

SIPANDUK Digital Public Service Innovation: An E-Service Quality Approach

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Keywords:	Abstract
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	The SIPANDUK (Population Administration Service Information System) application is a digital service innovation developed by the Kuningan Regency Population and Civil Registration Office to make it easier for the public to process population documents online. The objective of this study is to assess the service quality of the SIPANDUK application, identify the obstacles hindering its implementation, and examine the efforts made to improve the quality of SIPANDUK services. This study employed a descriptive qualitative approach, utilizing data sources such as observations, interviews, and documentation from key informants and supporting informants. The theory used is E-Service Quality by Parasuraman, Zeithaml, and Malhotra (2005), which consists of seven dimensions (efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact). The results of the study indicate that the SIPANDUK application is not yet optimal in the dimensions of efficiency, fulfillment, and compensation. The suboptimal efficiency is caused by the low level of public awareness regarding the application. In the fulfillment dimension, technical challenges remain, specifically regarding the limited features for user account recovery. Additionally, the lack of an official compensation mechanism has prevented the handling of user complaints from operating at full capacity. Meanwhile, the SIPANDUK application has achieved optimal performance in the dimensions of system availability, privacy, responsiveness, and contact. Efforts to improve service quality are being undertaken through increased public awareness of the application, the development of account recovery features, and the establishment of a clearer and more structured compensation mechanism.

Introduction

Public services are a key component of government operations, aimed at meeting the basic needs of the public and improving their well-being (Enaifoghe et al., 2024; Hartanti et al., 2022; Organization, 2024). According to (Supriadi & Manullang, 2020), “public service” can be defined as the provision of services intended to meet the needs of the public by the government or the private sector, either free of charge or for a fee. These services may include administrative, informational, licensing, and other social services. Therefore, services provided by government organizations or agencies to meet the needs of the general public are referred to as public services (Heryanto, 2018).

In today's digital age, technology is advancing so rapidly that many aspects of human life have become heavily dependent on it (Wulandari et al., 2021). According to (Sangaji & Irianto, 2025), The digitization of public services has become a key component of using internet technology to improve public sector performance, particularly since the concept of e-government emerged over the past two decades. Providing services online is more cost-effective than conventional methods, and governments at all levels have now recognized this (Roy, 2017).

The digitization of public services refers to the use of information and communication technology (ICT) in the process of providing services to the public (Sangaji & Irianto, 2025). The use of this technology can involve various digital platforms such as websites, mobile apps, social media, and instant messaging services (Apani, 2020). This approach is believed to improve the efficiency of public services and make them more accessible to the public.

Digitalization has brought about major changes in the way public services are provided to the public, including civil registration services (Lindgren et al., 2019). Civil registration may include the management and issuance of data, documents, or civil registration records that serve as authentic evidence with legal force, and may only be issued by authorized implementing agencies at the subdistrict/city level (Amalia et al., 2025). Thanks to digitalization, people can easily submit applications and obtain information quickly without having to visit the service office in person.

Digital technology, particularly electronic services or e-services, can be a highly promising solution to various long-standing bureaucratic challenges, such as lengthy processes, limited human resources, and disparities in access across regions. E-services allow the public to access information, submit applications, and complete various administrative tasks online without having to follow complicated and time-consuming procedures. To measure the success of e-service implementation, appropriate metrics are needed. According to (Santos, 2003). E-Service Quality is defined as a tool for comprehensively assessing customers' perceptions of the excellence and quality of the digital services they receive.

Law of the Republic of Indonesia No. 24 of 2013 on Population Administration and Presidential Regulation No. 95 of 2018 on the Electronic-Based Government System provides strong guidelines for the electronic management of population data while also serving as an innovation to improve internet-based administrative services through websites or applications. Based on Decision of the Regent of Kuningan No. 188/KPTS. 202-DISDUKCAPIL/2021 on the Launch and Formation of the SIPANDUK Program Management Team, that the Population and Civil Registration Office (Disdukcapil) of Kuningan Regency has launched the SIPANDUK (Population Administration Service Information System) application since 2021, which aims to make it easier for the public to process various civil registration documents online, including services for Electronic ID Cards, Family Cards (KK), Child Identity Cards, Birth Certificates, Marriage Certificates, and Death Certificates without requiring the public to visit the Office of Population and Civil Registration (Disdukcapil) in person. This service represents the

digitization of public services to create a fast system with the potential to reduce queues and expedite service processes.

