



Coffee Seduh Innovation Strategy Relationship with Quality of Population Administration Services

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Abstract. Public services are important in the community considering the community's need for services continues to increase, one of which is population administration services. Moreover, in the Covid-19 era which resulted in various restrictions, population administration services needed innovation as was done by Cibinong District, Bogor Regency. The purpose of this study was to determine the relationship between the innovation strategy of 'Kopi Seduh' and improving the quality of administrative services. The research method is a quantitative study with a sample of 100 residents. The results showed that the innovation strategy of 'Kopi Seduh' had a strong influence because it was in the range of 0.60 - 0.799.

Keywords: Innovation · Coffee Seduh · Public Service

1 Introduction

Public services are an important issue so improving their quality is a demand from the community to get quality services. However, these demands are often not in line with expectations due to convoluted, expensive, slow and inefficient services [1]. The success of public services must be focused on fulfilling the maximum needs of the community including population administration services which include structuring and controlling the issuance of documents, population data, and management of population administration information.

Quality population administration services will simplify the process and final results, but KKN practices have been found to be one of the obstacles to realizing service quality improvements [2]. The problem faced by the public is that the quality of public services is not good enough, which has led to a lack of public trust in the government [3]. This shows that if the quality-of-service decreases, trust in the government will also decrease and people will become dissatisfied with the services provided.

Community dissatisfaction with the services provided must certainly experience improvement considering that this quality reflects the performance of government organizations regarding their function as community services [4]. When the Corona Virus Disease 2019 or Covid-19 pandemic occurred, it affected all sectors including the government sector, one of which was population administration services.

The Covid-19 pandemic, which is a global pandemic, has had a significant impact on population administration services, given the existence of social distancing, PSBB, and others that limit social interaction. This causes people who want to process documents for population administration to be hampered so innovation is needed to overcome this as has been done by Cibinong District.

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The innovation strategy 'Seduh Coffee' is a population administration service provided by the Cibinong District government online starting from registration to collecting KTP, except during recording. Previously, the people of Cibinong Subdistrict received administrative services directly at the sub-district office, with the existence of 'Seduh Coffee', the community can register, repair their KTP or renew their KTP, replace their KTP, and change their address or identity online. Moreover, this innovation strategy also provides convenience if the finished KTP can be delivered to the house via courier so that people do not need to go to the district office.

As far as the 'Seduh Coffee' innovation strategy has been used from April 2020 to March 2022, 19,968 processes have been completed, both new records, KTP renewals, and so on, making it easier for people not to queue at the Cibinong sub-district office and facilitating community mobility because the innovation is in the form of an application so that not limited by space and time.

The 'Seduh Coffee' innovation uses automated reply to messages which function to answer messages automatically according to what is needed by the people of Cibinong District so that almost all population administration services are carried out at home without the need to go to the sub-district except for recording (fingerprints and photos). Such a situation can certainly shorten the community's time in managing population administration, avoid brokers, avoid extortion (illegal fees), and provide efficiency in terms of time. However, there are still people who have difficulties, such as people who do not understand online applications or have knowledge about digitization, so socialization is needed about this. This raises the formulation of the problem regarding how the relationship of the innovation strategy 'Seduh Coffee' to improving the quality of population administration services in Cibinong District, Bogor Regency.

2 Research Methods

The method used in this study is correlational quantitative research to see whether or not there is a relationship between the 'Seduh Coffee' innovation strategy and the quality of population administration services in Cibinong District. Self-correlation research according to Sugiyono is research to find out whether or not there is a relationship between two or more variables [5].

In the research conducted, the researcher conducted a validity test to find out whether the research instrument was valid or not [6]. The validity test in this study used the Pearson correlation coefficient by comparing the count value with the table [7]. Then a reliability

Table 1. Correlation Coefficient Interpretation Table.

Coefficient Interval	Relationship Level
0.00 – 0.199	Very Low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

test was also carried out to see whether the instrument that had been compiled was a reliable instrument or not by looking at the coefficient value of Cronbach's alpha [6]. The reliability test was carried out to measure the accuracy, consistency, and reliability of the measuring instruments used [8].

Data analysis techniques, one of which uses descriptive analysis using SPSS version 24 and uses a weighted mean score to determine whether the description of the research respondents is good or not. Weighted Mean Score method is based on very bad (20–36%), not good (36–52%), good enough (52–68%), good (68–84%), and very good (84–100%).

