

Quality of Public Services in the Implementation of the Marriage Management Information System (SIMKAH) in Supporting the Performance of Civil Servants

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Abstract. *This study is an effort to describe and determine the quality of public services in the implementation of the Marriage Management Information System (SIMKAH) at the Bangkal District Religious Affairs Office, Jeneponto Regency. The research examines the quality of public services at the Bangkala District KUA Office, based on the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy, and factors that support and hinder the implementation of the SIMKAH application. This study used primary data through surveys, interviews and secondary data through field studies. This study uses a qualitative descriptive approach. The findings show that there are still indicators of public services that are not optimally applied in the Bangkala District KUA Office, namely the dimensions of tangibles (physical evidence), reliability and empathy.*

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INTRODUCTION

In this era, the demand for information is now more urgent and important in accordance with the trend of globalisation that is happening around the world (Vdovichena et al., 2022). A competency-based Management Information System is a must, and can be a source of advantage, so it is a priority. A Management Information System is an information system that processes all transactions and supports management and decision making (Ada & Ghaffarzadeh, 2015; El-Ebiary et al., 2023; Adeoti-Adekeye, 1997).

Public service is one of the main functions of government administration that is carried out by government officials (Kaul, 1997; Kuril, 2018). Referred to in the Decree of the Minister of Administrative and Bureaucratic Reform Number 63/Kep/M.July 10, 2003, paragraph 1, point c, public services are all service activities by government agencies to fulfil the need of individuals, the community, government agencies, and legal entities, as well as to implement the law.

Organizational behavior is the display of human behavior and is fully integrated into management behavior. Acquiring information is very important here. This means that if the management system is to be optimally used, it needs to be supported by an effective information

system so that the management system can give the best result (Berisha-Shaqiri, 2014; Gorry & Morton, 1989; Henderson et al., 1987; King & Cleland, 1975).

National development, which focuses on quality human resources, needs the support of a more effective and efficient management system because the scope of development in all sectors is increasingly becoming more complex and needs more effective management capabilities (Raj, 2010; Shim, 2001; Donahue et al., 2000; Wyss, 2004; Mle & Ngumbela, 2020). Thus, the importance of information systems is evident.

A natural corollary to this development is the need for more coordination, integration and service quality as a management process that supports the integrated management system, including leaders, managers, implementers and the community (Mle & Ngumbela, 2020; Jørgensen et al., 2006; Stylianou & Kumar, 2000; Rebelo et al., 2016; Garengo & Biazzo, 2013). This management process, in turn, needs to be supported with various types of information (which are true, valid, and accessible) to achieve effective and efficient management in terms of decision-making, policy setting and other management processes.

The role of information is now increasingly complex, diverse and multifaceted, consistent with efforts to increase the credibility of information systems and its use for human resource development, and the use of science and technology advances in communication systems to transmit selected information, which in turn affects productivity and program quality (Sima et al., 2020; Alter, 2008). Thus, it is understandable that the information system is the concern of all managers in any organisation. In other words, effective information system management will lead to effective management.

To improve the quality and efficiency of services, the original manual system of marriage registration services is currently converted to an application-based marriage registration system (SIMKAH). SIMKAH stands for "Marriage Management Information System" and is a web-based computer application program that gathers marriage data from all Religious Affairs Offices (KUA) in Indonesia. Marriage data is automatically saved and stored safely at the KUA, at the district/city level, at the Provincial Regional Office, and at the Islamic Community Guidance Office. This data is helpful in producing various analyses and reports for several purposes.

During development, the SIMKAH application has garnered various positive feedback from many parties, both from SIMKAH operators at the KUA and the public (Zahraamadhani & Mursyidah, 2025; Subeitan et al., 2024; Wahyul & Masyitah, 2024; Hardiyansyah et al., 2024). This positive feedback is required by SIMKAH administrators, as it becomes a material for evaluation for the Marriage Information System Development.

The Simkah program is considered important in improving the quality and efficiency of marriage service administration at the District Religious Affairs Office (KUA). Thus, since 2007, the Director General of Islamic Community Guidance (Bimas Islam) has pledged to improve the capacity of the KUA in terms of service through IT (Information and Technology). This is especially in the field of marriage services, especially in the field of marriage registration, which has so far been done manually (Laga et al., 2022; Arifin, 2025; Tumiwa et al., 2025).

