

Quality of Population Administration of Heirs' Letters through the Superlaris in Tulangan Village, Tulangan District, Sidoarjo Regency

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ABSTRACT

Objective: The purpose of this study is to analyze the factors that contribute to or hinder efforts to improve the quality of public services, especially in the service of issuing heirs' letters through the Si Superlaris program at the Tulangan Village Office, Tulangan District, Sidoarjo Regency. Improving service quality is closely related to human resource development and the application of service quality dimensions. **Methods:** This study uses a qualitative descriptive approach, and the five main dimensions are physical evidence, reliability, responsiveness, assurance, and empathy. Data is collected through thorough interviews, observations, and documentation with key informants such as implementing devices. **Results:** The results of the study show that these five dimensions have a positive impact on service quality, although there are obstacles in the form of limited human resources, time constraints, and lack of public awareness in preparing required documents. These obstacles do not reduce the effectiveness of the Si Superlaris program which is able to increase service efficiency and public trust. **Novelty:** The novelty of this research lies in the analysis of the implementation of the Si Superlaris program at the village level as a website-based heir's letter administration service. The integration of the SERVQUAL dimension in the context of village government shows that the principle of service quality can be applied effectively to local administrative services and become a model for other community service innovations.

INTRODUCTION

Public services are a crucial element that must be the main concern, especially for the government, both at the central and regional levels, as stipulated in Law Number 25 of 2009 concerning Public Services. In the regulation, it is explained that public services include all activities related to the regulation, coaching, provision of guidance, provision of facilities, and other services carried out by state apparatus to meet the needs of the community in accordance with the provisions of applicable laws and regulations [1]. Along with the development of technology and increasingly dynamic societal demands, public services are required to make new breakthroughs that facilitate the service process to improve quality, especially through the use of the Si Superlaris website so that the implementation of services can be more optimal and adaptive.

In the context of the administration of the registration of heirs' letters, public services play a role in providing the fulfillment of the administrative rights of the community through official documents in the form of authentic deeds, with non-discriminatory principles and based on justice. Tulangan Village is one of the villages located in Tulangan District, Sidoarjo Regency, East Java Province. This village is located in a lowland area with an altitude of about 7 meters above sea level, and is approximately 17 kilometers from the center of Sidoarjo city. Its strategic location makes Tulangan Village easily accessible and quite close to the surrounding industrial and agricultural areas. Tulangan District itself is bordered by Wonoayu District in the north, Krembung

in the south, Tanggulangin in the east, and Prambon in the west. Tulangan District consists of 22 villages in it, Tulangan Village itself is part of the area in Tulangan District. It is recorded that the population will reach around 102,821 people in mid-2024. Therefore, the need for fast, precise, and transparent public services is becoming more and more urgent.

Along with technological developments and public expectations for more efficient and accountable public services, the government is required to make breakthroughs through the use of information technology [2]. So the presence of the website The Superlary is a concrete form of technological advances developed by the Tulangan District Government. The existence of the Si Superlaris website is very helpful in simplifying the process of submitting a letter of heirs and answering challenges in administrative services that are slow, non-transparent, and less informative. Through this website-based system, people can submit online, monitor service progress, and download final documents without having to come directly to the village or sub-district office. In addition, it not only accelerates the service process, but also encourages the improvement of people's digital literacy.

Although the implementation of the Si Superlaris website in Tulangan Village is aimed at increasing the effectiveness of population administration services, especially in the management of heirs' letters, its existence also raises a number of negative problems. One of the main obstacles is the limited digital literacy of the community. Not all residents have adequate ability to access and operate technology-based services, especially the elderly and residents with low levels of education. In addition, technical problems often occur, such as document upload errors due to inappropriate file formats or sizes, as well as server interruptions that cause delays in the service process[3]. The limited infrastructure factor is also an obstacle, where not all residents have stable internet access or adequate digital devices, so there are still many residents who depend on the assistance of village operators. On the other hand, there are also concerns related to the security of personal data, considering that the uploaded documents are sensitive and prone to misuse if the security system is not optimal. This condition creates a social gap between people who have technology skills and those who do not, and causes resistance from some residents who are more comfortable using manual systems. These problems show that the existence of the Superlaris in public services not only requires reliable infrastructure and systems, but also assistance, socialization, and data security guarantees so that the goal of improving service quality can really be achieved.

Even though the ownership of the heir's letter is very important to take care of changing the name of the bank account owner, as well as taking care of inheritance in the form of land. Law Number 5 of 1960 concerning Basic Regulations on Agrarian Principles (UUPA) [4]. Article 19 of the UUPA: regulates the rights to land that can be inherited to legal heirs. In this case, the heir's letter is important to prove who is entitled to the inherited land so that the process of changing the name of the land or certificate can be carried out legally. The heir's letter is part of the population administration service because it relates to the inheritance rights to assets and ownership identity that must be officially recorded in the population system.