The next test is the normality test to find out whether the sample is normally distributed or not. The normality method in this study was carried out using the Kolmogorov-Smirnov method with the SPSS program [9]. Then, the next test is hypothesis testing using the Pearson product moment technique which in Perdana states if is a technique used to find relationships and prove the relationship between two variables [8]. This means that to find out the relationship between variables, this technique is needed to be able to explain it. In this study, to answer the formulation of the problem regarding the relationship between the 'Seduh Coffee' innovation strategy and improving service quality can be answered using the Pearson product-moment technique so that whether there is a relationship can be shown statistically and can be analyzed in depth. Furthermore, to determine the level of relationship between the two variables, the ray value obtained is then consulted with the following Table 1 [10]:

If the research results show that there is a relationship between variables, it is necessary to see the level of the relationship.

3 Result and Discussion

3.1 Research Result

Validity and Reliability Test. The validity test displays all items with $r_{count} > r_{table}$ values so that it can be said that the questionnaire items are valid. The questionnaire for each valid item is the Respondent's answer to the question given and the respondent answers it with a likert scale given by the researcher. Then the reliability test showed that the innovation variable 'Swept Coffee' (X) was 0.753 and the service quality variable (y) was 0.776 so that it is above the Cronbach's Alpha standard value of 0.60. Such circumstances indicate if the variable is reliable or can be trusted (See Table 2).

Table 2. Table of Descriptive Statistics.

Descriptive Statistics						
	N	Min	Max	Mean		Std. Deviation
X	100	28.00	70.00	52.9000	.84045	8.40454
Y	100	27.00	70.00	56.9200	.97096	9.70960
Valid N (listwise)	100					

Descriptive Analysis

The results of the descriptive statistical output show that the number of samples is 100 samples, both the X variable (Sweep Coffee Innovation Strategy) and the Y variable (Quality of Service). The brewed coffee innovation strategy variable shows a minimum value of 28, a maximum value of 70, a mean of 52.9, and a standard deviation of 8.40454. Then the variable Service Quality shows a minimum value of 27, a maximum value of 70, a mean value of 56.92, and a standard deviation of 9.70960.

Normality Test

The output results Table 3 show the Asymp value. Sig. (2-tailed) of 0.200 where with a significance level of 0.05 so that $0.200 > 0.05$ which can be said that the data is normally distributed (Fig. 1).

Heteroscedasticity Test

The output results show if the dots spread above and below or around the number 0. Then, the dots do not only gather above or below and do not form wavy patterns that widen and then narrow again so that it can be said that the data in this study did not have a heteroscedasticity problem.

Hypothesis Testing

The output results Table 4 in this study show that the Pearson correlation is 0.699 so that it can be said that the level of the relationship is strong because it is in the range of 0.60–0.799. This situation shows that there is a close and positive relationship between the Kopi Seduh innovation strategy and improving the quality of administrative services. The better the brewed coffee innovation strategy, the better the quality of administrative services in Cibinong District, Bogor Regency.

Table 3. Normality Test Table.

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Predicted Value
N	100
Asymp. Sig. (2-tailed)	.200

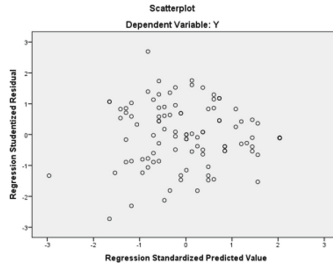


Fig. 1. Heteroscedasticity test.

Table 4. Hypothesis test table.

Correlations			
		X	Y
X	Pearson Correlation	1	.699**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.699**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: data processed by researchers in 2022

4 Discussion

The results of the research, including the results of the analysis of research conducted in Cibinong District, Bogor Regency, show that the ‘Seduh Coffee’ innovation strategy has a strong relationship with improving the quality of population administration services, judging by the Pearson correlation value of 0.699. The strength of this relationship is because the quality of service is the demand of the community, and the Cibinong District government has tried to do this optimally so that there is an increase in service quality.

