
**QUALITY OF MARRIAGE RECOMMENDATION SERVICES AT THE
TUALANG DISTRICT OFFICE IN TUALANG DISTRICT SIAK REGENCY**

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Abstract

This study aims to determine the quality of marriage recommendation services at the Tualang District Office. The theoretical concepts used as benchmarks are efficiency, effectiveness, fairness, and responsiveness. This study employed a qualitative method with a descriptive approach. To address the research questions, key informants and informants were identified to gather various information. Data collection steps included interviews, observation, and documentation. The collected data were classified according to type and form, then presented descriptively. The study concluded that the quality of marriage recommendation services at the Tualang District Office, Siak Regency, as measured by efficiency, effectiveness, fairness, and responsiveness, has satisfied the public. The efficiency indicator demonstrates the established requirements for issuing marriage recommendations, the established service flow, and the availability of information for the public, including an information desk and staff available to explain information regarding marriage recommendations. The effectiveness indicator has been implemented effectively, with a simple queuing system and very fast turnaround times. The fairness indicator for marriage recommendation services at the Tualang District Office is free of charge. Responsiveness indicators have shown that employees are willing to ask about the needs of the community and demonstrate a friendly attitude in serving and guiding the community in processing marriage recommendations.

Keywords: Service Quality, Marriage Recommendations.

INTRODUCTION

Indonesia has a law on public services, namely Law Number 25 of 2009. The concept of public services within this law must comply with existing service standards. Article 1 states that public services are activities or a series of activities aimed at fulfilling service needs, in accordance with laws and

regulations, for every citizen and resident, regarding goods, services, and/or administrative services provided by public service providers.

Based on Law Number 23 of 2014 concerning Regional Government in Article 225, the Sub-district has the task of organizing general government affairs, coordinating community empowerment activities, efforts to organize public peace and order, implementing and enforcing Regional Regulations and Regent Regulations, maintaining public service infrastructure and facilities, organizing government activities carried out by Regional apparatus at the Sub-district level, fostering and supervising the implementation of Village/hamlet and sub-district activities, carrying out Government affairs that are the authority of the district that are not carried out by the District Government work units in the sub-district and carrying out other duties in accordance with the provisions of laws and regulations.

Furthermore, as explained in the Siak Regent Regulation Number 8 of 2016 concerning the Position, Organizational Structure, Duties and Functions and Work Procedures of the Siak Regency Sub-district, Article 2 Paragraph (1) states that the Sub-district is a supporting element of government affairs that is formed in order to improve coordination of government administration, public services, and empowerment of village and sub-district communities.

One form of public service is the administration of marriage recommendations, which is carried out within a government agency. Marriage recommendation administration is a series of activities that organize and regulate population documents and data through the provision of recommendations for individuals wishing to marry in a given area.

Several aspects of this administrative service in Indonesia should be noted, including the Tualang sub-district office, which is part of this public service delivery process. Public services in the area of marriage recommendations at the Tualang sub-district office include the issuance of a marriage recommendation letter, which serves as a supporting document for marriage processing at the religious office.

Marriage recommendations are issued to residents who apply at the Tualang District Office, with the following requirements: 1. Photocopies of the prospective bride and groom's ID cards. 2. Photocopies of the prospective bride and groom's family cards. 3. 4x6 passport photos with a blue background. 4. Photocopies of the final diplomas of both prospective bride and groom. 5. Power of attorney is required if the applicant is unable to attend. 6. Death certificate for those who are divorced (original). 7. Divorce certificate for those who are widowed/widower (original). 8. Models N1, N2, N4, and N5. 9. A statement of never having been married, both religiously and

legally, accompanied by witnesses I and II (RT & RW) and bearing a 10,000 rupiah stamp. 10. A letter of confirmation/introduction from the marriage guardian, if one is appointed. 11. All documents must be signed by the applicant. 12. All documents must be submitted (one complete document). 13. Complete the marriage dispensation form. 14. The applicant must leave a contactable phone number/WhatsApp number.

After the applicant has fulfilled the requirements stipulated in the marriage recommendation, each applicant must follow the applicable service mechanisms and procedures at the Tualang District Office.