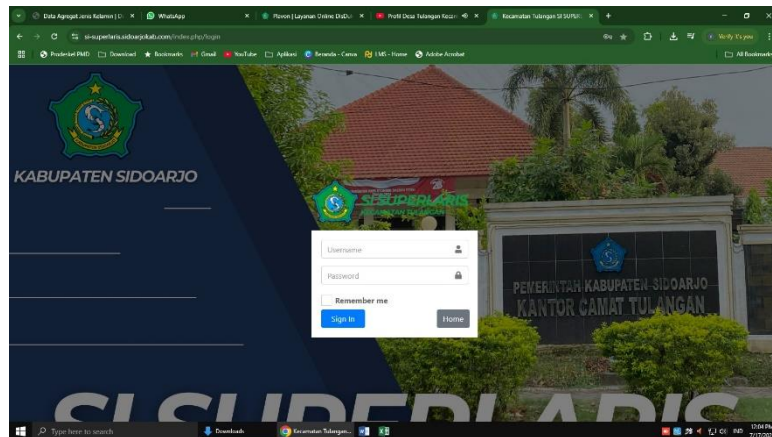


Figure 1. The Front Page of the Super-Hero System.

The image is a display of the login page of the Si Superlaris website which is used for population administration services in the Sidoarjo Regency area, especially in Tulangan District. In the middle you can see the Username and Password fields that must be filled in by the user to be able to access the system. There is also a Remember me option so that users do not need to repeatedly enter data when logging in, as well as a Sign In button to log in to the system. The application of the website is used to manage what requirements need to be completed in the process of making an Heir Letter (Si Superlaris).

To overcome various problems that arise after the implementation of the Si Superlaris website in Tulangan Village, a comprehensive strategy is needed that not only focuses on technological aspects, but also on increasing community capacity. Efforts to increase digital literacy can be carried out through routine training and mentoring programs organized by the village government by involving digital cadres and village officials as facilitators. In addition, improving the quality of information technology infrastructure such as a more stable internet network and a reliable server system needs to be prioritized so that services can be accessed without technical barriers. The village government also needs to conduct more massive and inclusive socialization, both through citizen meetings and local information media, to ensure that all levels of society understand the procedure for using services. Furthermore, the provision of hybrid service options both digitally and manually will help accommodate residents who are still having difficulty adapting to technology while reducing resistance to system changes [5]. With the implementation of these solutions, it is hoped that the Si Superlaris website can function optimally as an effective, inclusive, and sustainable public service innovation.

The SERVQUAL theory is used as a framework in measuring and improving the quality of population administration services, especially in the management of heirs' letters through Si Superlaris' digital innovation. There are five main dimensions in this theory: 1) Tangibles or Physical Evidence, which includes service facilities and infrastructure such as the appearance of the website interface, supporting facilities, and clarity of information provided; 2) Reliability, reflecting the ability of the system and village officers to provide consistent, accurate, and timely services to the community; 3) Responsiveness, refers to the alertness and willingness of officers in helping residents

complete administrative requests quickly and efficiently; 4) Assurance or Guarantee, related to public trust in the competence, manners, and professional attitude of officers in providing services; and 5) Empathy, emphasizing the importance of personal attention and a humane approach to citizens, especially for vulnerable groups such as the elderly or people with limited digital literacy [6]. Through these five dimensions, the quality of public services can be improved in a sustainable manner, creating a system that is more accountable, transparent, and oriented towards public satisfaction.

Research on heirs' services has been discussed in several previous articles. Some of them still do not have a flowboard for the process of making the Heir Letter, the quality of information has a positive and significant effect on user satisfaction in the processing of the heir's letter, related to human resources (Human Resources) who lack understanding of technological developments [7]. However, in this study, there is an update, namely the ease of the process in making inheritance letters that have been structured in a structured manner. According to Arianto, the quality of service focuses on meeting customer needs and expectations with punctuality [8]. Kotler and Keller define quality as the overall feature of a product or service that is able to meet customer satisfaction, while Kasmir states that service quality is an organizational action that aims at customer and employee satisfaction. Kotler defines service quality as customers' perception of the services they receive compared to what they expect. Fandy Tjiptono explained that the quality of service consists of five main components: tangible evidence, reliability, responsiveness, assurance, and empathy.

