to which the government can meet the needs of the community and is an indicator of the success of reforms in the bureaucracy. It is important to improve this quality, because the community is increasingly demanding, but there are still obstacles in the form of slow and difficult services. The Paradewi Mojokerto application is a breakthrough in population administration services developed by the Mojokerto Regency Population and Civil Registration Office. Paradewi is a web-based service that facilitates the community in managing important documents such as family cards, electronic ID cards, birth certificates, and others, with the assistance of village officials. The development of Paradewi aims to create a more efficient and accessible service through digital technology. This application involves collaboration between agencies, village governments, and post offices to ensure accurate data and convenience for the community. Paradewi also plays a role in improving digital infrastructure in villages so that the entire community can obtain better population administration services [1]. Public service is a way of providing services in general to the community or parties related to an organization in accordance with established rules. According to Moenir, in Hardiyansyah's work, public service is an activity of providing services by a person or group in a certain way, in order to meet the needs of the community in accordance with their rights. Law Number 25 of 2009 states that the government's duty is to provide services to the community in the form of goods, services, or administrative services [2].

Digital in population administration means replacing manual methods of managing data and issuing population documents with a system that uses information and communication technology. With this system, people can apply for documents such as ID cards, family cards, birth certificates, and other documents online through applications or digital platforms that can be accessed anytime and anywhere. This change helps speed up the administrative process, makes data more accurate and secure, and increases service transparency. Digital Population Identity (IKD) is an important innovation that provides population documents in digital form that can be accessed via smartphones. The use of digital population administration is also necessary to meet the needs of the public who want faster, more effective, and more efficient public services in line with current technological developments (Labiba; Sihombing; Majelis; Rahmawati et al) [3].

The government, which has a duty to serve the community, has the right to make changes related to the services it provides. This is because, to date, the efficiency of public services is still far from the community's expectations (Dwiyanto). The role of the government in carrying out its function of serving the community includes the provision of public services in every government institution. One form of such service is population administration. Based on Law No. 24 of 2013, population administration includes population registration, management of population administration information, and civil registration [3].

Decree of the Minister of State Apparatus Empowerment No. 63 of 2003 stipulates guidelines for public services, including procedures, requirements, officer capabilities, speed, fairness, costs, and schedules. The government must improve public services in Indonesia in line with public expectations. There is still much to be improved in public services, including in Bandarasri, Mojokerto Regency [4].

Subdistricts play an important role in supporting the Regent in governance, development, and social activities. The main objective is to improve public services through transparency and standards. In addition, subdistricts assist in the issuance of identity cards, birth certificates, marriage certificates, land certificates, and building permits. To provide good services, skilled and competent employees are needed. They must understand their duties and have a commitment and responsibility to the community [5].

Population administration includes the management and issuance of documents and data on residents. This includes population registration, civil registration, and information management for community services and development support. According to S. P. Siagian, administration is cooperation between people to achieve predetermined goals [6]. The goal is to make it easier for the community to obtain identity documents such as ID cards, family cards, or birth certificates. These documents help the government obtain data on the population in a region. In accordance with Law Number 23 of 2006, these documents are free of charge. In addition, having identity documents makes it easier for the community to deal with other agencies, because identity makes it easier to recognize and understand a person [6].

The PARADEWI application is a step towards the digitization of population administration services. This application was created to facilitate relations between the community and the government, improve the accuracy of population data, and improve the quality of public services. PARADEWI helps the community manage important documents such as Family Cards and ID cards online. This application was launched by the Mojokerto Regency Population and Civil Registration Office in November 2023, with the aim of accelerating population administration services in the region.



Figure 1. Initial Login Page Display of the PARADEWI Application

This login page plays an important role in maintaining the security and completeness of village administration data. With an official account-based login system, every administrative activity can be tracked and accounted for according to the user who accessed it. In addition, the integrated login system also helps maintain data consistency across various village devices, as only verified users can manage documents and archives. In other words, the login screen is not only the gateway to using the application, but also serves as an initial monitoring mechanism that ensures administrative processes remain accountable and transparent through the PARADEWI application. Based on interviews with one of the informants from the Bandarasri Village Office, Mojokerto, it was revealed that the implementation of digital services through the PARADEWI application has been used by various regions and villages. (Ms. Betti, the secretary of Bandarasri village, revealed that this application has been around since 2023, but in this village it only started to be used in early 2024, possibly due to inadequate facilities and the fact that village officials still find it difficult to use.) Nevertheless, the verification process for submitted documents has begun to run optimally, even though it is still sometimes unable to fully handle the number of requests received.