Data standardization is important because it is hoped that the data will be more effective and efficient and, thus, easier to process, particularly through an appropriate program. Data backup is essential to recover and secure data from various problems, such as natural disasters, etc. One data management program that is developed for this is the Simkah program. This program also uses internet technology which is thought to be more accurate, swift and secure than the traditional ways of data backup (Ahanger et al., 2024; Sangeetha et al., 2024; Chang et al., 2016).

Since data presentation is important for the future of religious development. Data presentation is similar to a food that must be presented and packaged, wrapped in a nice

packaging, and presented nicely to attract the attention of the consumer (Clement et al., 2013; Fernqvist et al., 2015; Wells et al., 2007; Eldesouky & Mesias, 2014; Bou-Mitri et al., 2021).

In this context, it is worth looking at how government offices' services need to be improved in the globalisation era. It is often thought that marriage registration is quite complex and especially the Office of Religious Affairs (KUA) which deals with marriage issues and is responsible for serving, promoting and preserving marriages. This can help in monitoring and monitoring marriages by following the rapid advancement of science and technology in the service of marriages (Najib, 2023; Hannaford, 2015; Rahaman et al., 2018).

In fact, many people still don't make efforts to improve for the progress and safety of marriages, which is a very urgent thing to do. Many issues have been raised and landed in religious courts, initially due to poor marriage registration management (Mursyid & Yusuf, 2022; Nasir, 2020).

In this regard, the government, therefore, issued Decree No. DJ.II/363/2013 from the Directorate General of Islamic Community Guidance about the Implementation of the Marriage Management Information System (Simkah) at the District Office of Religious Affairs (KUA). The Islamic Community Guidance (Bimas Islam) is increasing its focus on KUA services to improve IT-based services, the Simbi (Bimas Islam Management Information System), or Simkah. In the future, the payment system will be connected to the Simkah application online with a bank deposit system. The integration of the Simkah system across Indonesia with the bank system that receives PNBPN (Non-Tax State Revenue) for Marriage Reconciliation (NR) payments set up by the Secretary General of the Ministry of Religious Affairs will turn the Office of Religious Affairs (KUA) into a modern public service institution.

The above discussion is intended to provide an explanation of why it's important to understand the success of the Simkah program in marriage registration in the KUA offices of sub-districts in Indonesia. This is important for the quality of KUA services to the public in Bangkala District, Jeneponto Regency, in particular for marriages.

METHODS

Research Time and Location

This research was carried out after a proposal seminar and the research site, which was conducted at the Bangkala District Office of Religious Affairs (KUA) for two months, on the quality of service in implementing SIMKAH (Marriage Management Information System) in Bangkala District, Jeneponto Regency. The research site was selected as a source of information and research object, to find out the quality of service in carrying out SIMKAH (Marriage Management Information System) in Bangkala District, Jeneponto Regency.

Research Type

This study is qualitative, focused on solving a problem in depth in the context of time and place, done naturally and naturally in accordance with the objective facts in the field. The research is based on a theoretical framework that focuses the research to suit the facts in the field (Spink et al., 2002; Varpio et al., 2020). In the research process, researchers observe informants, communicate with them, and try to grasp their words and meanings. Thus, the researcher needs to spend a long time in the field. This research uses the descriptive research method, a type of research that aims to describe the object or subject of the research, in this case the quality of public services in the implementation of the Marriage Management Information System (SIMKAH) in Bangkala District, Jeneponto Regency. The purpose is to accurately describe the facts, characteristics and frequency of the phenomena studied.

Data Sources

This study uses data sources obtained from primary and secondary data sources based on the research's goals. Primary data are data collected directly from the field through interviews

with several informants who are indeed expert and willing to provide data and information for the research. For instance, the head of the department or agency that will be involved in the research. Secondary data are data obtained from literature reviews, books or literature on the problem studied, internet, documents and reports from related institutions that are needed for the research.

Research Informants

Research informants are data sources or people who are interviewed for research information. These informants are taken from people who know the issues that are being researched. They are required to provide objective, impartial and transparent data. The informants in this study, which examined the quality of service in implementing the SIMKAH (Marriage Management Information System) at the KUA Office in Bangkala District, Jeneponto Regency, are as follows:

Table 1. List of Research Informants

No	Informant's Name	Total
1	Head of the Office of Religious Affairs	1
2	Officer/Officer	1
3	Officer/Staff	3
4	Prospective Bride and Groom (CATIN)	8

Data Collection Techniques

The data collection method in this study was observation, a method that was carried out through observation, and was followed by documenting the status or behaviour of the object of observation. In this case, the researcher observed directly related to service quality in implementing the Marriage Management Information System (SIMKAH) at the KUA office in Bangkala District, Jeneponto Regency. Interviews were a data collection technique that involved asking questions directly (direct communication) to the informants in accordance with the data and information needed in this study. Interviews were a dialogue between the interviewer and informant to get information about an incident in the field related to the quality of service in the implementation of (SIMKAH) at the KUA office in Bangkala District, Jeneponto Regency. This documentation method was used to support the observation and interview methods, as well as to increase the validity of the data or information obtained from the documentation available in the field. This can be used to validate the data.

