

**TABLE OF CONTENTS**

ACKNOWLEDGMENT	i
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	1
CHAPTER 1	2
1.1 Background	2
1.2 Previous Research	9
1.3 Research Questions	11
1.4 Research Purpose	11
1.5 Research Benefits	11
CHAPTER 2	12
2.1 Public Service Effectiveness	12
2.2 Strategic Management in Public Service	18
2.3 Conceptual Framework	23
CHAPTER 3	25
3.1. Research Method and Design	25
3.2 Data Collection Techniques	27
3.3. Data Analysis Technique	28
3.4 Research Framework	29
CHAPTER 4	31
4.1 Strategy of DISDUKCAPIL to maintain public service effectiveness during the pandemic	31
a. Public service strategy during the pandemic	31
1) Tangible	31
2) Reliable	33
3) Responsiveness	34
b. Maintaining Effectiveness of Public Service	38
1) Competence	38
2) Credibility	39
3) Courtesy Friendly	40
c. Public Service Innovation During the Pandemic	41
1) Communication	41
2) Understanding The Customer	43
3) Access	45
4) Security	46
4.2 The supporting factors that affect the effectiveness of services during the pandemic	47



UNIVERSITAS
GADJAH MADA

Public Service Effectiveness Strategy During the Covid-19 Pandemic. Case Study: Disdukcapil

Bekasi

City

ALIEF RAFI, Ario Wicaksono, Ph.D.

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

1) Apparatus Awareness	47
2) Regulatory Factors in the Implementation of Public Services	48
3) Organizational Factors in the Implementation of Public Services	51
4) Ability and Skills Factor	52
5) Facilities and Infrastructure	54
4.3 The inhibiting factors that affect the effectiveness of services during the pandemic	57
1) Ability Factor	57
2) Human Resource Factor	60
3) Governmental Support	61
4) Work Conditions	62
4.4 Public Service Effectiveness Strategy during the Covid-19 Pandemic	63
CHAPTER 5	68
5.1 Conclusions	68
5.2 Recommendation	68
References	70
Appendix 1. Interview Guideline	74
Appendix 2. Mayor's Decree regarding Administration and Population Services in a Pandemic Period	76



LIST OF TABLES

<i>Table 1 . Performance Report of Disdukcapil Bekasi City</i>	7
<i>Table 2 Research Framework.....</i>	29
<i>Table 3 . Community Satisfaction Index of Disdukcapil Bekasi City 2020</i>	48



LIST OF FIGURES

Figure 1 . Complaints on social media regarding Disdukcapil Bekasi City	8
Figure 2 . Public Service and Digital Governance During the Pandemic	13
Figure 3 . Post from @disdukcapilkotabekasi regarding public service information Instagram account	36
Figure 4 . Post in Disdukcapil Bekasi City Facebook Account	37
Figure 5 . Tweet from Twitter account @disdukcapil2	37
Figure 6 . Post from Instagram account @disdukcapilkotabekasi regarding Disdukcapil Greetings the Community	42
Figure 7 . E-Open Application in PlayStore	44
Figure 8 . Decision of the Mayor of Bekasi regarding Procedures for the Implementation of Population Administration in the City of Bekasi	50
Figure 9 . Decision of the Mayor of Bekasi regarding Technical Guidelines for Adapting a New Living Order for Population Administration and Civil Registration Services for the Prevention and Control of CoronaVirus Disease (Covid-19) in the City of Bekasi	51
Figure 10 . E-Open Socialization for Pamor Staff	53
Figure 11 . Implementation of health protocols at Bekasi City Disdukcapil Office	55
Figure 12 . Appendix to the finalists of the top 15 public services within ministries/agencies, local governments, BUMN, and BUMD in 2021	57
Figure 13 . Review from E-Open Users	59
Figure 14 . Complaints submitted by users on the Disdukcapil account on the Twitter platform	59