The community wants quality public services, including population administration services. The community’s desire for efficient, accurate and appropriate services has been attempted by the Cibinong District office. Moreover, Hilda’s states that in the context of national development, innovation in the public sector is absolutely necessary for acceleration or acceleration in advancing the economy and welfare, including in population administration.

The Cibinong District Office has tried its best to provide services to the community by following technological developments and demands in the use of technology. The ‘Seduh Coffee’ innovation strategy is a renewal or creativity in public services to meet the needs of service recipients and contribute to national population administration. The existence of an innovation strategy is able to serve the people of Cibinong District more

quickly, satisfactorily, professionally, and politely so as to build a good quality of public services as well.

The use of the 'Seduh Coffee' innovation is closely related to improving service quality because this innovation has advantages compared to before. This was also reinforced by the results of interviews that this innovation was better than before, where everything was done offline, so it took longer for both the community and the district office employees. The increased quality of services provided by the sub-district office can be seen in the use of technology, which is the ability of the district-level government to pay attention to community needs.

The 'Seduh Coffee' innovation has a close relationship with improving service quality due to its ability to show its existence, the promised service is accurate, and convincing. This situation will certainly make the performance of the Cibinong District government even better considering that the purpose of the Cibinong sub-district office is one of helping the community by providing services quickly. The speed of time with this innovation is certainly different if it is completely offline. This innovation has made time faster than before and people don't even need to queue at the sub-district office but can wait from home until the e-KTP arrives at home except for those who are required to come for recording (the schedule has been determined online). As this was confirmed by an interview with informant 'R' who stated that with this, the time is clearer compared to offline because there is no need to come to the District office many times. This situation shows that the Cibinong District government has succeeded in providing quality services.

The services provided by the Cibinong District, one of which is by using the innovation 'Seduh Coffee', has fostered a sense of trust and confidence in the results obtained because various information can be accessed online. In addition, based on the interviews conducted to statistically strengthen the results, the employees of the Cibinong District office were very good at providing services such as being polite, responsive, and paying attention to the problems experienced while taking care of population administration. Further interviews with the informant 'SY' as the KTP operator explained that this innovation strategy was originally created to prevent the spread of the Covid-19 pandemic, but now this innovation is used continuously in the framework of efficiency and to make it easier for the people of Cibinong sub-district to manage population administration so that service quality can increase as a result of this. This means that the existence of this innovation strategy is in accordance with the needs of the people in Cibinong District and is considered positive so that it is closely related to improving service quality.

The 'Seduh Coffee' innovation which combines automated reply to messages and the WhatsApp application is able to answer messages automatically according to the needs of the community so as to ease the burden on employees and be able to speed up responses to the community. This research is in line with Pananrangi's research which states that innovation in public services can improve service quality. Then this research is also in line with research that has been conducted by Sutrisno that in order to improve service quality, innovation must be carried out because the two are closely related. Furthermore, Putri & Mutiarin stated that public service innovation can be sustainable because it is closely related to the quality of public services so that it can be applied to other agencies. As in the research conducted, the interviews showed that many people

outside the Cibinong District but still in one Regency (Bogor) submitted applications for making e-KTPs or renewing them through the 'Seduh Coffee' innovation to the Cibinong District. However, this submission could not be made due to differences in administrative areas, so interviews with informants who were operators hoped that other districts would make similar innovations.

5 Conclusion

The innovation strategy 'KTP Online Message from Home to Dirumah (Seduh Coffee)' has a strong relationship to improving the quality of population administration services in Cibinong District, Bogor Regency, as evidenced by its Pearson correlation value of 0.699. This strong relationship is due to the quality of service that is demanded by the community and the innovations that have been made have fulfilled the demands of the community in terms of superiority, added value, unlimited space and time, freedom of mobility, convenience, existence, efficiency, and attention to the community regarding population administration. So that the existence of the 'Seduh Coffee' innovation has a strong relationship to service quality, which is natural, which is further strengthened by the results of interviews that since the use of this innovation, both employees and the community in the Cibinong District area are assisted and easier to manage population administration.

6 Implications

The results of the study show that the innovation strategy has the capability and relevance in improving service quality in population administration services. The choice of the 'Seduh Coffee' innovation strategy is a form of implementation of the innovations needed by the community, including the government bureaucracy, to improve its quality. This illustrates that innovation needs to be carried out in services so that the quality is better in order to assist national development in the form of population data collection.

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