Previous research has been conducted by (Putri et al., 2025) on the SIPANDUK application, which aims to facilitate public access to managing civil registration in Kuningan Regency. Although this study provides an overview of the convenience offered by this application, it has not yet conducted an in-depth analysis of the quality of digital services (e-SQ) in the implementation of this innovative program within the community. Most previous studies have focused more on the application's accessibility or infrastructure challenges, such as unstable network issues or low digital literacy among the public. However, to date, no structured and comprehensive study has been found to assess digital service quality in the context of the SIPANDUK application.

Despite these contributions, a research gap remains. Most previous studies have focused on application accessibility or infrastructure challenges such as unstable networks or low public digital literacy. However, no structured and comprehensive study has been found that assesses digital service quality in the context of the SIPANDUK application using the established E-Service Quality framework. The urgency of this research lies in the need to evaluate whether digital public service innovations truly deliver quality services to the public. Without proper evaluation, suboptimal digital services may persist, potentially reducing public trust in e-government initiatives. The novelty of this research lies in its application of the seven-dimensional E-Service Quality theory (Parasuraman, Zeithaml, & Malhotra, 2005) to comprehensively assess the SIPANDUK application.

A gap in this research lies in the lack of in-depth studies on the factors influencing the quality of SIPANDUK's digital services, particularly regarding comprehensive service quality measurement and the identification of barriers to app usage, which may affect its effectiveness in delivering public services optimally.

The purpose of this study is to examine the service quality of the SIPANDUK application using the E-Service Quality theory framework, which focuses on dimensions of digital service quality such as efficiency and responsiveness; to identify the obstacles hindering the implementation of the SIPANDUK digital public service innovation; and to identify the steps that need to be taken to improve the quality of the SIPANDUK digital public service.

Method

This study employed a descriptive qualitative approach, with the aim of examining the phenomenon of public service digitization through the SIPANDUK application at the Population and Civil Registration Office (Disdukcapil) of Kuningan Regency. This approach was chosen because it is believed to provide a deeper understanding of the social phenomenon under study (Sugiyono, 2013). The focus of this study is the quality of digital services offered by the SIPANDUK app in the context of civil registration. Data collection methods included interviews and observations. The interviews provided information on the experiences and perceptions of users and relevant

officials, while the observations provided direct insight into the service processes involved in the app's implementation.

The informant technique used in this study involved selecting key informants namely, users of the SIPANDUK application as well as supporting informants consisting of SIPANDUK application operators at the Kuningan Regency Population and Civil Registration Office and operators in Luragung Subdistrict, Kuningan Regency. According to Moleong, as cited in (Ardianto, 2014), research informants are individuals who serve as sources of information during the research process and possess information or knowledge regarding the issue under study.

The data analysis method used in this study is descriptive analysis. This descriptive approach was chosen because it provides a clear picture of the characteristics of the phenomenon under study, as well as the relationships between variables identified in the field. According to (Sugiyono, 2013), Data analysis in qualitative research is conducted both during the data collection process and after data collection has been completed within a specific timeframe. Researchers not only collect data but also organize and present it in an easily understandable format. By using descriptive techniques, researchers can delve deeper into the information and gain a better understanding of the phenomenon under study.

The data validation technique used in this study is triangulation, which involves comparing data collected from various sources and methods to ensure the consistency of the findings. According to (Sugiyono, 2013), Triangulation is a method for verifying data validity by combining various data collection methods and available data sources. This technique utilizes data not included in the primary research data to verify or compare it with previously collected research data. Additionally, descriptive analysis is used as a data analysis technique in this study. This technique allows researchers to systematically describe and analyze data, enabling them to gain a deeper understanding of the quality of digital public services. Data analysis in qualitative research is conducted both during the data collection process and after data collection is completed within a specific timeframe (Sugiyono, 2013)

Results and Discussion

The SIPANDUK (Population Administration Service Information System) application is an innovation in public service that leverages information and communication technology (ICT) and is accessible to the public via a web platform at <https://sipanduk.kuningankab.go.id> also through the Android-based SIPANDUK app. The SIPANDUK app service has been in operation since 2021 and continues to operate to this day.