The focus of this research is an analysis of the quality of population administration in the management of inheritance letters through the Si Superlaris system, seen from the aspects of service speed, clarity of procedures, ease of access, and community satisfaction. Copyright © "The Supersellers". This study highlights how the implementation of online services is able to overcome the obstacles previously faced by the community, such as the length of the management process, lack of understanding of administrative procedures, and limited access to information. In addition, this study will also look at the effectiveness of Si Superlaris in simplifying the process of submitting heirs' letters, starting from filling out forms, uploading documents, to downloading the final results, as well as its impact on transparency, efficiency, and community satisfaction as service users.

RESEARCH METHOD

This study uses a qualitative method with a descriptive approach to describe and determine the quality of population administration of the service of the heir's letter of the super-seller in the village. The analysis was carried out with reference to the SERVQUAL theory, which includes five main dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The object of this research is in Tulangan Village, Tulangan District, Sidoarjo Regency. The time for the research was carried out in March. The types of data used in this study are in the form of primary data and secondary data. Primary data is data generated directly through the results of surveys, observations and interviews so that it is more relevant to research questions, while secondary data is in the form of document data.

The data collection techniques used include observation, interviews and documentation. Observation is carried out directly in order to know and understand the benefits of Si Superlaris. The subject of this research is the village apparatus and is strengthened by statements from the community in Tulangan Village by observing conditions in the field to understand the implementation of village information disclosure, as well as interviews conducted to strengthen the results of the research questions. In addition, documentation is also used as a data collection method to obtain supporting evidence in the form of official documents, archives, and related regulations related to information transparency in village government.

This study uses data analysis methods according to Miles and Huberman, which includes the process of collecting, presenting data, as well as drawing conclusions and verifying systematically.

RESULTS AND DISCUSSION

Tulangan Village is one of the villages located in Tulangan District, Sidoarjo Regency. With an area of about 31.21 km², This village is the oldest village in Tulangan District. Tulangan Village has a population of ±4640 people, 6 Rukun Warga (RW), 19 Rukun Tetangga (RT), ±1254 Heads of Luaraga. Tulangan Village is the main route that connects Sidoarjo and Mojokerto Regency. Its location is considered strategic from all sides, especially close to the Police Station, Koramil, and other crowd centers. This makes Tulangan Village more important from time to time. As a village that has a strategic position and a fairly rapid demographic development, the community's need for fast, accurate, and transparent population administration services is getting higher. One of the important forms of service that is often needed by residents is the management of inheritance letters. To answer these demands, the Tulangan Village Government innovated through a digital service system known as Si Superlaris (Electronic and Integrated Village Administration Service Management Letter System). Through this system, residents can apply for a letter of heir online without having to come directly to the village office. The Si Superlaris website is expected to improve the quality of administrative services, speed up the data verification process, and minimize bureaucratic obstacles that have been the main obstacles in public services at the village level.

The analysis of the application of "Si Superlaris" in improving the quality of the service of the heir's letter in Tulangan Village refers to the idea developed by Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. Using five dimensions of SERVQUAL that determine the success of service quality, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The following explanation is based on the results of primary data (interviews and field observations) and secondary data (documentation, village SOPs, and service reports):

1. Tangibles (physical evidence)

The presence of the Si Superlaris website in Tulangan Village not only presents efficiency in the aspect of digitizing services, but also provides a real improvement in terms of physical evidence (tangibles) which is one of the important dimensions in the quality of public services. This website is designed with a simple interface, clear

navigation, and a neatly organized menu so that it is easy for people to understand, including users with limited levels of digital literacy. In addition, the Tulangan Village Government also actively supports the use of this service through the provision of adequate physical facilities in the service room, such as computers, printers, and a stable internet network, so that residents who do not have access to technology at home can still get equal services.

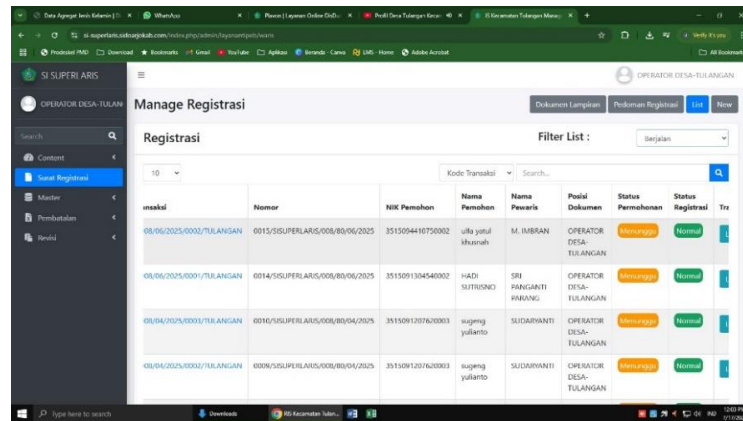


Figure 2. Part of the website Si Superlaris.