Based on the procedural flow of the marriage recommendation service at the Tualang Sub-district Office, it can be explained that to process a marriage recommendation, the applicant comes to the sub-district office with the required documents. The applicant submits the marriage recommendation application at counter 3 for the marriage recommendation service, where the documents are checked for completeness. Staff then input the data for processing and distribute the applicant's documents to the relevant officials for signature. After signing, the documents are recorded in the registration book, and the marriage recommendation letter is then handed over to the applicant.

The marriage recommendation service at the Tualang Sub-district Office can, by its terms, take one working day and is free of charge. Therefore, the requirements and service flow for issuing marriage recommendations can serve as a reference for researchers to assess the quality of service provided by sub-district office staff in serving the public.

Based on the issues outlined above, researchers identified several phenomena that led to the following issues: 1. There is only one employee available at the Tualang Sub-district Office to provide services to the public, particularly those assigned to the marriage recommendation counter. 2. The marriage recommendation service is located at counter 3, which provides marriage recommendation services, research, and crowd permits. 3. It appears that some staff are not responsive to community needs, such as not responding to questions about service requirements and other matters.

Based on the phenomena described above, the author is interested in conducting research to determine the quality of the Marriage Recommendation service at the Tualang Sub-district Office in Tualang District, Siak Regency.

METODE

This research uses a descriptive qualitative method. Data were obtained from primary and secondary informants. The primary informant, or key informant, was the Tualang District Head. Additional informants included Section Heads, Service Staff, On-duty Staff, and Tualang District residents seeking marriage recommendation services. The informants were selected as data sources using purposive sampling. According to Sugiyono (2018: 97), purposive sampling is a purposeful sampling technique. This sampling technique is expected to answer the research problem formulation regarding the quality of marriage recommendation services at the Tualang District Office.

Data collection was conducted through direct fieldwork using interviews, observation, and documentation. The collected data were classified according to type and form and then presented descriptively. According to Miles and Huberman (2014: 16-19), the components of data analysis techniques are: data reduction, data presentation, and conclusion drawing. Qualitative data analysis is a continuous, iterative, and ongoing effort. The problem of data reduction, data presentation, and drawing verification conclusions is a depiction of success in sequence as a series of analysis activities that follow each other.

RESULTS AND DISCUSSION

The Indonesian government has regulated various types of services that directly address the needs of the community. Services are a crucial function for the government to carry out in running the government, ensuring that these services are able to provide public satisfaction with the services provided.

Marriage recommendation services are one type of service provided from the neighborhood unit (RT) level down to the sub-district level. This recommendation serves as proof that the person in question is a true local resident with a valid identity. Through this marriage recommendation, the community can obtain services to fulfill their marriage needs. This recommendation service is limited to a recommendation, and therefore can be used as a reference by other authorized agencies in accepting such recommendations.

A marriage recommendation is a letter issued by the sub-district office as a marriage recommendation for the prospective bride and groom to be brought to the Religious Affairs Office. A marriage recommendation letter from the sub-district office is required if the prospective bride and groom wish

to marry outside their domicile area as stated in their ID cards. This document, also known as a marriage permit (*surat numpang nikah*), is essential to ensure that the marriage remains legally valid even if it takes place outside the prospective bride and groom's domicile area.

Marriage recommendation services are important to assess because every citizen must be administratively registered before proceeding to marriage at other institutions, and the service follows a clear process. Therefore, the services provided require attention by measuring the quality of service provided by the Tualang Sub-district Office in providing marriage recommendation services.

Service quality refers to the provision of administrative services to the public for specific government needs, ensuring public satisfaction. The indicators used as benchmarks for this research are:

Efficiency

Efficiency is one of the benchmarks used to assess the quality of marriage recommendation services at the Tualang Sub-district Office. This efficiency can be seen from the established requirements, service flow, and information provided for processing marriage recommendation applications. Therefore, each of these efficiency benchmarks will be described individually.

a. Establishing Requirements

Establishing requirements is one of the initial steps in providing services to the public. Establishing requirements serves as a benchmark for the public to be served, and these requirements must be met before service personnel can be served.