The SIPANDUK app was created to make it easier for the public to access various civil registration services in an efficient, transparent, and accurate manner. The app also aims to improve the quality of public services in Kuningan Regency by leveraging information and communication technology (ICT), which enables administrative processes to be carried out quickly and accessed online.

According to the research findings, the services provided through the SIPANDUK app have a positive impact on the community, as they simplify the online civil registration process and reduce transportation costs. This is particularly beneficial for people with limited financial means, as it eliminates the need to spend money traveling to the Disdukcapil office. In addition, the SIPANDUK app also provides easy access for those who are already familiar with mobile devices and information technology.

In addition to its positive impacts, there are several challenges that act as barriers to optimizing the SIPANDUK service. The public has noted that while the app offers convenience, some technical issues such as facial verification and forgotten PINs cannot yet be resolved independently by users. The limited account recovery features are one of the main obstacles. Furthermore, there is still a low level of public awareness, which results in many new users only learning about this app when they need administrative services. This indicates the need for more intensive efforts to promote the SIPANDUK app, whether through social media, on-site outreach, or cross-sector collaboration.

The quality of service at the village level also varies, depending on the capabilities and skills of the SIPANDUK application operators in each subdistrict. Therefore, the roles of the Kuningan Regency Population and Civil Registration Office and subdistrict officials need greater attention to ensure consistency and effectiveness in service implementation. The performance of these two agencies will influence public satisfaction with the SIPANDUK application. Considering the existing challenges, evaluations and improvements are needed regarding outreach, digital literacy, and application feature development such as account recovery and better compensation mechanisms. Thus, the population administration service program via SIPANDUK can be optimized to provide maximum benefits for the entire community.

Quality of Service for the SIPANDUK Application

Parasuraman, Zeithaml, and Malhotra (2005) state that the E-Service Quality (e-SQ) theory is a concept used to assess the quality of services provided through electronic channels, particularly on websites and digital applications. This study analyzes innovations in digital public services through the use of the SIPANDUK application in Kuningan Regency using seven indicators from the E-Service Quality theory. These are outlined as follows:

Efficiency

Efficiency is one of the key indicators in the E-Service Quality theory proposed by Parasuraman, Zeithaml, and Malhotra (2005). This concept refers to the extent to which a digital service system enables users to access information and complete service processes quickly, easily, and with minimal effort. In the context of digital-based civil registration services, efficiency is a key aspect for evaluating the extent to which the SIPANDUK application has been successfully implemented to facilitate public access to civil registration documents online.

Based on interviews with key informants, in terms of efficiency, services provided through the SIPANDUK app are more efficient than conventional services because they incur lower costs and do not require transportation expenses. This is certainly very

beneficial for residents who already own mobile devices and have a basic understanding of information technology, allowing them to access civil registration services easily and quickly. Some users reported that they found the installation and activation process helpful, as it was directly assisted by sub-district officials who provided clear technical guidance from downloading the app via the Play Store and creating a personal PIN to scanning data for identity verification. This assistance made it easier for them to understand the initial steps of using the app, making the process smoother and more accessible.

Table 1: Summary of SIPANDUK Service Data

No.	Types of Services	2023	2024	2025
1.	Electronic ID Card	7.099	2.202	1.456
2.	Child Identification Card	891	2.069	322
3.	Family Card	7.241	3.554	2.774
4.	Birth Certificate	856	424	129
5.	Marriage Certificate	2	0	1
6.	Death Certificate	392	250	113
Total Services		15.711	8.499	4.815

Based on a summary of SIPANDUK service data over the past three years, it can be concluded that this application has successfully improved efficiency in the administration of civil registration. In 2023, the total number of services reached 15,711, with the Electronic ID Card and Family Card services being the most frequently used. This indicates that the SIPANDUK application is effective in reducing time and transportation costs, as the public can access services online without having to visit the Disdukcapil office in person.

In 2024 and 2025, the number of services provided saw a significant decline, totaling 8,499 and 4,815, respectively. Nevertheless, the app continues to demonstrate efficiency in providing fast service and reducing costs for users who are already tech-savvy, indicating that the SIPANDUK app has been widely adopted by the public.