Figure 2 shows the registration management dashboard on the Si Superlaris system used by the Tulangan Village operator in processing applications for heirs letters digitally. Through the Manage Registration menu, operators can access applicant data which is displayed in the form of a table containing important information such as registration number and NIK, applicant name, heir name, document position, as well as application status and registration status. The existence of status features marked with color indicators, such as waiting and normal, provides convenience in monitoring the progress of the submission process and increasing service transparency. In addition, the system is also equipped with search and filter list functions that make it easier for operators to find certain data quickly. This display shows that the Si Superlaris website is designed not only to facilitate the community in submitting applications online, but also to support village officials in verifying and monitoring documents more systematically. Thus, the implementation of this system has the potential to increase accuracy, efficiency, and accountability in the implementation of public administration services at the village level.

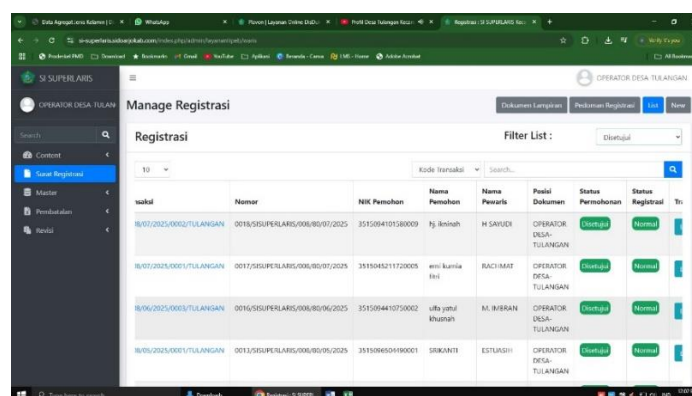


Figure 3. Of the approved Si Superlaris website.

Figure 3 shows almost the same view as the first image, an interesting difference from this view is that the application status is mostly indicated by a green indicator that reads Accepted and the registration status with the label Normal, which indicates that the data has been verified and processed properly by the village operator. The existence of search and filter list features at the top of the table also makes it easier for operators to select and track data more quickly and efficiently. This shows that the Si Superlaris system not only provides convenience for the community in applying for services digitally, but also increases the effectiveness and accountability of village officials in monitoring and ensuring the smooth running of each stage of population administration services. The existence of an informative website page with a modern design provides a professional image while increasing public trust in the quality of village services. Not only that, the installation of digital information boards at the village hall that display usage guidelines and the status of submitting letters in real time also strengthens the aspects of transparency, openness, and accountability in services. This was conveyed by Mr. Adam as the manager of the Si Superlaris website:

"Now residents can see the status of their submissions directly on the screen that we installed at the village hall. The appearance is clear, it doesn't make you confused. In addition, we also have a special service room that is equipped with more comfortable facilities than before."

"The Tulangan Village Government has also prepared tools to help the process of managing heirs' letters by providing supporting facilities such as: computers, printers, and stable internet networks, so that residents can easily access technology without fear of network disruption again."

"That is why

Although the presence of the Si Superlaris website in Tulangan Village has presented many benefits. Nonetheless, there are still some obstacles that need to be considered. The limited digital literacy of some people is a major problem, especially among the elderly and residents with low levels of education, who still have difficulty using services independently. In addition, limited access to technology is also an obstacle, because not all residents have devices or internet networks at home, so they have to rely on village hall facilities that can only be accessed during certain operational hours. In terms of management, the limited human resources (HR) of village operators can cause problems if there is a surge in applications or technical problems in the system. In addition, potential infrastructure constraints, such as disrupted internet networks, power outages, and device damage, can also hinder the smooth running of services. The lack of socialization and assistance to the public regarding the optimal use of the system is also a challenge in realizing inclusive and sustainable digital services.

Several previous studies have shown that the implementation of digital-based public services in rural areas is inseparable from a number of challenges similar to the conditions of Tulangan Village. Research by Maulana Akbar and Gustaf Wijaya revealed that the digital literacy of rural communities is relatively not much different from urban ones, but the biggest obstacle lies in uneven digital infrastructure and suboptimal technology integration. This is in line with a study on digital inclusion in two Indonesian villages which concluded that although the aspects of access and use of services have been going quite well, the dimensions of digital skills and the supporting environment still need to be improved so that the use of technology is more effective. Meanwhile, a

study on the digital transformation of public services in Indonesia emphasizes that there are obstacles to human resource readiness, user literacy, and infrastructure disruptions that can slow down service optimization. In fact, even though e-government services have improved administrative efficiency, public participation has not been fully maximized due to limited access, data inequality, and low public trust. These findings show that digital service innovations such as Si Superlaris are in line with the direction of modern public service development, but need to be supported by increasing digital literacy, strengthening infrastructure, and sustainability strategies so that the benefits can be felt more evenly by rural communities.