Table 1. Data from respondents in Bandarasri Village, Ngoro District, in face-to-face interviews in April 2025

Name	Age	Work	Occupation Satisfaction Service	Comments
Anita	35	Homemaker	Good	The digital service was very helpful when processing my birth certificate because there was a name error, and the process was quick.
Salsa	22	Homemaker	Okay	When making an ID card, there were technical issues accessing the service. Also, had to wait for forms from the center, which took a while. Need to improve the system.
Sulis	37	Private Sector	Good	When making a family card, the digital system helped speed up the process, but training for officers needs to be improved so they are better prepared to deal with obstacles.
Joko	45	Private	Good	The requirements for renewing your family card are very easy, and the service is fast.
Siti Aminah	67	Homemaker	Good	The civil servants provided excellent service, guiding us step by step through the

Name	Age	Work	Occupation Satisfaction Service	Comments
				process of changing our family card.

To overcome the problems that arise after using the PARADEWI website in Bandarasri Village, several strategic steps need to be taken. These steps focus on improving the ability of village officials to operate and manage the website and improving technological infrastructure support. Some of the problems that are often found are the lack of ability of village officials to use the website and the lack of ongoing training to maximize the use of this technology. In addition, technical problems such as internet disruptions and access difficulties often prevent the website from running smoothly. Therefore, effective solutions include providing regular training to village officials in website management, conducting outreach to the community to increase understanding and utilization of these digital services, and improving the information technology infrastructure in the village. This educational approach, which involves all elements of the community, will help strengthen the role of the PARADEWI website as an accurate and responsive medium for population services and information for the residents of Bandarasri Village.

The SERVQUAL theory is widely used as a framework for measuring and improving service quality, including in digital population administration services. This theory measures service quality through five main dimensions, namely: Tangibles, which include facilities such as application or website interfaces and other supporting facilities; Reliability, which indicates the ability of the system and officers to provide consistent, accurate, and timely services; Responsiveness, which indicates the readiness and willingness of officers to assist the public quickly and effectively; Assurance, which relates to the level of public trust in the competence and professionalism of officers; and Empathy, which focuses on personal attention and a humanistic attitude towards customers, including groups.

vulnerable groups such as the elderly or people who are less proficient in using digital technology. By applying the SERVQUAL theory, population administration services can be evaluated and improved, such as in the processing of inheritance certificates through the Si Superlaris digital innovation. This makes services more responsive, reliable, and satisfying to the public (Ramadhani et al; Fair Value; Pradnyandari) [7]. Through these five dimensions, the quality of public services can be continuously improved, creating a system that is more accountable, transparent, and focused on public satisfaction.

Research on population administration services using the ParaDewi application in Bandarasri Village has been discussed in several news articles. Some of these articles explain the process flow of using the ParaDewi application. The quality of information has a positive and significant impact on user satisfaction in using digital population

administration services. In terms of human resources, the relevant parties have organized training and socialization so that village and sub-district officials are able to operate this application properly, thereby optimizing the quality of services provided to the community.

A number of previous researchers have described the quality of public services in the field of population administration, including: The quality of population administration services at the Jatibarang Subdistrict Office, Indramayu Regency (Maulana Habil Hasyim, Hanny Purnamasari, Evi Priyant) still needs to be improved. The results of the study show that public services in the field of population administration are not yet adequate. Several factors that influence this are the limited number of employees, the suboptimal use of supporting facilities and infrastructure, and the long waiting times in the service process [8].

The quality of population administration services at the Bandarasri Village Office in Ngoro is quite good. The results of the study show that there are several factors that contribute to this condition. In terms of physical services, facilities such as waiting areas, chairs, tables, air conditioning, and other supporting items are adequate. In terms of reliability, there are obstacles in the form of delays in printing documents such as e-KTP and Family Cards due to several constraints such as network connections, application servers, and so on. As a result, the service process is not timely and consistent, so that the community often has to wait longer than promised. In terms of responsiveness, the service tends to be unresponsive, especially when the number of visitors increases or the public does not understand the requirements. Employees find it difficult to provide fast service due to limited staff and the fact that the public often does not bring the required supporting documents, which causes the process to take longer [9].

