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THE ROLE OF ROAD INFRASTRUCTURE AND THE REACH OF PUBLIC SERVICES ON THE EFFECTIVENESS OF THE KEY HOUR PROGRAM IN THE FRAMEWORK OF SMART GOVERNANCE

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ABSTRACT

The effectiveness of mobile population administration services is influenced not only by service quality but also by the spatial and infrastructural conditions of the areas served. This study aims to analyze the role of road infrastructure and regional accessibility in supporting the effectiveness and service coverage of the JAM KUNCI Program (Jemput Bola Rekam Kartu Tanda Penduduk Elektronik Langsung Cetak di Tempat) in Talang Kelapa and Tungkal Ilir Districts, Banyuasin Regency. The study employed a descriptive-quantitative approach combined with spatial analysis. Data were collected through surveys, field observations, interviews, and documentation. A total of 100 respondents, consisting of 50 residents from each district, were selected using purposive sampling. Road infrastructure conditions, travel distance, travel time, service coverage, and regional accessibility were analyzed comparatively, while community satisfaction was measured using the Customer Satisfaction Index (CSI). The results reveal substantial differences between the two study areas. Talang Kelapa recorded a higher average road infrastructure score (4.41) than Tungkal Ilir (3.35), while the average accessibility scores were 4.16 and 3.72, respectively. The difference was particularly evident during the rainy season, when road accessibility in Tungkal Ilir received a relatively low score of 2.82, compared with 4.16 in Talang Kelapa. In terms of travel distance, the route from the Banyuasin Regency government center to Talang Kelapa is approximately 29.7 km, requiring about 60 minutes, whereas Tungkal Ilir is approximately 91 km away, with an average travel time of about 180 minutes. Despite these spatial constraints, the JAM KUNCI Program has been implemented across several service locations to bring population administration services closer to communities. Community satisfaction was relatively high, with a CSI of 89.60% in Talang Kelapa, 80.00% in Tungkal Ilir, and 84.80% overall. These findings demonstrate that better road infrastructure and accessibility are associated with greater ease of reaching service locations and higher perceived service effectiveness.

Therefore, the implementation of JAM KUNCI requires an adaptive, spatially responsive, and equitable service strategy, particularly for areas characterized by greater travel distances, dispersed settlements, and limited road accessibility.

Keywords : *Road Infrastructure, Regional Accessibility, Mobile Public Services, JAM KUNCI Program, Service Coverage, Customer Satisfaction Index, Smart Governance.*

INTRODUCTION

Regional development is fundamentally directed toward ensuring the equitable provision of basic services, improving accessibility, and strengthening the integration of infrastructure with public service governance. From the perspective of Urban and Regional Planning (URP), road infrastructure plays a strategic role because it directly influences mobility, interregional connectivity, and the capacity of local governments to provide public services equitably. An adequate road network can reduce travel time and transportation costs, enhance community mobility, and improve access to previously isolated areas. These conditions constitute an important prerequisite for the provision of mobile public services, including door-to-door population administration services (Fisu, 2025).

Banyuasin Regency is characterized by diverse geographical conditions, including mainland, coastal, swamp, and water-dominated areas. Such geographical diversity results in uneven levels of accessibility and interregional connectivity. In this context, physical characteristics and transportation networks are important determinants of the ease with which a location can be reached and accessed by communities (Farida, 2013). These differences are particularly evident in Talang Kelapa and Tungkal Ilir Districts, which exhibit distinct territorial characteristics. Talang Kelapa District has a relatively large population of 160,811 inhabitants and has developed as part of the Palembang Raya growth corridor. In contrast, Tungkal Ilir District has a population of 30,232 inhabitants and is more strongly characterized by coastal and water-based areas, as well as limited road connectivity (BPS Kabupaten Banyuasin, 2024). Differences in population size, settlement distribution, geographical conditions, and interregional connectivity indicate that the provision of population administration services in these two districts involves different needs and challenges.