Thus, it can be concluded that the Si Superlaris website in Tulangan Village not only makes administrative services faster and more efficient digitally, but also presents improvements in terms of physical facilities. The village provides computers, printers, and internet in the service room so that all residents can access services, even if they do not have their own devices at home. The neat and modern appearance of the website adds to the professional impression and increases public trust. In addition, the existence of a digital information board that displays guidelines and the status of submitting letters directly makes the service more transparent and easy for residents to follow. This shows that the presence of Si Superlaris is able to provide more comfortable, open, and reliable public services for the people of Tulangan Village.

2. Reliability

The Tulangan Village Office is located at Jalan Raya Kartini No.11 Tulangan, Sidoarjo, East Java, serving the community every Monday-Friday at 08.00-15.00, especially on Saturdays at 09.00-12.00. For applicants who want to take care of the administration of documents for the management of heirs' letters (Si Superlaris) online, they can use the Si Superlaris website. The process of heirs management services is based on applicable legal provisions, including Law Number 3 of 2006 concerning Religious Courts, Law Number 1 of 1974 concerning Marriage, and various other relevant regulations [9]. In the context of the distribution of inheritance, the provisions in the Civil Code (KUHPerdata) are also an important reference. In addition, Law Number 23 of 2006 concerning Population Administration plays a role in recording heirs' data and the completeness of the necessary documents. Some regions also implement local regulations that may affect the procedure. This includes the service standards for heirs' certificates in Tulangan Village.

Si Superlaris' website shows a high level of reliability in supporting public administration services in Tulangan Village, the management of heirs' letters in Tulangan Village can now be done online through the Si Superlaris website provided by the sub-district. The process begins with filling out the form and uploading supporting documents for the death certificate, the identity of the heirs, and proof of family relationship with the deceased [10]. After that, the officer will verify the data submitted, and if all the requirements are met, the heir's letter can be issued electronically. This service aims to simplify and speed up the administrative process, especially in the management of heirs' letters. From August 2024 - July 2025, there are already 27 residents who use this service, and the number is expected to continue to grow. This reliability factor is reflected in several crucial aspects. First, the system is able to provide consistent

services; Each mail handling request is processed with the same standard procedure, thereby reducing the risk of administrative errors or service uncertainty for the community. Second, timeliness is another indicator of reliability. Previously, the processing of heirs' letters in Tulangan Village took an average of five working days, but with the presence of this website, the process was able to be completed in 2-3 working days. This shows that the system not only speeds up the administrative flow, but also improves the operational efficiency of the village apparatus in handling community files. Third, the system is able to accurately meet the specific needs of the community. Users no longer face obstacles such as lost documents or data, as all information is recorded digitally in a structured and secure database. This digital recording allows for real-time tracking of the status of the application, so that the community can monitor the progress of the mail processing without having to come directly to the village office. This was conveyed by Mr. Adam as the manager of the Si Superlaris website:

"So far, there has never been a big problem with MBK, the data is safe and stored. If there are residents who need a letter, we can immediately process it because the data has been entered in the system."

The same thing was also conveyed by Mrs. Devi, a service officer:

"We are more confident in the process, because citizen data is complete and not easily lost. The service also becomes faster and clearer."

Although the Si Superlaris website has shown a high level of reliability in supporting public administration services in Tulangan Village, there are still a number of problems that need to be considered. The service utilization rate is still relatively low because from August 2024 to July 2025 only 27 residents were recorded using this system, thus showing that some people have not fully switched to digital services. The reliability of the system also still depends on the availability of the internet network and computer devices, so that when there is a technical fault or power outage, the service process has the potential to be hampered. From a security perspective, even though citizens' data has been stored digitally in a database, threats such as information leaks, hacking, or input errors remain risks that need to be anticipated. In addition, the limited digital literacy of the community makes it difficult for some residents to fill out forms and upload documents independently so that they still need assistance. The readiness and availability of human resources (HR) of village operators also need to be considered because the limited number of officers can affect the speed and accuracy of services, especially if the number of applications increases in the future.

Setiawan revealed that the implementation of a digital service system in population administration has the potential to increase the effectiveness and consistency of procedures, thereby reducing the possibility of administrative errors. This is in line with the results of research related to the use of the Si Superlaris site in Tulangan Village, which indicates that the procedure for submitting the heir's letter can be completed faster and according to standards than traditional methods. Furthermore, the study conducted by Nugroho and his team confirmed that planned digital recording makes it easier to monitor the status of submissions directly, improve information accuracy, and reduce the risk of document loss, which is also felt by the community in Tulangan Village. In

addition, other research by Pratama shows that the use of technology in public services not only accelerates the administrative process, but also requires infrastructure readiness and the level of digital literacy of the community; This is relevant to the challenges faced by some residents who are still experiencing difficulties in using the Si Superlaris system without assistance. These results confirm that the success of digital service systems is highly dependent on a combination of technological reliability, human resource readiness, and the ability of people to utilize these digital services.