In terms of assurance, even though there are standard procedures, there is still uncertainty in the schedule and service process. The public still doubts whether documents can be completed on time or not, so trust in the service is still lacking. In terms of empathy, the public still expects officials to better understand and pay attention to the needs and obstacles of applicants, especially those who do not fully understand the process or the required documents. Although a friendly and caring attitude has been attempted, it is not always consistently felt by the community.

Previous studies used as a basis for this research are, first, the quality of population administration services at the Jatibarang sub-district office in Indramayu district (Maulana Habil Hasyim, Hanny Purnamasari, Evi Priyanti) [10]. Second, Quality of Population Administration Services at the Kapanewon Gamping Office (Mutafikatul Khoiriyah, Marseto, Riko Setya Wijaya) [11]. Third, Quality of Public Services in the Field of Population Administration in Pasirjambu Sub-District (Yayat Rukayat 2017) [12].

RESEARCH METHOD

The research method used in this journal is a qualitative method with a descriptive approach, which aims to understand the experiences and perceptions of the community regarding digital population administration services in Bandarasri Village, Mojokerto.

Data collection was carried out through in-depth interviews with the community as service users and village officials as service providers. Through these interviews, the researchers explored information about the level of satisfaction, challenges faced, and community expectations regarding the quality of digital population administration services implemented through the PARADEWI application. Furthermore, the data was processed qualitatively by categorizing and identifying patterns from the responses of both parties to obtain a comprehensive picture of the satisfaction and effectiveness of digital services [13].

This approach is in line with previous studies, such as that conducted by Shobihatun Naqibah, which showed that the use of e-services in population administration can improve service quality and community satisfaction. To collect data for this study, the author conducted field observations, followed by interviews with informants and recorded information that corresponded to the actual events. The source selected in this initial data was the Secretary of the Bandarasri Village Office, Mojokerto Regency. The author obtained supporting data from books, the internet, documents related to the quality of government population administration services, and other media that served to supplement information related to the issue being studied. The data collection method was an approach or strategy used to obtain the information needed to answer the research questions.

RESULTS AND DISCUSSION

Results

This study uses Parasuraman's theory to assess the quality of administrative services with five variables: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This theory was chosen because it is expected to provide a comprehensive explanation of the quality of digital administrative services in Bandarasri Village, Mojokerto Regency.

1. Tangibles (Physical Evidence)

Physical evidence in the context of digital population administration service quality refers to tangible elements that can be seen and felt by service users as part of their service experience. Physical evidence is an important factor that influences how the community views digital population administration services. In the Paradewi application, physical evidence not only includes hardware such as computers and servers, but also includes the software used and service room facilities that make the community feel comfortable when using the service. This statement was conveyed by Mrs. Betty, Secretary of Bandarasri Village, who said that "since the Paradewi application was introduced, things like computers and Wi-Fi have become more complete, so the service is now visible, such as the availability of computers and adequate internet networks."

In the implementation of digital population administration, physical evidence includes hardware and software that support digital services, such as computers, servers, applications such as paraDewi, and supporting facilities such as representative and

comfortable service rooms. In addition, physical evidence also includes digital documents that can be accessed through applications, such as e-KTP, digital Family Cards (KK), which replace traditional physical documents and are equipped with security technologies such as QR Codes and encryption to ensure data authenticity and security. Physical evidence is an important part that influences how the public views digital population administration services. In the Paradewi application, physical evidence not only includes hardware such as computers and servers, but

The transition from traditional documents to digital forms, such as e-KTP and digital KK, opens up great opportunities to improve efficiency and maintain data security. Digital document management equipped with security technologies such as QR codes and encryption can guarantee document authenticity and prevent the risk of damage or loss that often occurs with physical documents. Easy access via devices such as smartphones makes it faster and more practical for the public to obtain services. This was also conveyed in the Paradewi launch report by the Mojokerto Regency Government, which emphasized ease of access and improved population data accuracy through villages as the main gateway for data.

The transformation from physical to digital documents provides easy access, speeds up service processes, and reduces the risk of document loss or damage. This was confirmed by the Secretary of Bandarasri Village, who is also the operator of the ParaDewi application, Ms. Betty, who stated, "The changes have been quite significant. Now, with the ParaDewi application, services can be carried out digitally. The physical evidence is clearly visible, such as the availability of computers, internet networks, and more representative service rooms." With adequate digital physical evidence, village officials can easily access population data practically through electronic devices such as smartphones without having to carry physical documents directly. Therefore, physical evidence is an important indicator in assessing the quality of digital population administration services because it affects the comfort, trust, and satisfaction of service users [14].