Data Analysis Techniques

Data analysis is the process of searching and sorting data gained from interviews, field notes and documents. Data analysis is a process of arranging and sorting data according to pattern, categories and descriptive units so theme can be generated and working hypothesis can be developed as indicated by the data (Moleong, 2012). This data analysis technique has three basic elements, namely: data reduction, data presentation (data display), drawing and verification of conclusions.

RESULTS AND DISCUSSION

Quality of Public Service in the Application of SIMKAH at the Religious Affairs Office of Bangkala District

Good quality of public service is the main spearhead in the long term for public service. This chapter will discuss the results of the researchers' research at the Religious Affairs Office (KUA) of Bangkala District, Jeneponto Regency. This chapter presents the level of quality of public service in the implementation of the Marriage Management Information System (SIMKAH) at the Bangkala District Religious Affairs Office, Jeneponto Regency. The quality of the service was measured on the following five dimensions: tangible, reliability, responsiveness, assurance and

empathy. Moreover, researchers also measured the facilitating and constraining factors of service. The Bangkala District Religious Affairs Office aims to provide services based on the above service dimensions, through these steps:

Tangible Dimension

This tangible dimension is a physical evidence of service, including the appearance of officers/staff, office comfort, ease of service, discipline of officers/staff in receiving service requests, ease of access to the service requested, and use of assistive equipment in service delivery. The research that has been undertaken to measure the public service quality in implementing the SIMKAH at the Bangkala District Religious Affairs Office shows that:

Appearance of Officers/Staff

Officer/staff appearance is one of the service quality indicators. Officer appearance is related to the use of attributes or uniforms. Cleanliness and neatness of the uniform should be considered. Officers appear clean and neat and wear their uniforms in accordance with established regulations.

The following is an interview with the Head of the Bangkala District Religious Affairs Office.

"The use of attributes or uniforms during working hours at the KUA Office has been established according to regulations. However, sometimes there are staff who disobey the regulations. Sanctions for officers/staff who do not comply will be reprimanded and issued a warning letter." (Interview with R, July 26, 2023)

This also matches the observation that all officers/staff providing service are clean and tidy, and wear their uniform following regulations. The appearance of officers/staff can affect service. When an officer looks great it will have a good impression, and vice versa. It is expected that officers/staff will enhance their appearance to enhance service quality. Service Location Comfort

Service users' perceptions of public service quality are also affected by the comfort of the service location. Thus, in providing public services, the KUA Office should ensure a comfortable service location. Service providers should ensure service users are not crowded. Besides having a large service space, air conditioning (AC) or fans should be available for added comfort. During the day, the room can feel increasingly hot.

The following is an interview with staff from the Bangkala District Religious Affairs Office.

"This KUA office is a model office among other KUA offices in Jeneponto Regency. It is often selected as a representative office by the Jeneponto Ministry of Religious Affairs in the South Sulawesi Ministry of Religious Affairs assessment team. The rooms are quite spacious, especially the Heritage Room, which serves as the main service center. The Office Hall and other rooms are equipped with air conditioning (AC) and fans." (Interview with HR, July 23, 2023)

This also matches with observations that demonstrate that room sizes vary according to the type of room, and that supporting room facilities should provide comfort and add value to the service.

Ease of Service Process

Here, ease of use is important for service users to ensure ease of service process. According to the research, the Bangkala District Office of Religious Affairs (KUA) has ensured ease of use of the SIMKAH service. But some members of the public, brides and grooms do not know what they need or what is required, and need to go back and forth to complete them.

The following is an interview with staff at the Bangkala District Office of Religious Affairs.

"The KUA Office actually has procedures for each type of service, but they aren't posted. Besides asking staff directly, people who aren't aware of the digital-based KUA service often

find information about the KUA. So, sometimes, some people have to go back and forth to fulfill these requirements." (Interview with B, July 23, 2023)

The following is an interview with members of the public and prospective brides and grooms at the Bangkala District KUA Office.