Thus, it can be concluded that the observation of the use of the Si Superlaris website has made a significant contribution to improving the reliability of public administration services in Tulangan Village. This website is able to provide consistent, timely, and accurate services according to the needs of the community. Reliability is demonstrated through several aspects. First, the procedure for managing the heir's letter is carried out in a standard manner so as to minimize the risk of administrative errors. Second, mail completion times have become faster, from an average of five working days to 2-3 days, which signifies increased operational efficiency. Third, all public data is stored digitally in a secure and structured database, making it easier to track application status in real-time and reduce the risk of losing documents.

3. Responsiveness

The Si Superlaris website reflects the responsiveness of the Tulangan Village Government in providing fast, alert, and responsive public services to various community needs. This responsiveness is one of the important dimensions in service quality, because it shows the extent to which service providers are able to respond to residents' requests, constraints, or questions in a timely manner. Facts in the field show that the process of managing population administration, especially in the service of heirs' letters through the Si Superlaris program, is still considered complicated and time-consuming. This indicates that the services provided have not been fully able to meet the expectations and satisfaction of the community. Some of the factors that affect the smooth running of these services include the stability of network connections, the availability of facilities and infrastructure such as blanks, and the competence of the human resources involved[11]. This condition is reflected in the many complaints of the public, such as long procedures, requirements that are considered inefficient, and uncertainty of service completion time. All of these aspects are obstacles that are often faced by the public in accessing heirs' letters administration services.

In an interview, Mr. Adam as the manager of the website said:

"If there are residents who are in difficulty, we try to help immediately. We don't wait long, every Tuesday and Thursday there is a special schedule to help residents, so that they don't get confused when to access the website."

On a regular basis, technical assistance is provided every Tuesday and Thursday at the Village Hall, which is a tangible form of the village's commitment to ensure that every resident receives services quickly and effectively. In addition, an integrated website system allows officers to monitor the status of submissions in real-time and immediately handle problems that arise, so that responses to community needs become more proactive.

Mrs. Devi also added:

"We are ready to help whenever residents need it. Sometimes if they come outside the schedule, we still help too. We don't want residents to feel left behind or confused on their own."

This quality of service is centered on meeting the client's needs and expectations quickly. Fulfillment of punctuality aspects is one of the crucial parameters in measuring the performance and quality of public services. Punctuality not only reflects the efficiency of the administrative process, but also affects the public's perception of the professionalism and credibility of service providers. According to the principles of public service regulated in the Ministerial Regulation of PAN-RB Number 17 of 2017, fast and timely service is one of the main indicators in ensuring public satisfaction.

However, the reality on the ground shows that delays in the process of issuing inheritance letters still often occur, caused by various factors such as limited technological infrastructure, lack of human resource competence, and not optimal digital service management systems. This problem indicates the need to reformulate service strategies, including adjusting standard operating procedures (SOPs), increasing the capacity of village officials, and maximizing the use of technology to ensure that the service process runs according to the set deadlines. Thus, improvement efforts in the aspect of timeliness are important in order to realize responsive, quality, and community-oriented public services.

Previous studies have shown that responsiveness is an important dimension in the quality of public services. Suharto and Rahmawati emphasized that the speed of response of the apparatus met the satisfaction of the community, while Putri found that the limitations of networks, facilities, and human resource competencies were often the cause of delays in digital services. Santoso added that website-based services can increase responsiveness, but citizens' digital literacy is still an obstacle, while Wulandari and Firmansyah emphasized the importance of punctuality as an indicator of public service professionalism. In line with these findings, research in Tulangan Village showed that the Si Superlaris website was able to increase the catchability of the village government through an integrated system and networks, facilities, apparatus competencies, and the uncertainty of service completion time still often occurs. This indicates the need for reform, and in accordance with public expectations.

As a result, it can be concluded that Si Superlaris significantly increased the responsiveness of the Tulangan Village Government to public services. This website speeds up the administrative process and allows village officials to respond to residents' needs, constraints, and questions quickly and precisely. Regular technical assistance every Tuesday and Thursday, plus direct assistance services outside the schedule when needed, demonstrates the village's commitment to ensuring that all residents, including those with limited digital literacy, can access services without barriers. The integrated system allows real-time monitoring of the status of submissions, so that any issues can be addressed proactively immediately.