However, the success of using physical evidence in this service is highly dependent on the readiness of the workforce. Alert and trained village officials can maximize the use of existing hardware and software, so that services can run smoothly and without technical disruptions. Training Continuous improvement and adequate infrastructure support are essential for Paradewi's digital physical evidence to truly function as an effective and efficient service tool.

Overall, physical evidence is an important indicator of the quality of Paradewi's digital population administration services in Bandarasri Village. This contributes directly to the comfort, trust, and satisfaction of the community. This transformation combines technological advances with public services to realize modern, fast, and reliable population administration, in line with the efforts to innovate population administration services being promoted by the Mojokerto Regency Government.

2. Reliability

Reliability in the context of digital population administration services is the ability of service providers to deliver promised services accurately and consistently. At the Bandarasri Village Office in Mojokerto Regency, this reliability is reflected in the use of the Javanese language in services to facilitate communication with people who are accustomed to using that language [15]. The reliability of digital population administration services in Bandarasri is very important so that services can be reliable and consistent for the community. The ability of officers to carry out administrative processes accurately and on time demonstrates this level of reliability. That way, residents are confident that the promised services can be fulfilled properly. This reliability is also supported by the officers' understanding of the Paradewi digital system and their knowledge of the applicable administrative procedures.

Using Javanese in communication is one way to improve the reliability of services in Bandarasri. This makes it easier for officers to interact with residents, the majority of whom use Javanese in their daily lives, thereby reducing misunderstandings and speeding up the service process. With communication that is easy to understand, services are more efficient and residents feel closer to the officers. As stated by Ms. Salsa, in addition to communication, the availability of supporting hardware and software also increases the reliability of Paradewi services. Ms. Betty said, "We, the village officials here, have no problems serving the people here. The people here also often joke around with the people in the office, even though sometimes there are misunderstandings or people don't like us."

The innovations implemented by Paradewi actors in Mojokerto Regency are designed to simplify and accelerate the civil registration process while improving the accuracy of population data. The availability of adequate equipment and internet networks ensures that administrative processes run smoothly and consistently, which residents can trust. Fairness in service is also supported by training and capacity building for human resources at the village level.

With continuous training, village officials can operate the Paradewi digital system confidently and professionally, thereby reducing errors in processing population data and documents. This increase in competence is important in order to maintain the reliability of services, especially as digital systems continue to develop and be used widely. The reliability of digital population administration services in Bandarasri is the result of cooperation between human factors, technology, and effective communication. Innovative efforts through the Paradewi application, which continue to be supported by the local government, demonstrate a commitment to providing fast, accurate, and consistent services. This is in line with the community's expectations for reliable digital public services and increases overall public trust. A resident, Ms. Salsa, said, "The officers are normal, ma'am, they're not bad either. Maybe the residents here are also familiar with us as locals."

3. Responsiveness

Responsiveness in population administration services at the Bandarasri Village Office is very important and relates to the readiness of officers in meeting the needs of the community. Officers at the office show a willingness and sincerity in helping users of population administration services. This responsiveness is a key aspect of the community's assessment of the quality of service provided [15]. The responsiveness of officers in providing administrative services in Bandarasri Village is an important indicator of the extent to which officers are prepared to respond quickly and appropriately to residents' needs and complaints. The willingness and sincerity of officers in this field is a key factor in the community's assessment of service quality. This makes the community more confident that their administrative requests will be taken seriously and not just processed as a formality. A local resident, Mrs. Ita, said, "The officers here seem to be willing and sincere. They help me slowly when I don't understand the procedures, and I feel appreciated, not just given a service."

In addition to the attitude of the officers, technical factors in service must also be responsive so that the administrative process runs effectively. This includes the ability of officers to resolve technical issues, provide clear information, and process documents quickly. Especially when the number of requests increases, the response of officers is tested in terms of speed and accuracy in completing services. Therefore, continuous capacity building and training for officers is very important to ensure that services remain responsive.

Good service responsiveness can increase public trust in the digital population administration system. When the public feels that officers are able to respond quickly and attentively, their trust in digital services also increases. This encourages the public to be more active in using digital services, which ultimately helps optimize administrative processes and speed up public services.