"I don't know anything about the requirements for obtaining a Marriage Card. They don't post them at the KUA Office, so I have to go back and forth to fulfill the requirements." (results of an interview with the PA on July 23, 2023)

Therefore, facilitating this service process is essential to ensure that users experience no difficulties or confusion.

Officer Discipline in the Service Process

In carrying out their duties, officers/staff require work discipline to ensure the smooth running of the service process. Discipline fosters a sense of responsibility in their work, creating a conducive work environment that supports the achievement of goals, particularly in the service process. Officers must prioritize the interests of the service provider over their personal interests, as service work prioritizes the public interest. In other words, the interests of service users must be prioritized by service personnel. Observations indicate that the staff are disciplined in providing service. This discipline is demonstrated by the staff's working hours, which are 7:00 AM to 4:00 PM.

The following is an interview with the Head of the Bangkala District Religious Affairs Office.

"The staff here are disciplined, son. I arrived early this morning and someone was already serving me." (Interview with R, July 23, 2023)

In terms of service, discipline is a fundamental asset that officers, especially those in the service department, must possess to demonstrate good performance, attitude, behavior, and lifestyle. Discipline is implemented to ensure service users are satisfied with the work performed by staff.

Use of Assistive Devices in Service

The current equipment used at the Bangkala District Office of Religious Affairs (KUA) includes computers, printers, and other office supplies. These tools are essential for smooth service delivery. These tools significantly support the process, ensuring prompt service delivery.

The following is an interview with staff at the Bangkala District Office of Religious Affairs.

"The equipment at this KUA office includes computers, a digital signage printer, and other office supplies." (Interview with B, July 23, 2023)



Figure 1. Digital Signage

Source: Field Observation Results

Analysis of the Tangible Dimension of Public Service Quality at the KUA Office

To improve the quality of public services, it is necessary to make changes and improvements to meet public expectations. In this research, the tangible dimension is influenced by indicators such as the appearance of service personnel, comfort of service location, simplicity of service process, discipline of service personnel, the ease of customers in accessing service requests and the use of service equipment. The quality of service at the Bangkala District Office of Religious Affairs (KUA) is reflected by fulfilling some of the indicators. One of them is the comfort of the service location. This is because the service location has air conditioning, which provides a cool environment, has information boards through digital signage, and documents are stored neatly. This is in line with the theory that stresses the importance of providing information and the presence of air-conditioned waiting rooms in achieving quality public service.

Reliability Dimension

Reliability is the dimension of performing promised services accurately, dependably, consistently and appropriately. The measurement of the reliability dimension in order to determine the quality of public services at the Bangkala District Office of Religious Affairs (KUA) can be measured based on the following indicators:

Accuracy of Staff in Serving Service Users

The accuracy of staff in the service process is very important for users of the SIMKAH (Marriage Management Information System). When staff are not accurate in serving users, mistakes will be made and increase workload. For instance, if staff are not accurate in typing and inputting data, it will affect service users. Users will have to re-address the typo. So, staff must be careful in performing their duties and tasks to provide good service and user satisfaction. According to this research, the Bangkala District Office of Religious Affairs (KUA) staff are meticulous in serving users. Here is an interview with the Bangkala District Office of Religious Affairs (KUA) staff.

"We always exercise caution in providing our services to minimize errors that could harm the public. To date, there have been no complaints from the public regarding issues related to staff accuracy." (Interview with MG, July 25, 2023)

From the above description, it is clear that staff accuracy significantly impacts service quality. Lack of attention can lead to errors that could result in losses for service recipients. Therefore, staff are required to be meticulous in every service they provide.

Have Clear Service Standards

The Bangkala District Office of Religious Affairs (KUA) has clear service standards, utilizing Standard Operating Procedures (SOPs) to guide its work, from work procedures to service delivery. The following is an interview with staff at the Bangkala District Office of Religious Affairs.

"The KUA Office has clear service standards. We provide services in accordance with these SOPs. For example, we do our best to complete the data required by the public in the shortest possible time, for example, in registering marriages on the SIMKAH application, where the data is directly input and reported to the central office. However, we sometimes do not implement these SOPs, aiming to simplify the process and minimize errors that could harm the public. This has been the case." (Interview with MG, July 25, 2023)

Staff's Ability to Use Assistive Devices in the Service Process

The ability of staff to use assistive devices is crucial to the SIMKAH application service process. If all staff are able to use assistive devices in the service process, service will be faster because it doesn't rely solely on those who can use assistive devices. In our research, all staff were able to use assistive devices in the service process. For example, with computers, some were less

proficient in operating them and lacked computer skills. However, almost all staff are computer literate. The following is an interview with staff at the Bangkala District Religious Affairs Office.