Direct field observations reveal that most people only learn about the SIPANDUK app when they arrive at the subdistrict office to process administrative documents. This phenomenon directly highlights the lack of outreach efforts by service providers, whether through social media, on-site outreach, or cross-sector collaboration. This lack of outreach hinders the potential for efficiency gains, as the majority of the public only becomes aware of the app after they need the service in person.

The effectiveness of digital services depends not only on the technology used but is also influenced by the public's level of digital literacy and proficiency. Available data confirms that although the SIPANDUK app has been widely adopted, major challenges remain, particularly regarding public awareness and the ability to access these services.

System Availability

Parasuraman, Zeithaml, and Malhotra (2005) explain that the dimension of system availability describes the ability of digital service infrastructure to remain accessible and

usable by users in a consistent, stable manner, free from any interruptions. In public service applications such as the SIPANDUK app, optimal system availability defined as the ability to operate at any time and function flawlessly is an essential prerequisite for ensuring the smooth, continuous, and reliable delivery of services to the general public.

Based on interviews with supporters, the SIPANDUK app essentially makes it easy for users to access services and submit applications anytime, anywhere, 24 hours a day. However, application processing will be subject to regular business hours or weekdays, as the SIPANDUK app operates on a queue-based system.

Based on interviews with key informants namely, users of the SIPANDUK app and supporting informants such as subdistrict officials several technical issues frequently arise, particularly during the facial verification process and when users forget their PINs. Users cannot resolve these issues on their own because the SIPANDUK app does not yet include adequate automatic recovery features. This situation is further exacerbated by the limited authority of sub-district officials, who do not have access to the system to reset accounts or perform re-verification, thereby prolonging the problem-resolution process for users.

These limitations highlight the importance of further developing the app's features particularly regarding account recovery and verification to ensure that users can access the service smoothly without being hindered by technical issues.

Fulfillment

Parasuraman, Zeithaml, and Malhotra (2005) define the fulfillment dimension as how well the services provided meet users' expectations and needs. This dimension focuses on whether a website or application can deliver the services users expect, such as fast document processing or timely application submissions. In the SIPANDUK application, fulfillment encompasses the accuracy of information, the comprehensiveness of service features, and the ease of accessing civil registration documents.

Based on interviews with key informants, the SIPANDUK app has provided services that align with the information clearly presented, complete with user guides that make it easier for users to access various service menus, particularly during the document application process for items such as the Electronic ID Card (KTP), Family Card, Birth Certificate, Death Certificate, Marriage Certificate, and Child Identity Card (KIA). In addition, the app also offers a feature for requesting data updates, making it easier for the public to access documents online.

Interviews with supporters also revealed that the SIPANDUK app not only allows users to submit applications and update their information, but also offers an online queue feature that enables residents to pick up documents without having to wait long at the Disdukcapil office. Individuals who submit applications or update their information through the SIPANDUK app can track the status of their requests in real time and receive notifications regarding changes in their queue status.

This feature further improves service efficiency, ensures user convenience, and reduces wait times, thereby meeting the public's expectations for faster and more organized service.

Privacy

Parasuraman, Zeithaml, and Malhotra (2005) explain that privacy is a dimension related to the management and protection of users' personal data. In digital public services, systems must ensure that user data is well-protected and not misused. The privacy dimension is particularly critical in e-government services because the public must feel confident that their data is secure during interactions with government websites. In the SIPANDUK application, this aspect is crucial because it involves sensitive demographic data that is protected by applicable regulations and laws.

The interview results show that users feel their personal data is well protected when using the SIPANDUK app. They entrust the protection of their personal data to the government, specifically to Disdukcapil staff, through the system built into the SIPANDUK app. This app provides a secure system for managing population data, where the login process requires verification via an active email address and a unique code generated by the SIPANDUK app.

Based on interviews with the SIPANDUK app operator, the app has provided clear information on how users' personal data is used and protected through privacy policies established by the relevant and competent authorities, specifically the Kuningan Regency Communication and Information Agency (Diskominfo), which is responsible for managing the servers and hardware used for the SIPANDUK app. As the operator of the SIPANDUK service, the system only accesses data submitted by users, thereby ensuring the protection of personal data. To protect the security of users' personal data, the Communication and Information Agency conducts regular penetration tests, demonstrating a proactive effort to identify and address potential vulnerabilities. Additionally, the management of personal data is protected through encryption, ensuring that data remains secure and is not easily compromised.