Overall, responsiveness in digital population administration services is not only seen in the speed with which officers respond, but also in their empathy and openness in helping the public. Responsive services create a positive atmosphere and encourage user satisfaction and loyalty. Therefore, focusing on improving officer responsiveness must be a top priority in efforts to improve the quality of public services in population administration in this digital age.

Ms. Betty, the village secretary of Bandarasri Village, stated, "So far, there have been no issues regarding the speed of our responses."

4. Assurance

Assurance is an important aspect of public service quality. Its purpose is to enable officials to gain the trust of the community through polite communication, a professional attitude, and sufficient competence. In Bandarasri Village, in the provision of administrative services related to civil registration, this assurance is manifested in the officials' knowledge of how the services work, their ability to use the ParaDewi digital system, and their ability to speak clearly and politely. This is very important because the community will feel comfortable and confident if they receive services from officers who

are knowledgeable, honest, and trustworthy. Assurance in population administration services at the Bandarasri Village Office includes the knowledge and polite attitude of the officers as well as their ability to make the community feel confident. The community expects good and satisfactory services, which can only be achieved if there is good communication between the community and the officers as well as among the officers themselves. For example, Mrs. Anita (35 years old), a housewife, said, "So far, it's been fine, ma'am, when it comes to taking care of documents, like yesterday when I took care of my child's birth certificate."

The community's trust in population administration services is not only determined by the accuracy of procedures, but also by the polite attitude and ethics of the officers. Services that are carried out with respect, polite language, and attention to the needs of citizens make the community feel valued. When officers are able to explain procedures simply and patiently, especially to elderly citizens or those who are less tech-savvy, the guarantee of service is even stronger. This shows that trust is formed not only from the end result of the service, but also from the process of interaction between officers and the community.

In addition to individual ethics and competence, service assurance is also related to time certainty and cost transparency. The community often assesses the quality of service based on the extent to which promises to complete documents are actually fulfilled. If documents can be completed on time without additional costs beyond the stipulated amount, the level of trust will increase. However, if there is uncertainty, such as delays due to technical problems or a lack of information from staff, public trust may decline.

To strengthen the assurance aspect, the Bandarasri Village Office regularly provides training to village officials to make them more professional in providing services. This training includes mastery of the ParaDewi application, improvement of public communication skills, and understanding of the latest regulations on population administration. Thus, officials not only master technical aspects but also have a thorough understanding of the applicable laws and policies. This effort is important to maintain consistency in service delivery while reducing the potential for errors that could undermine public trust.

In addition, officers must be able to maintain public trust by behaving politely, completing services on time, and being transparent in terms of costs. The Bandarasri Village Office continues to provide training to officers so that they remain professional and are able to maintain public trust in every service process. With these guarantees in place, the community feels at ease and confident that the services they receive are as promised, thereby increasing public satisfaction with public services in the village.

Ms. Betty, the village secretary of Bandarasri, said, "Our guarantee of trust provides a sense of security, trust, and certainty to the residents here. Their identity documents are processed according to procedure, completed on time, and there are no unclear additional costs."

5. Empathy

Empathy in population administration services at the Bandarasri Village Office is evident in the attitude of officials who are able to adapt to the culture and customs of the local community, and are always friendly and polite to residents. The community can submit complaints or suggestions directly to the village government or partners such as the RT and RW without any obstacles, demonstrating that the village is open and attentive to the needs of its residents [15].

Empathy is one of the main dimensions in SERVQUAL theory, which relates to the ability of service providers to understand the personal needs, feelings, and conditions of users. In the context of population administration services, empathy not only includes the friendly or polite attitude of officers, but also reflects their ability to adjust their communication, give special attention, and respect each individual who needs services. Empathy is an important foundation in building harmonious relationships between the community and the village government because public services are essentially oriented towards human interests. One resident, Mr. Sulis, said, "For me, empathy here is evident in the attitude of the officers who always adapt their services to the local culture. They use good manners and speak politely. This makes me, as a member of the community, feel valued and treated humanely. When providing services, they are also non-discriminatory and do not play favorites."

Officials always uphold the interests of the community above their personal interests, in accordance with applicable rules and procedures. The officials' adherence to a polite, courteous, fair, and non-discriminatory attitude towards residents has earned them a positive assessment from the community. This dimension of empathy is one of the main factors in building community trust and satisfaction with the population administration services at the Bandarasri Village Office. The implementation of empathy in Bandarasri Village is reflected in how officers tailor their services to the culture and manners of the local community. The use of Javanese in service interactions, for example, makes it easier for people who are accustomed to using that language in their daily lives. In addition, a polite and courteous attitude, as well as a sincere desire to help, are proof that officers strive to create a humane service atmosphere. Residents are also given the opportunity to submit complaints or feedback directly to village officials or through their neighborhood association (RT/RW), thereby creating open and participatory communication.