"The human resources (HR) here are good, only two people lack computer skills. However, IT matters, including the SIMKAH application, are handled by the KUA office operator." (Interview with MG, July 24, 2023)

Staff's competence in using assistive devices in the service process is vital to the smooth service process. Every staff member in the service unit should be able to use the assistive devices in the service process.

Reliability of Public Services

Reliability is the capacity to provide services that were promised with: 1) speed, 2) accuracy, and 3) satisfaction. Service providers that are reliable help the public in obtaining services promptly and easily. All staff are required to have good knowledge, expertise, independence, mastery and professionalism so that their work activities lead to good service, with no complaints and/or no over-impressions of the service received by the public.

In this research, there are several indicators that determine the reliability dimension, including accuracy of staff in providing service, service standards, skill and expertise of staff in using assistive devices in the process of providing service, and expertise of staff in the SIMKAH (Citizenship Card) service process. However, in reality, some indicators have not been optimally implemented, such as staff expertise in using assistive devices in the SIMKAH service process because some staff members do not have this skill. But most of the staff are able to use assistive devices. So when an officer/operator is not available for some reason, SIMKAH service activities will not be disturbed and can be implemented optimally.

The essence of reliable service is that each officer has reliable capabilities, knows the ins and outs of work procedures, work mechanisms, corrects various deficiencies or deviations that are not in accordance with work procedures and is able to demonstrate, direct and provide correct guidance to every form of SIMKAH application service that is not yet understood by the public, so that it has a positive impact on the service, namely officers understand, master, are reliable, independent and professional in the job description they are engaged in.

Responsiveness Dimension

Responsiveness is one of the important aspects in a bureaucratic public organization, which must be responsive to public complaints and provide the best service. It is the same for the SIMKAH application at the Bangkala District KUA Office. This will lead to public satisfaction as customers. To determine the quality of public service from the responsiveness dimension in the SIMKAH application at the Bangkala District KUA Office, we can use the indicators:

Responding to All Customers/Potential Users

A positive response from service officers will make service users feel valued. Responsiveness to service users can increase the quality of public service provided at the Bangkala District KUA Office. Service officers are responsive and responsive to service users seeking SIMKAH service. According to research, the service officers at the Bangkala District KUA Office have responded to service users seeking services. The following is an interview with the author with members of the public/prospective brides and grooms at the Bangkala District Religious Affairs Office.

"The staff at the PUSAKA KUA office are quite responsive to inquiries regarding marriage registration through the SIMKAH application." (Interview with A, July 24, 2023)

The following is an interview with the author with other members of the public/prospective couples at the Bangkala District KUA office.

"The staff at the PUSAKA office are friendly and responsive, and other staff are also responsive when we ask questions." (Interview with P, July 24, 2023)

Service users will be pleased if staff respond to their needs. If staff respond to each user, this will create a positive perception of the service provider.

Staff Provide Prompt Service

SIMKAH services at the KUA office are expected to be performed quickly, especially when there are queues in the waiting room. If service is fast, users will be satisfied with the service provided. The following is an interview with staff at the Bangkala District Religious Affairs Office.

"We always strive to provide prompt service, but it all depends on the number of people in line and the completeness of the documents for validation on the SIMKAH application, so the central office usually processes them promptly." (Interview with B, July 24, 2023)

This aligns with the author's interviews with other members of the public and prospective brides and grooms at the Bangkala District Religious Affairs Office.

"The staff in the PUSAKA KUA service room are quite prompt, but sometimes the delay is due to incomplete documents when registering for SIMKAH, which can take a while." (Interview with P, July 24, 2023)

Providing prompt service is crucial as a form of responsiveness to service users, ensuring user satisfaction with the SIMKAH service provided at the Bangkala District KUA Office.

Officers/Staff Provide Appropriate Service

Besides speed, SIMKAH service users will also be satisfied if the service at the KUA office is provided appropriately. Appropriate service is a match between the service provided and the user's needs, ensuring that their needs are met effectively, ultimately achieving SIMKAH user satisfaction. The following is an interview with a SIMKAH operator at the Bangkala District Religious Affairs Office.

"We always strive to provide appropriate service, from online registration via the SIMKAH app using your smartphone or directly registering in the PUSAKA room by officers/office staff using a computer, through document review and validation, to payment of the wedding service fee if the wedding takes place outside the office, according to the invoice, and the printing of the digital marriage card or e-marriage card." (Interview with AAP, July 24, 2023)

The following is an interview with a member of the public/prospective prospective bride and groom at the Bangkala District Religious Affairs Office.