These differences in territorial characteristics subsequently affect the accessibility of public services, particularly when services must be delivered directly to communities. Uneven road conditions, considerable travel distances, inundation, and geographical barriers may increase travel time and generate greater travel impedance. As the level of impedance increases, the ability to reach a particular

location quickly and efficiently tends to decrease. In the context of public service delivery, such conditions may influence the arrival time of service personnel, the spatial coverage of service provision, and the overall efficiency of service implementation. Therefore, road infrastructure conditions and travel impedance are critical factors in assessing public service accessibility, particularly in regions characterized by substantial geographical variation (Litman, 2012).

To improve the accessibility of population administration services, the Government of Banyuasin Regency has implemented the JAM KUNCI Program (*Jemput Bola Rekam Kartu Tanda Penduduk Elektronik Langsung Cetak di Tempat*), which provides on-site electronic identity card recording and printing services. Through this program, services are brought directly to villages and community locations, thereby reducing the need for residents, particularly those living far from administrative service centers, to travel to the Population and Civil Registration Office. Nevertheless, the implementation of mobile services remains influenced by territorial conditions. Limited road networks, travel distances, geographical barriers, and accessibility constraints at service locations may affect both the time required for service delivery and the spatial coverage of the program. Consequently, the implementation of the JAM KUNCI Program requires service strategies that are responsive to the specific characteristics of each area to ensure more effective and equitable access to population administration services (Senda, 2023).

Against this background, it is necessary to examine how differences in road infrastructure and regional accessibility are associated with the implementation of the JAM KUNCI Program in Talang Kelapa and Tungkal Ilir Districts. The two districts represent contrasting territorial conditions in terms of population size, settlement distribution, geographical characteristics, and road connectivity, thereby providing an appropriate basis for understanding variations in service accessibility across areas with different levels of spatial reachability. In addition to service coverage and effectiveness, community perceptions as the primary recipients of public services are also important for assessing the extent to which the program meets residents' needs and expectations. Accordingly, this study aims to analyze road infrastructure conditions, regional accessibility, service coverage and effectiveness, and community satisfaction with the JAM KUNCI Program. The findings are expected to provide an empirical basis for formulating service improvement strategies that are adaptive to territorial characteristics and supportive of the principles of smart governance.

Road Network Infrastructure in Spatial Structure

Road networks play a strategic role in spatial structure by connecting locations, supporting the movement of people and goods, and determining accessibility to activity centres and public services. Beyond transportation functions, connectivity influences spatial interaction, service distribution, and regional economic and

settlement development. Stronger connectivity can improve relationships between activity centres and their hinterlands, whereas inadequate networks may restrict accessibility and increase spatial disparities (Morlok, 1991; Hansen, 1959; Christaller, 1933). Road conditions, capacity, drainage, and supporting infrastructure also affect travel safety, comfort, and reliability, while physical deterioration, limited road width, flooding, and geographical barriers may further constrain mobility (Hoyle & Knowles, 1998; American Association of State Highway and Transportation Officials, 2010). These conditions are particularly relevant to the JAM KUNCI programme because effective mobile public service delivery depends on the ability of personnel and vehicles to reach targeted communities efficiently.

In Indonesia, roads are classified into national, provincial, regency/city, and village roads according to Law Number 38 of 2004 on Roads, as amended by Law Number 2 of 2022. Each hierarchy has different functions, administrative responsibilities, service standards, and maintenance priorities. In Banyuasin Regency, this hierarchy is represented by the Trans-Sumatra Eastern Highway, the Palembang–Betung provincial corridor, and regency and village roads supporting local mobility. Such differences are important for assessing the accessibility and coverage of the JAM KUNCI programme in Talang Kelapa and Tungkal Ilir Subdistricts, particularly in relation to road conditions, regional connectivity, and the capacity of mobile public services to reach communities.

Accessibility & Service Coverage

Accessibility refers to the degree of ease with which communities or service providers can reach locations offering various opportunities and public services. Hansen (1959) conceptualizes accessibility as being determined by both the ease of reaching a destination and the availability of opportunities at that destination. In practice, accessibility is influenced by travel distance, travel time, cost, connectivity, and the quality of the transportation network. These factors are closely associated with *impedance*, which represents the various barriers to movement, including distance, travel time, monetary costs, infrastructure conditions, and geographical constraints (Morlok, 1991). As travel impedance increases, the accessibility of a destination tends to decrease. Poor road conditions, narrow or muddy roads, as well as the presence of rivers and wetlands, may further increase travel barriers and reduce the efficiency of movement (Litman, 2012).