Although empathy has been well implemented, its execution still faces certain obstacles. Not all officers are able to consistently demonstrate empathy, especially when faced with a heavy workload or limited facilities. In addition, there are still some people who do not fully understand the digital service procedures through the ParaDewi application. This situation requires officers to provide more intensive assistance, which sometimes slows down the service process. The lack of ongoing training for village officials is also a challenge in maintaining the quality of empathy in every service situation.

Empathy is key to providing good population administration services in Bandarasri Village. Officers serve by adapting to the local culture, being open to criticism, and treating people fairly. Despite some problems such as inadequate facilities and insufficient training, empathy increases public trust. By increasing empathy, services are not only technical, but also social and emotional. Residents feel valued and cared for by the officers, demonstrating that empathy is crucial for service quality.

Discussion

The findings of this study demonstrate that the ParaDewi digital service system has succeeded in improving the efficiency, accessibility, and accuracy of population administration in Bandarasri Village. Through the SERVQUAL dimensions – tangibles, reliability, responsiveness, assurance, and empathy – the quality of services has become more measurable and accountable. The presence of adequate digital facilities, including computers, internet networks, and digital databases, has enhanced the tangibles aspect, thereby improving public trust and satisfaction with the new system [14]. These findings are consistent with Setiavani et al. [2], who found that the modernization of administrative services through digitalization contributes significantly to reducing service delays and improving document accuracy. Moreover, the transition from manual to digital services, such as electronic Family Cards (KK) and e-ID, aligns with the national strategy for digital transformation in public service delivery [10].

From the perspective of reliability and responsiveness, the ParaDewi application ensures that services are provided consistently and quickly. Village officials in Bandarasri demonstrate readiness and professionalism in managing the system, supported by the use of the Javanese language to facilitate communication with local residents [15]. This reflects the adaptability of local governance in integrating cultural and technological dimensions within digital innovation. Similar to the study of Hasyim et al. [8], responsiveness is identified as a key determinant of user satisfaction, as it reflects the ability of officers to respond promptly to citizens' administrative needs. However, technical constraints such as unstable internet connections and limited human resources remain challenges that hinder the system's optimal performance. This aligns with Ramadhani et al. [7], who emphasize that effective digital population services require not only technological readiness but also human resource competence and administrative commitment.

The assurance and empathy dimensions further strengthen the service quality in Bandarasri Village. Officers' politeness, transparency, and ability to build public trust are crucial for maintaining positive user perceptions of the ParaDewi system [15]. Empathy is evident in the officers' efforts to adapt to community needs, including assistance for the elderly and individuals with limited digital literacy. This humanistic approach echoes the research of Amba et al. [6], which highlights that empathy and trust are essential in achieving sustainable satisfaction in digital public services. Although the overall implementation of ParaDewi has shown significant progress, continuous improvement is needed through regular technical training, infrastructure enhancement, and community education on digital service use. Therefore, the ParaDewi system serves as a benchmark for future e-Government initiatives at the village level, contributing to the development of transparent, efficient, and inclusive governance in Indonesia.

CONCLUSION

Fundamental Finding : The research on the quality of digital population administration services through the ParaDewi application in Bandarasri Village, Mojokerto Regency, shows that this digital system has simplified and accelerated services for the community. This application improves efficiency in processing documents such as Family Cards and electronic ID cards. The service is considered good because it covers the five main dimensions of SERVQUAL, namely physical evidence, reliability, responsiveness, assurance, and empathy. **Implication :** Officers strive to understand the needs of residents and provide fair services without discrimination. To overcome this, officers need to show empathy and be responsive to complaints. Training for officers in information and communication technology must be strengthened, and the community needs to be educated to better understand digital services. The complaint mechanism also needs to be improved for continuous evaluation. **Limitation :** However, there are obstacles, such as a lack of public understanding of digital services and technical barriers to the application. Although there were obstacles in the beginning, this digital service has been more optimal since 2024. **Future Research :** Improvements are still needed in training and technological infrastructure so that services are not hampered.

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