4. Insurance

The Si Superlaris website makes a significant contribution to the assurance aspect in public administration services in Tulangan Village, which is related to the community's sense of security and trust when accessing digital services. This guarantee is reflected through several important components. First, the competence of officers is the main factor in building trust. The officer in charge of the administrative process has been provided with training and experience in using the system, so as to be able to provide appropriate and efficient technical guidance. This assistance allows citizens, including those with limited digital literacy, to access services with more confidence and minimal risk of errors. Second, the clarity of procedures also strengthens the sense of security of residents. Each stage of letter management is explained in detail through digital guides and direct interaction with officers, so that the public understands the process that must be taken and the documents needed. This reduces uncertainty and increases legal and administrative certainty for applicants. Third, the protection of personal data is a crucial element in building trust. The website system ensures that all data uploaded by residents is stored digitally, structured, and safe from the risk of loss or misuse. In the public service process, there are four important elements that must be considered. The first element is the service provider, which is the party that provides certain services to consumers in the form of goods or services [12]. The second element is the recipient of the service who is a consumer or customer who receives the service. Furthermore, the third element is the type of service provided by the provider to those in need. Finally, the fourth element is customer satisfaction, where the service provider must refer to the main goal of the service, which is to provide satisfaction for the customer [13]. This level of satisfaction is usually closely related to the quality standards of goods or services that match customer expectations and needs. In addition, the application status notification and digital confirmation feature makes it easier for residents to know for sure that their application is processed according to applicable procedures. In an interview, Mrs. Devi as the head of service said:

"We always give explanations in easy-to-understand language, so residents are not confused. We also ensure that all processes are safe, and residents' data will not be misused."

This was also confirmed by Mr. Adam as the system manager:

"We make sure all data is stored safely. Officers have also been given training so that they can explain and help residents well."

This is strengthened by Article 4 of Law Number 25 of 2009 concerning Public Services, which stipulates that the implementation of public services must be based on a number of principles [14]. This principle includes the public interest, which means that services must be aimed at and utilized for the wider community. In addition, legal certainty is important so that services are carried out in accordance with applicable rules. Equality of rights must also be maintained so that all communities receive services equally, accompanied by a balance between the rights and obligations of the parties involved. Professionalism is an obligation for service providers to carry out their duties well. Community participation is also important so that the community can participate

in the service process. Services should not be discriminatory so that everyone must be treated equally. Openness is also the key so that Processes and service information can be accessed transparently [15]. Furthermore, accountability demanding that the organizers be responsible for their services. Services must also provide facilities and special treatment for vulnerable groups. Punctuality is an important aspect so that the service runs according to schedule. Services must be fast, easy, and affordable so that people can access them without significant barriers. This was also directly conveyed by Abah praising him as the head of the field of the Si Superlaris website in Tulangan District: *"There are 22 villages in Tulangan District, of the 22 villages all have implemented the management of heirs' letters using the website (Si Superlaris). He also said the process would be faster if the files were complete, one day it could be if there were no internet and network problems, he said. From the sub-district, it is only necessary to check that the files are complete, then it will be processed and immediately finished. The letter already has a barcode and without having to go to the sub-district office, the letter will be able to be picked up in their respective villages. Said Mas Adam.: In fact, it is not uncommon for me to send letters directly to residents' houses"*.

Sutrisno added that performance can be seen from the quality, quantity, working time, and cooperation carried out to achieve organizational goals [16]. The principles of public service according to the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 17 of 2017, which is based on Law No. 25 of 2009, include the principles of justice, participation, accountability, transparency, and usefulness, where services must be enjoyed by all groups with active community involvement, accountability of officials, information disclosure, and resource efficiency [17]. Customers who receive the service. Furthermore, the third element is the type of service provided by the provider to those in need. Finally, the fourth element is customer satisfaction, where the service provider must refer to the main goal of the service, which is to provide satisfaction for the customer. This level of satisfaction is usually closely related to the quality standards of goods or services that match customer expectations and needs.

According to Handayani, the competence of trained apparatus can increase citizens' confidence in the quality of service, while Suryani's research confirms that procedural clarity and legal certainty can reduce uncertainty and increase public satisfaction. The same thing was also conveyed by Pratama, that personal data protection is one of the main indicators of public trust in digital services. In line with these findings, research in Tulangan Village showed that the Si Superlaris website was able to improve the assurance aspect through the competence of trained officers, technical assistance for residents with limited digital literacy, and clear and easy-to-understand explanation of procedures. In addition, a secure data storage system, application status notification feature, and transparency of the service process strengthen public trust, so that they feel safer, confident, and satisfied when accessing heirs' administrative services digitally.