The requirements for obtaining a marriage recommendation at the Sub-district Office can be easily met by those seeking this service. These requirements include a cover letter from the Religious Affairs Office (KUA), a cover letter from the neighborhood association (RT), the ID cards of the prospective husband and wife, witnesses, passport photos, and regulations from the prospective husband and wife's hometown.

Observations conducted by researchers at the Tualang Sub-district Office revealed that a dedicated counter, Counter 3, serves the Marriage Recommendation, Research, and Crowd Permit services. The service area displays the required requirements for obtaining a marriage recommendation. This ensures that the requirements for obtaining a marriage recommendation are known and communicated to the community. Furthermore, the requirements for obtaining a marriage recommendation are communicated to the village/sub-district level and to other relevant agencies.

Therefore, based on informant responses and observations, the researchers conclude that the requirements for obtaining a marriage recommendation at the Tualang Sub-district Office are established and understood by the community and other relevant agencies.

b. Service Flow

The service flow is the series of steps required to obtain a marriage recommendation at the Tualang Sub-district Office. The service flow is important to ensure the proper direction of the service process provided and followed by the community, ensuring that the marriage recommendation letter they are processing can be issued by the sub-district office.

The researcher's observations of the marriage recommendation service process at the Tualang Sub-district Office revealed a very straightforward service flow, following the instructions provided by the officers. Furthermore, the officers clearly positioned the service counters according to the community's needs, ensuring that literate individuals were not confused about finding the appropriate counter.

Therefore, based on the responses from informants and the researcher's observations, it can be concluded that the marriage recommendation service process at the Tualang Sub-district Office is very clear and easy for the community to follow. This result indicates that the service process is very easy and certainly helps the community obtain the appropriate service.

c. Information

Information is the direct or indirect delivery of notifications, information, or news to specific parties who need it. The information in this study concerns information about marriage recommendation processing at the Tualang Sub-district Office for those who need it.

The author's observations regarding this information revealed that the Tualang Sub-district Office has provided a dedicated information desk and assigned staff to accompany it. This desk provides various information, including the types of services, requirements, and service counters that handle these types of services. Furthermore, the staff at the information desk can provide information to residents who need or are unsure about the requirements for the service they require. They then direct residents to the counters that provide the appropriate service. One such service is marriage recommendation services. Anyone needing a recommendation must meet the requirements and will be served at counter 3.

Thus, it can be concluded that in providing marriage recommendation services at the Tualang Sub-district Office, an information desk has been set up for the public to obtain various information, including the types of services, requirements, and service counters appropriate to the type of service. Service personnel are then stationed at the information desk to provide guidance or ask questions about services at the Tualang Sub-district Office.

Based on respondents' responses and direct observations, the efficiency indicator, with dimensions such as establishing requirements, service flow, and information regarding marriage recommendations at the Tualang Sub-district Office, was found to have established requirements for issuing marriage recommendations, a service flow for issuing marriage recommendations, and information prepared for the public in need, including an information desk and staff who can explain information regarding marriage recommendations.

Effectiveness

Effectiveness is the ability to achieve desired goals or outcomes. In this study, effectiveness is defined as the ability to provide services by implementing a service system with queues and turnaround times, so that the service provided satisfies the public.

a. Queue Implementation

Queue implementation is a step or method used to provide fair and equitable services to all members of the public. Through this queue implementation, the public experiences fair service and is well-served by service personnel.

Field observations conducted by the researcher revealed that the marriage recommendation service at the Tualang Sub-district Office does not use a sequential queue system, but rather a queue based on the files received. Each file received is processed immediately, eliminating queues. Files received earlier are processed first, and so on.

Therefore, based on informant responses and field observations, the implementation of the queue system in the marriage recommendation service has been implemented. Files received earlier are processed first, and subsequent files are processed in the order in which they are received.

b. Completion Time

Completion time refers to the length of time required to complete a service product. Therefore, this study examined the time required to complete marriage recommendation letters issued by the Tualang Sub-district Office.