"I processed my marriage registration, and the service provided was quite satisfactory, indicating that it was appropriate." (Interview with A, July 24, 2023)

Officers/Apparatus Provide Services Meticulously

Accuracy, speed and thoroughness are important in the process of SIMKAH service. This is so that there is no error in the service process. Without thoroughness in serving the users, errors will be made and cause the workload to increase. For instance, if officers are not thorough in document input, incomplete documents for prospective brides and grooms because they do not complete the marriage registration requirements in the SIMKAH application will inconvenience users. This will require users to re-apply for the documents. So, officers need to be thorough in performing their duties and responsibilities to provide good SIMKAH service and user satisfaction. According to the study, KUA officers at Bangkala District Office are meticulous in providing services. Here's an interview with a SIMKAH officer at the Bangkala District Office of Religious Affairs..

"Always do it carefully. For example, to print a digital marriage card or e-marriage card on the provided form, after registering through the SIMKAH application at the District Office of

Religious Affairs (KUA), which is carried out directly by the relevant marriage registrar/officer at the KUA, the PPN will then conduct an input inspection. In this case, the PPN at the KUA will verify the validity of the data provided by the prospective bride and groom. The next step is to input the registration. This step is carried out if all the required data is complete, then the digital marriage card or e-marriage card can be printed directly on the provided form." (Interview with AAP, July 24, 2023)

Analysis of Public Service Quality: Responsiveness Dimension

Responsiveness is a dimension of service that refers to a positive, timely, and responsive response to complaints from the users of SIMKAH services. Responsiveness to users is one of the success factors of services. When service delivery is driven by attitude, desire and commitment to good service, service quality will be improved. The evaluation of public service quality at the Bangkala District Office of Religious Affairs (KUA) is based on some of the following indicators: responsiveness to each customer/applicant seeking SIMKAH services, speed of service delivery, accuracy of service delivery, accuracy of service delivery, and punctuality.

The one indicator that has not been well implemented at the Bangkala District Office of Religious Affairs (KUA) is the time of service. This is because the network and server of the SIMKAH application is not right, can affect the quantity and quality of the application. The lack of completeness of documents in the verification process for applications for marriage on the SIMKAH application has affected the service provision.

Assurance Dimension

The assurance dimension is about the expertise, politeness, and trust of officers without danger, risk and doubt. The following indicators can be used to assess the assurance dimension in public services at the Bangkala District Office of Religious Affairs (KUA):

Officers Guarantee Timeliness in Service

Officers at the Bangkala District Religious Affairs Office (KUA) guarantee timeliness, if service can be done immediately. But if it can't be done immediately, the officers at the Bangkala District Religious Affairs Office (KUA) assure a limit and give proof of registration or contact the prospective bride and groom so that when the time limit expires, they can be provided with the proof of registration. Here is the interview with the public/prospective bride and groom at the Bangkala District Religious Affairs Office (KUA).

"I registered my marriage at the PUSAKA KUA room using the SIMKAH app, and the deadline was two weeks after registration to complete the documents for the e-marriage card." (Interview with SA, July 24, 2023)

Officers Guarantee Cost of Service

The cost of processing a marriage through the SIMKAH app depends on the type of service. Not all services are free. If the marriage takes place at the KUA office, it is free, while if the marriage takes place outside the KUA office, a service fee of IDR 600,000 is charged. The following is an interview with a member of the public/prospective bride and groom at the Bangkala District Religious Affairs Office.

"There is no fee for marriages conducted at the KUA office through the SIMKAH application. However, if the marriage takes place outside the KUA office, a fee will be charged, which must be paid through the bank or post office." (Interview with A, July 24, 2023)

Officers Guarantee Legality in Services

The Bangkala District KUA Office guarantees that the SIMKAH application is legal, among others by ensuring the duplication of marriage certificate numbers and the legality of marriage. Here's the interview with employees at the Bangkala District Religious Affairs Office.

"To maintain compliance with marriage laws, if any deviate from the regulations, for example: if a man wants to marry and says he is single, but according to the SIMKAH, he is widower. So, if the documents do not meet the requirements, the SIMKAH will refuse to accept it. The re-examination must be done again by a person in a position of authority/power/trust, so there will be no misunderstanding regarding security and the possibility of religious violations." (Interview with A, July 24, 2023)

Officers ensure certainty about fees.