Responsiveness

According to the E-Service Quality theory developed by Parasuraman, Zeithaml, and Malhotra (2005), the dimension of responsiveness refers to how quickly and effectively a website or application responds to users' needs and requests. This includes the prompt processing of requests, inquiries, and complaints from the public. This dimension is related to service quality and user satisfaction, as a quick response builds trust and enhances the effectiveness of public services.

Based on interviews with key informants, the SIPANDUK app has proven to be quite responsive to user requests and inquiries, and the login and data verification processes run smoothly as long as the internet connection remains stable. This demonstrates that the SIPANDUK app is capable of providing fast service, without making users wait long to obtain the information they need.

Based on interviews with the SIPANDUK app operators, it appears that the app was designed to provide a quick response to user requests or complaints. The system implemented in this app features an optimized processing mechanism, allowing it to handle user requests efficiently and without significant delays. However, under certain conditions, such as during spikes in data requests or system maintenance, the app's

response may experience minor delays. Nevertheless, the operators continue to strive to keep response times to a minimum.

The SIPANDUK operator also explained that the responses provided by the SIPANDUK app have been tailored to users' needs. Every complaint or request received is processed appropriately, accompanied by relevant information. The app also provides one-way notifications to users if their requirements are incomplete or there are errors, with clear notification messages, such as "incomplete documents," along with an explanation of the missing documents. This allows users to better understand the status of their requests. They are committed to continuously improving the user experience through ongoing monitoring of app performance and addressing issues related to responsiveness in line with user needs.

Compensation

Parasuraman, Zeithaml, and Malhotra (2005) note that the compensation dimension is one of the indicators within the E-ServQual framework that relates to how a system handles complaints or issues that arise during service use. If an error or problem occurs, the system must provide compensation or a solution to restore user satisfaction. Compensation is not limited to financial aspects but also includes prompt responses, clear information, and prioritized service for users. In the context of the SIPANDUK application, the role of compensation is crucial for building public trust in government digital services, particularly when data errors or technical issues hinder user access.

Based on interviews with support staff specifically, sub-district operators of the SIPANDUK application the system has not yet implemented a formal compensation mechanism for users experiencing technical difficulties. Subdistrict staff can only provide initial assistance by explaining the issues users are facing and directing them to the Kuningan Regency Population and Civil Registration Office (Disdukcapil) for further handling. This is due to the limited authority held by subdistrict offices in addressing technical disruptions related to the SIAK system. The aim is to provide a temporary solution and ensure that users receive appropriate guidance to resolve the existing issues.

Although no financial or formal compensation has been provided, the initial assistance offered by subdistrict officials is considered sufficient to help users understand the issues they are facing. Additionally, referring the case to the Kuningan Regency Population and Civil Registration Office the agency with greater authority to address technical glitches in the SIAK system is seen as the appropriate step to ensure the issues are resolved effectively. Overall, although no financial or formal compensation was provided, the solutions offered in the form of clear explanations and appropriate guidance were deemed sufficient to resolve most of the problems faced by users.

Based on interviews with key informants, some of the challenges they faced such as difficulties logging in and forgetting their PINs were not addressed with official compensation as a resolution. Instead, users were simply directed to resolve their issues directly through the Kuningan District Population and Civil Registration Office (Disdukcapil), without any priority service or additional support provided by the SIPANDUK app. Although sub-district officials provided prompt guidance, users still

had to go through lengthy administrative procedures and resolve their issues independently. The solutions provided by the system were deemed inadequate, given the absence of priority services or assistance that could expedite the problem-resolution process. Users felt they had to resolve these issues on their own by following administrative procedures that were quite complex. This indicates that formal compensation mechanisms have not yet been systematically implemented. Therefore, although assistance efforts are provided, many users remain dissatisfied due to the lack of compensation or more structured and effective solutions to address the problems they face.

Contact

Parasuraman, Zeithaml, and Malhotra (2005) explain that the “contact” dimension in E-ServQual refers to direct interactions between users and service providers, whether through customer service, hotlines, or other communication channels. This dimension encompasses the ease with which users can contact the relevant parties if they have questions or issues that need to be resolved. In the context of the SIPANDUK application, this contact dimension is crucial to ensure users can easily reach the relevant parties if they have questions, complaints, or issues that need to be resolved.