Field observations at the Tualang Sub-district Office during the marriage recommendation service revealed that staff members spent approximately 30 minutes completing the marriage recommendation letters. This was observed from the time the community submitted the required documents, through checking and verifying the data, to the completion of the recommendation letters for distribution to the community. Therefore, it can be said that the processing time for a marriage recommendation letter at the Tualang District Office is very fast.

Therefore, it can be said that the marriage recommendation service provided by the service staff at the Tualang District Office has a set timeframe for processing each submitted document. The processing time for a marriage recommendation letter ranges from 10 to 30 minutes, depending on the requirements brought by the recipient. Those who have brought and submitted all the required documents will receive a quick turnaround. However, some individuals bring the required documents but fail to attach them, resulting in a longer processing time. Other factors that can contribute to a 30-minute processing time for a recommendation letter include technical issues such as staff being involved in other services or the official authorized to initial the letter being away from the office.

Based on the responses from informants and the researcher's field observations on this effectiveness indicator, referring to the dimensions of queue implementation and turnaround time, it can be concluded that the marriage recommendation service at the Tualang Sub-district Office has been running effectively, resulting in a streamlined queue system and very fast turnaround times.

Justice

Justice is the quality, action, or treatment of fairness, meaning equality, impartiality, or impartiality. In a broader context, justice encompasses granting rights to those entitled to them and maintaining balance in relationships between individuals and within society. In this research, justice refers to the pricing or fees for marriage recommendation services provided by Tualang Sub-district Office staff. These fees serve as a benchmark for fairness in accessing government services for the public.

The researcher's field observations clearly demonstrate that the sub-district office clearly states that marriage recommendation services are free of charge, meaning that the public does not need to pay any fees to access services at the Tualang Sub-district Office. This free service significantly benefits the community and contributes to their satisfaction with government

services. Based on informant responses and field observations regarding this fairness indicator, it can be concluded that the marriage recommendation service at the Tualang Sub-district Office is free of charge, so all residents do not need to pay for the marriage recommendation letter. This demonstrates that the Tualang Sub-district Office has demonstrated the principle of fairness in providing marriage recommendation services.

Responsiveness

Responsiveness, in the context of service, refers to the ability and willingness to respond quickly and effectively to the needs or requests of customers or the public. This involves providing assistance, information, or solutions promptly and appropriately, as well as demonstrating attention and concern for the problems faced. Responsiveness in this study refers to the responsiveness demonstrated by employees in providing marriage recommendation services, including asking questions, providing services using the 3Ss, and guiding the public.

a. Employees Asking About Community Needs

Employees asking about community needs refers to the attitudes and actions demonstrated by employees in providing services to the public. Employees on duty are willing to inquire about the needs of the community by visiting the sub-district office and providing guidance.

The author's field observations at the Tualang Sub-district Office indicate that every resident visiting the service area is always first asked by the staff at the information desk regarding their needs. Staff politely and courteously inquired about the needs of the community and directed them to specific counters.

Therefore, it can be concluded that in the marriage recommendation service at the Sub-district Office, staff were clearly attentive to the community, asking about their reasons for visiting the office. This finding demonstrates that staff demonstrated a friendly and attentive attitude in providing marriage recommendation services.

b. Staff Serve with Greetings, Smiles, and Greetings

The service provided by staff is a product received by the community, so staff must be attentive to the community they serve to ensure their satisfaction. Likewise, in the marriage recommendation service, staff are expected to provide the best possible service to those in need.

Field observations observed at the Tualang Sub-district Office during the marriage recommendation service showed that staff at counter 3 always greeted the community with a smile, greeting, and greetings, and asked them

to submit their documents. This interaction was limited to the interaction between staff and the community, so communication between the community and staff was limited to matters related to marriage recommendations. Thus, it can be said that the staff at the Tualang Sub-district Office demonstrated good responsiveness in providing marriage recommendation services to the community, demonstrating a service-oriented attitude with smiles, greetings, and salutations. The staff then asked the community to submit their documents for review and verification before issuing the marriage recommendation letter. Therefore, it is clear that the staff demonstrated a service-oriented attitude by welcoming all members of the community with smiles, greetings, and salutations.

c. Staff guided the community.