Thus, it can be concluded that Si Superlaris has effectively improved the assurance aspect in public administration services in Tulangan Village. This website not only provides easy access for the public, but also builds a sense of security and trust through several mechanisms. Officers' competence, technical assistance, and clear explanation of procedures allow citizens, including those with limited digital literacy, to use the service

with confidence and minimal risk of error. In addition, the protection of personal data stored digitally and in a structured manner, along with the application status notification feature, provides assurance that the letter processing process runs according to applicable procedures.

5. Empathy

The Si Superlaris website is designed not only to improve administrative efficiency, but also to pay attention to the specific needs and conditions of the people of Tulangan Village personally, so that the aspect of empathy is one of the important dimensions in service quality. This approach is evident in some forms of implementation. First, digital services consider the limitations of users, especially for the elderly, people with limited mobility, or families who are grieving. By providing regular face-to-face assistance at the Village Hall, officers are able to assist residents who have difficulty accessing the website, filling in data, or uploading documents.

This not only helps the public understand the administrative process, but also reduces the stress or confusion that may arise during mail processing. Second, the simple, neat, and easy-to-understand interface design supports residents with limited digital literacy to continue to use services independently. Clear features, digital guidance, and submission status notifications provide certainty and minimize the risk of errors, so that people feel valued and well served. Third, the friendly and professional attitude of the officers is a form of real empathy applied in interactions with residents. Officers not only act as system operators, but also as facilitators who pay attention to people's comforts, difficulties, and emotional needs.

Population administration services, including the management of inheritance certificates, are often an obstacle for rural communities due to limited time, access, and understanding of bureaucratic procedures. Seeing this need, the Tulangan Village Government developed a digital innovation in the form of the Si Superlaris application (Electronic Heirs Service Letter System). This innovation aims to simplify the online process of administering inheritance letters, speed up service times, and increase transparency and accountability of public services. This is reflected in the availability of assistance outside the routine schedule when needed, so that residents feel personally cared for. In an interview, Mr. Ahmad, one of the residents who has used this service, said:

"I feel very helped, especially because I'm old and don't understand technology. But the officers were patiently explaining and helping from start to finish."

Mr. Adam as the manager of the website also added:

"We are aware that not all residents can immediately understand this system. That's why we're always ready to help directly and adjust our approach so that residents feel comfortable and not afraid to try."

Face-to-face mentoring, easy-to-understand interface design, guide and notification features, and friendly and professional attitude of the officers show a real form of empathy in the service. This makes residents feel appreciated, comfortable, and confident in using digital services. Overall, Si Superlaris succeeds in providing humane

and responsive public services, which combine digital efficiency with personal attention to the community.

According to Lestari, the empathy of village officials can increase the trust of residents because they feel valued and treated humanely. A similar thing was found by Nugroho who emphasized that simple digital service design and direct assistance can reduce the difficulties of residents with limited digital literacy. Meanwhile, Fitriani's research emphasized that the friendly and professional attitude of officers strengthens the public's positive perception of the quality of public services. In line with these findings, research in Tulangan Village showed that the Si Superlaris website succeeded in integrating the aspect of empathy through face-to-face assistance for elderly or less tech-savvy residents, a simple and easy-to-understand interface design, and a friendly attitude of officers who are always ready to help. This approach makes people feel cared for, comfortable, and confident in using digital services, so that Si Superlaris not only improves administrative efficiency, but also presents public services that are more humane and responsive to the personal needs of citizens.

Based on the results of the interview above, it can be concluded that the Si Superlaris website effectively integrates the aspect of empathy in public administration services in Tulangan Village. This system not only improves administrative efficiency, but also pays attention to the needs, limitations, and personal conditions of the community, especially for the elderly, residents with low digital literacy, or grieving families.

CONCLUSION

Fundamental Finding : Tulangan Village is a strategic village in Sidoarjo Regency that has experienced an increase in the need for administrative services, especially heirs' letters, and responding to this need, the Village Government has used a program from Tulangan District in the form of a digital service based on the Si Superlaris website, which allows residents to take care of mail online, supported by national and local regulations, as well as public service principles such as transparency, accountability, and participation. **Implication :** Although 27 residents have been recorded to have used this service, challenges are still encountered, such as unstable networks, limited human resources, and inefficient procedures, but based on SERVQUAL's five-dimensional analysis, Si Superlaris shows improvements in physicality, reliability, responsiveness, assurance, and empathy. **Limitation :** However, some aspects such as timeliness and ease of procedure still need to be improved because the constraints of infrastructure and competence remain a barrier to optimal service delivery **Future Research :** Therefore, strengthening infrastructure, training village apparatus, and evaluating SOPs is an important step towards fast, efficient, and community-oriented village public services that can be further studied for sustainability and scalability in future research.

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