Within the JAM KUNCI Program, accessibility is particularly important because services are delivered directly to communities located across dispersed areas. Variations in road infrastructure and geographical characteristics may affect travel time, the ability of service personnel to reach target locations, and the overall spatial coverage of service delivery. Adequate infrastructure can reduce travel impedance and facilitate broader service coverage, whereas physical barriers and inadequate road

networks may constrain program implementation. Accordingly, accessibility in this study is examined through the relationship between road conditions, *impedance*, and the service coverage of JAM KUNCI in Talang Kelapa and Tungkal Ilir Districts. This approach provides a basis for evaluating the spatial effectiveness of population administration services and for supporting the development of more equitable service delivery that is responsive to the geographical characteristics of each area.

Door-to-Door Service

Mobile public service delivery refers to a proactive approach in which government institutions bring services closer to citizens, particularly those experiencing geographical, distance, or infrastructure-related barriers. Rather than requiring citizens to travel to centralized service offices, this approach seeks to expand service coverage, reduce travel burdens, and strengthen government responsiveness to public needs. This orientation reflects the concept of citizen-centered governance (Osborne & Gaebler, 1992), user-oriented public service delivery (Bovaird & Löffler, 2009), and efforts to promote more inclusive access to public services (World Bank, 2016). In Banyuasin Regency, where geographical conditions encompass mainland, coastal, and water-based areas with varying transportation networks, these principles are implemented through the JAM KUNCI Program, a mobile population administration service. The program provides administrative services directly within communities by utilizing operational vehicles, technological equipment, the SIAK network, and service personnel, thereby reducing residents' dependence on centralized service offices. Consequently, the effectiveness of the program is closely associated with the accuracy of service locations, scheduling, routing, and the accessibility of targeted areas.

Experiences from mobile service practices in Jember Regency and Thailand further indicate that successful implementation depends not merely on the availability of operational vehicles but also on the suitability of facilities to local conditions, personnel readiness, technological support, reliable scheduling, and coordination with local governments. These factors are interconnected because appropriate technology can facilitate administrative processes and communication, while effective route and schedule planning can improve service coverage and continuity. This perspective is particularly relevant to the JAM KUNCI Program, as road conditions, travel distances, and differences in regional accessibility may directly affect the ability of service personnel to reach designated communities. Therefore, evaluating the effectiveness of the program should extend beyond the number of documents processed or residents served. It should also consider the extent to which services can reach targeted communities equitably, operate within planned schedules, and respond appropriately to the geographical characteristics of Banyuasin Regency (Osborne & Gaebler, 1992; Bovaird & Löffler, 2009; World Bank, 2016).

Public Satisfaction and Customer Satisfaction Index (CSI)

Community satisfaction reflects users' overall evaluation of public services based on the comparison between their actual service experience and prior expectations. This evaluation encompasses both service outcomes and delivery processes, including accessibility, clarity of information, timeliness, accuracy, responsiveness, and interactions with service personnel. Satisfaction is generally achieved when service performance meets or exceeds users' expectations (Zeithaml, Parasuraman, A., & Berry, L. L., 1990; Kotler & Keller, K. L., 2016). Similarly, Oliver (1997) conceptualizes satisfaction as an evaluative response that emerges after users experience a service. Within the JAM KUNCI Program, community satisfaction may be shaped by the accessibility of services, infrastructure conditions, service delivery processes, staff competence, and the accuracy of the services received.

The Customer Satisfaction Index (CSI) provides a systematic approach to assessing overall community satisfaction by integrating respondents' evaluations of multiple service attributes into a single index value. The resulting score is calculated from respondents' ratings and expressed as a percentage, which can subsequently be interpreted according to predetermined satisfaction categories. In the context of the JAM KUNCI Program, the application of CSI offers an empirical assessment of the extent to which service delivery corresponds to community needs and expectations. Furthermore, the index can serve as an evaluative basis for improving service quality, effectiveness, and accessibility, particularly by taking into account variations in service access and the geographical characteristics of areas receiving the program.