The Bangkala District Office of Religious Affairs (KUA) has set the price for each service using the SIMKAH application. Weddings held at the KUA are free of charge; if held outside the KUA, it will cost Rp 600,000. The e-marriage card is free of charge. It is regulated in Government Regulation (PP) Number 59 of 2018 on Types and Tariffs for Non-Tax State Revenues for the Ministry of Religious Affairs. Service users can be at ease with the cost, which is guaranteed by law.

Analysis of Public Service Quality: Assurance Aspect

Assurance is needed for any type of service. This assurance is basically based on the assurance given by the service provider, so that consumers will be satisfied and assured that all matters related to public service are processed quickly, accurately, easily, smoothly and efficiently. Assurance involves competence, courtesy, credibility and security of officers, without risk and doubt. The public service quality assessment of Bangkala District Office of Religious Affairs (KUA) is based on ensuring timely service, ensuring cost effectiveness, ensuring legality, and ensuring cost certainty.

In line with the above indicators, the Bangkala District Office of Religious Affairs (KUA) has achieved this. Assurance of services from sub-district officers is determined by their performance, ensuring officers are able to provide reliable, independent and professional service, which leads to customer satisfaction. Another form of assurance is the commitment of the Bangkala District Office of Religious Affairs (KUA) which inspires all of its staff to provide services diligently and accurately to meet the needs of customers. Another assurance is having officers with good personality in providing service. This will be different from officers who have less-than-good characters and officers who are less-than-good in providing services.

Empathy Dimension

This relates to the friendliness and concern of the officers providing services. Officers being friendly and having good communication skills will be one of the indicators needed to encourage service users to rate the service positively. If the service officers are friendly and concerned, a rapport will be created between the service officers and the service users. In measuring empathy in an attempt to find out the quality of public service in the Bangkala District Office of Religious Affairs (KUA) the indicators used are:

Prioritizing the Interests of Applicants/Customers

The most important aspect of any service is the user. The needs of users in services must be prioritised and in line with their interests in the District Office of Religious Affairs (KUA). The research shows that the Bangkala District Office of Religious Affairs (KUA) prioritises user interests in their services. Here is an interview between the author and the public/prospective brides and grooms at the Bangkala District Office of Religious Affairs..

"The staff here prioritizes the needs of customers, as evidenced by the fact that before their break, the staff were still busy serving marriage registrations and did not leave to attend to personal matters." (Interview with A, July 24, 2023)

Prioritizing the needs of service users is crucial because they are the service staff's top priority. If service users do not feel prioritized, this will lead to complaints and a negative impression of the service staff.

Staff Serve with a Friendly Attitude

Friendliness is essential for staff in any service process. Being friendly means being kind and engaging. If staff are friendly, they will receive a positive evaluation from service users. Based on the research, all staff are friendly to service users and do not display an indifferent attitude. The following is an interview with the author with members of the public and prospective brides and grooms at the Bangkala District Religious Affairs Office.

"The staff here are quite friendly, especially in the PUSAKA room. When greetings are made upon entering, they always respond with a "waalikumsalam" (greetings). The service is very good." (Interview with MD, July 24, 2023)

The friendliness of service staff contributes to the comfort of service users. Therefore, every staff member must be friendly to service users to create a satisfying service experience.

Staff Provide Polite Service

Besides being friendly, politeness is also essential in service. By being polite, service users will feel valued and respected. Based on research, staff at the Bangkala District Religious Affairs Office, especially service providers, are already well-mannered. The following is an interview with the author with members of the public and prospective brides and grooms at the Bangkala District Religious Affairs Office.

"The staff here are polite, especially in the PUSAKA room. They directly ask about our needs and purposes in a friendly manner. The service is very good." (Interview with A, July 24, 2023)

Polite behavior is indeed important for service personnel. This ensures that service users feel valued and respected.

Officers Provide Service in a Non-Discriminatory Manner

The Bangkala District Religious Affairs Office (KUA) service system has not yet implemented the use of numbers for each service user. But customers can form queues to create a good service environment. Here's an interview with members of the public and prospective brides and grooms at the Bangkala District Religious Affairs Office.

"The service here is very fair, they don't discriminate against people based on ethnicity, religion, race and class." (Interview with PA 07-24-2023).

Public Service Quality Assessment: Empathy

In every service activity or service there must be a shared understanding and mutual interest in issues related to service. If all parties in service have the same empathy in managing and solving the service, or have the same interest in the service, then the service will run smoothly. Service empathy is the presence of care, concern, sympathy, understanding and cooperation of stakeholders in planning and executing service activities in accordance with the level of knowledge and understanding of the stakeholders. The person serving must understand the problems of the person to be served.

