

ABSTRACT

The first step to upgrade service quality is understanding what customer want is. Service quality is a conformity of service and customer need specification. Thus, there are two important factors dealing with service, namely customer expectation toward service quality and customer perception toward actual service quality.

This research attempt to reveal the population service model that is conformable to community expectation and could be done in Tandes district. Thus, it analyzed the actual service of Tandes district frontline officials and the service expected by community. This survey research involved 186 samples collected with cluster random sampling method from population of 362 person that had been served in demography affairs on January-March 2002.

The result indicated that the actual service of Tandes district officials was appraised in medium category. It means that respondents perceive the demography affairs service of Tandes district officials is fairly good, but not the excellent one. The quality of tangibles, reliability, responsiveness, and empathy dimensions are in medium scale. Whereas assurance dimensions is in high category. It means that the ability of Tandes district officials in bringing belief and assurance are fairly good.

Besides, respondents expect the better service, as good as private standard service. Such expectation is discuss in a Focus Group Discussion (FGD). Description about the service that expected by community, conform to the rules and theory, and could be done by district officials were outcomes of the FGD. Such descriptions are called "the developed service model".