Based on interviews with supporters, the SIPANDUK app has provided direct communication channels via WhatsApp (WA IMAS for information and WA SURIP for suggestions, feedback, and complaints). These communication channels have proven effective in connecting users with the Disdukcapil office, as they enable quick and direct communication and provide users with easy access to ask questions or submit complaints. Disdukcapil is committed to providing prompt and adequate responses to users and advises users to ensure they have a stable internet connection when accessing these communication channels via WhatsApp; all messages will be responded to and followed up on in accordance with applicable procedures.

Most users report that they find it relatively easy to contact the Disdukcapil office when they encounter problems or have questions about the app. Several communication channels, such as WhatsApp (WA IMAS for information and WA SURIP for suggestions, feedback, and complaints), are available to help users get the assistance they need. Although the communication channels and customer service provided are considered effective enough in handling user complaints or questions, there is still room for improvement in their effectiveness.

Barriers to Innovation in Digital Public Services: SIPANDUK

Based on direct field observations, the use of civil registration services through the SIPANDUK app still faces significant obstacles in its implementation. The main challenge with SIPANDUK services lies in the low level of public awareness and digital literacy. Many users only become aware of this app when they need administrative services, indicating a lack of outreach efforts via social media or on-site outreach. Additionally, although the app is widely used, technical difficulties persist such as facial verification issues and forgotten PINs which users cannot resolve independently due to limited recovery features. On the other hand, although the app has provided initial

assistance, there is no official compensation mechanism for users experiencing technical difficulties, thereby prolonging the time required to resolve issues. These obstacles highlight the need for improved outreach, the development of account recovery features, and better compensation mechanisms.

Overall, although the SIPANDUK app offers many benefits in improving the efficiency of civil registration services, these challenges indicate that there are several areas that still need improvement, particularly regarding outreach, digital literacy, app feature development, and the resolution of technical issues.

Efforts to Improve the Quality of SIPANDUK's Digital Public Services

Based on direct field observations, in an effort to address various obstacles to the implementation of the SIPANDUK Digital Public Service Innovation, the Kuningan Regency Population and Civil Registration Office (Disdukcapil) has undertaken several initiatives to evaluate and improve the quality of the SIPANDUK application. These include increasing awareness of the application through social media, conducting outreach in the field, and fostering cross-sectoral collaboration to introduce the SIPANDUK application more widely to the public, particularly before they require its services. Second, to address limitations in digital literacy, the Population and Civil Registration Office has made efforts to regularly conduct outreach to the public and provide more intensive training and guidance, both directly by sub-district officials and through digital tutorials that are easily accessible to the public.

From a technical standpoint, the Population and Civil Registration Office (Disdukcapil) continues to conduct ongoing development and evaluation of account recovery and automatic verification features, which are essential so that users can resolve these issues independently without having to wait for assistance from staff. Additionally, Disdukcapil must establish clear compensation mechanisms, such as providing priority service or additional assistance to users experiencing technical issues. This will enhance user satisfaction and ensure that the SIPANDUK application functions more optimally, free from disruptive obstacles.

Conclusion

Based on the results of the service quality analysis using the seven dimensions of E-Service Quality, it can be concluded that public service innovation through the SIPANDUK application is not yet fully optimized. Nevertheless, this application has demonstrated good performance in the dimensions of System Availability, Privacy, Responsiveness, and Contact, which support ease of access, data security, response speed, and communication between users and the Disdukcapil. In terms of efficiency and fulfillment, the SIPANDUK app still faces various challenges that prevent the service from operating at full capacity. Technical obstacles such as facial verification issues, forgotten PINs, and low digital literacy among the public result in a less efficient service process and fail to fully meet users' expectations for a fast, easy, and seamless experience. In addition, the Compensation dimension is the aspect that requires the most attention, as there is currently no formal compensation mechanism for users experiencing service

disruptions. This situation highlights the need for clearer policy evaluation and development, such as providing priority service or alternative solutions. By maintaining the dimensions that are already optimized and improving the dimensions of efficiency, fulfillment, and compensation, the SIPANDUK application is expected to be able to provide public services that are more effective, fair, and focused on public satisfaction.

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