In this study, staff guiding the community refers to the attitude demonstrated by staff in providing marriage recommendation services to residents seeking marriage recommendation services. This approach can be seen in the attitudes of staff at the Tualang Sub-district Office. Therefore, in this study, responsiveness is assessed through staff guiding the community.

Field observations conducted by the researchers at the Tualang Sub-district Office during the marriage recommendation service process revealed that staff providing the service effectively guided the community. As seen at the information desk, staff provided guidance and directed the community to complete the requirements for marriage recommendation processing. Staff then provided guidance by directing the community to the marriage recommendation counter.

Therefore, the results of informant responses and field observations indicate that in providing marriage recommendation services at the Tualang Sub-district Office, staff provided responsiveness by guiding the community to complete the requirements and directing them to the marriage recommendation counter.

Based on the research findings, this responsiveness indicator, measured by asking questions, providing service with a smile, greeting, and greeting the community, was deemed to have been effective. This result is evident in the willingness of staff to inquire about the needs of residents visiting the sub-district office and their friendly service and guidance in processing marriage recommendations.

The research on the quality of marriage recommendation services at the Tualang Sub-district Office, measured by efficiency, effectiveness, fairness, and responsiveness, has been operating as expected. The efficiency indicator includes established requirements for issuing marriage recommendations, a

service flow for issuing marriage recommendations, and information prepared for those in need, including an information desk and staff available to explain marriage recommendations. The effectiveness indicator is effective, with a streamlined queue system and very fast turnaround times. The fairness indicator demonstrates that marriage recommendation services at the Tualang Sub-district Office are free of charge. The responsiveness indicator demonstrates staff's willingness to inquire about community needs and their friendly service and guidance in processing marriage recommendations.

However, the marriage recommendation service at the Tualang Sub-district Office still faces challenges. This is largely due to the online system used. According to an interview with Mrs. Saribudi Yati Ningsih, a Marriage Recommendation Service officer at the Tulang District Office, she stated the challenges faced in improving the efficiency of the marriage recommendation service:

"The service already uses Srikandi, with barcode signatures. So, the problem is that the network connection is poor. But the convenience is that they don't have to wait. They can leave one copy of the documents with the sub-district office. Once the recommendation letter is complete, we'll send it via WhatsApp. So there's no need to wait long. We only provide assistance. We only provide 20 applications a year, not many, and sometimes there are some in a month, sometimes there aren't. It depends on the network. If the network is good, the faster the connection, the more helpful it is. (Interview, Friday, April 25, 2025, at 11:00 a.m. WIB)"

The above responses indicate that the marriage recommendation service at the Tualang District Office already uses an application or system, Srikandi. All community requirements must be filled out using this application, and the community can complete the requirements themselves through the application. However, the application or system has not yet been fully operational due to a lack of socialization. Consequently, the system is still used by employees to serve the public who come directly to the sub-district office.

CONCLUSION

Based on the research results outlined and presented in the previous chapter regarding the quality of marriage recommendation services at the Tualang District Office, Siak Regency, it can be concluded that the quality of marriage recommendation services, as measured by efficiency, effectiveness, fairness, and responsiveness, has satisfied the public. The results are evident from the efficiency indicator, which demonstrates the established

requirements for issuing marriage recommendations, the established service flow, and the provision of information for those in need, including an information desk with staff available to explain marriage recommendation information. The effectiveness indicator has been implemented effectively, with a streamlined queuing system and very fast turnaround times. The fairness indicator for marriage recommendation services at the Tualang District Office is free of charge. The responsiveness indicator demonstrates staff willing to inquire about the public's needs and demonstrating a friendly attitude in serving and guiding them through the marriage recommendation process.

The following suggestions are presented by the researcher as input and for future improvements regarding the quality of marriage recommendation services: 1. The Tualang District government should promote the use of the Srikandi system in providing public services so that the public understands it better and service times can be faster. 2. All staff assigned to provide services at the Tualang Sub-district Office should demonstrate a friendly and welcoming attitude toward the public, so that they feel cared for. 3. Directions should be provided within the service area and the turnaround time for service documents should be displayed. 4. The public should actively seek assistance from officers when requiring marriage recommendation services and ask numerous questions regarding requirements and other matters.

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