On the other hand, the recipient of the service must at least be aware of the limitations and abilities of the person serving so that the integration between the person who serves and the person being served creates a sense of responsibility. So, all forms of service to the recipient must be empathic to various problems faced by the person needing the service. The recipient of the service should understand the need for the service. All forms of service management, by feeling and knowing the need for fast service, understanding various forms of change in service that results in complaints and avoiding service, so that service can be implemented according to the activities of the service provider and service user.

To assess the empathy dimension, the researchers used indicators such as prioritizing the interests of applicants/customers, serving with a friendly attitude, serving with courtesy, serving

without discrimination and serving and respecting each customer. From the assessment indicators above, it can be seen that all indicators have been implemented and met service users' expectations, including always prioritizing the interests of applicants/customers, serving with courtesy, serving without discrimination, and serving and respecting each customer.

This is in line with the theory that service staff are friendly in greeting customers, speak with politeness and enthusiasm and are enthusiastic in serving SIMKAH service users at the KUA office. Friendliness is a key service factor. For instance, smiling and greeting. This will make the service user feel that the service provider cares about them and feels at ease with the service.

This study is a qualitative description of the quality of public services at the Bangkala District Office of Religious Affairs (KUA) so the researcher wanted to find and describe it. The findings of this study are data from the observation, interviews and documentation. Inhibiting and Supporting Factors in the Quality of Public Services in the Implementation of the Marriage Management Information System (SIMKAH) at the Bangkala District Office of Religious Affairs

Supporting Factors in the Quality of Public Services in the Implementation of the Marriage Management Information System (SIMKAH) at the Bangkala District Office of Religious Affairs

Human Resources

To serve the public well, the government needs to have a sufficient number and quality of government officials. In the PUSAKA KUA service room, there are four service personnel. This includes service personnel in general, including seven administrative personnel, two registrars (including the head of the KUA), and 12 KUA counselors. Moreover, their quality is also good. SIMKAH service personnel are skilled in using computers and other equipment. So they feel comfortable with service delivery as one person does not need to do everything. A large number of quality service personnel enable effective service delivery to the public.

Facilities and Infrastructure

The facilities and infrastructure to deliver public services are well-equipped to support service delivery, providing comfort for service applicants. There are information boards in the form of digital signage, air conditioning, and document storage, both in the form of paper and files in the SIMKAH application, which are well organised and tidied. This helps in searching for files, and does not interfere in the tidiness and comfort of the service space.

Barriers in the Quality of Public Services in the Implementation of SIMKAH at Bangkala District Office of Religious Affairs (KUA)

A poor internet network is one of the factors affecting the quality of public services in the implementation of SIMKAH. The Marriage Management Information System (SIMKAH) application is an online system. Breakdowns and downtimes can cause the input of files into the SIMKAH application to be delayed, which in turn will delay service delivery. The stability of the internet affects the quality of services, because the marriage registration system is based on an internet-supported information system. This means: (1) service delivery is not accurate; (2) service delivery is not reliable; and (3) procedures and requirements for getting services are not clear. In the simulation of the SIMKAH application, it is necessary to recognise and overcome these constraints to ensure the quality of public services in the application of SIMKAH at the KUA Office.

CONCLUSION

The quality of public service at the Bangkala District Office of Religious Affairs (KUA) in the tangible dimension indicates that the quality of service is quite good. Although sometimes the use of attributes in the form of uniforms is not fully worn by some employees/officials. But another matter is indicated by the comfort of the service location. The comfort is shown by the existence of air conditioning, availability of information boards and well-organised and neat documents.

The quality of public service in the dimension of reliability indicates that the quality of the service is good. This is because some officers are not proficient in using service tools, such as the use of a computer. But almost all the officers know how to use computers and other aids. Service quality in the Bangkala District Office of Religious Affairs (KUA) in responsiveness aspect shows that officers in delivering services have responded to all users. They have also responded to service users promptly, correctly and carefully. The quality of service at the Bangkala District Office of Religious Affairs (KUA) in the assurance dimension shows that officers in providing services have assured the timeliness, costs and legality of services if the documents are complete. The quality of services in the Bangkala District Office of Religious Affairs (KUA) in the empathy dimension shows that the quality of service is good. This is because the officers in providing services are friendly to the public, by showing empathy (smiling, greeting and greeting) in providing services. Thus, the officers in providing services show empathy towards service users.

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