Smart Governance in Public Services

Smart governance refers to a public governance approach that emphasizes adaptive, efficient, responsive, inclusive, and citizen-oriented public services. Rather than focusing solely on technological applications, this approach also encompasses service innovation and the capacity of government institutions to adjust service mechanisms to prevailing social, geographical, and regional conditions. In population administration, the JAM KUNCI Program in Banyuasin Regency represents a proactive service innovation that brings government services closer to residents, thereby reducing barriers related to distance and time. This model demonstrates how government responsiveness can be strengthened by adapting service delivery to the spatial and social characteristics of the communities being served.

The effectiveness of mobile public services, however, is closely associated with regional accessibility and road infrastructure. Adequate road networks facilitate staff mobility, expand service coverage, and support more efficient service delivery, whereas poor road conditions may constrain access to targeted communities and reduce operational effectiveness. Accordingly, the implementation of smart governance through the JAM KUNCI Program should be examined as an

interconnected process involving service innovation, institutional capacity, regional accessibility, and infrastructure support. The interaction among these factors is particularly relevant in assessing the government's ability to deliver population administration services that effectively respond to community needs in Talang Kelapa and Tungkal Ilir Districts.

RESEARCH METHODOLOGY

This study employed a descriptive-quantitative approach combined with spatial analysis to examine the implementation of the JAM KUNCI Program in Talang Kelapa and Tungkal Ilir Districts, Banyuasin Regency. The analysis focused on the interrelationships among road infrastructure conditions, travel impedance, regional accessibility, service coverage, and community satisfaction. The novelty of the study lies in integrating the physical characteristics of the study area with the perceptions of service recipients to evaluate a door-to-door population administration service. Spatial analysis was applied to identify variations in road network conditions, travel distance, travel time, and service coverage, while community satisfaction was assessed using the Customer Satisfaction Index (CSI). This integrated framework enables the effectiveness of the JAM KUNCI Program to be evaluated not only from the perspective of service provision but also in relation to the spatial characteristics of the service area and the experiences of the communities receiving the service. A comparative analysis of the two districts, which differ in terms of geographical characteristics and infrastructure conditions, was conducted to provide a more comprehensive understanding of variations in service accessibility and quality.

The research was conducted in Talang Kelapa and Tungkal Ilir Districts, with the JAM KUNCI Program serving as the primary object of analysis, particularly in relation to the infrastructure and accessibility factors supporting service coverage. Data were collected through surveys, field observations, interviews, and documentation. Primary data were obtained from communities that had received JAM KUNCI services, observations of road conditions along service routes, and interviews with stakeholders involved in program implementation. Secondary data were obtained from relevant government institutions, including the Central Statistics Agency (BPS), the Department of Housing, Settlement Areas and Land Affairs, and the Department of Population and Civil Registration. The study population consisted of residents who had previously accessed JAM KUNCI services. Respondents were selected through purposive sampling based on characteristics considered relevant to the research objectives. A total of 100 respondents participated in the study, comprising 50 respondents from Talang Kelapa District and 50 from Tungkal Ilir District. Road conditions were classified into three categories—good, moderate, and poor—with corresponding scores of 3, 2, and 1, respectively. Travel distance and travel time were used to assess the ease of reaching service areas, while road networks,

service locations, and regional characteristics were processed spatially to illustrate the distribution and geographical coverage of the program.

Community satisfaction was measured using a five-point Likert-scale questionnaire, ranging from 1, representing very dissatisfied, to 5, representing very satisfied. The responses were subsequently processed using the Customer Satisfaction Index (CSI) to obtain a quantitative measure of community perceptions of JAM KUNCI services in each study area. The resulting CSI values were then compared with findings related to road infrastructure conditions, travel distance, travel time, accessibility, and service coverage. The spatial analysis included mapping road networks, service locations, target areas, and the relationship between network characteristics and service accessibility. Accordingly, accessibility was assessed not solely on the basis of geographical proximity but also by considering the condition of the transportation network as a potential source of travel impedance. This analytical framework was used to examine the assumption that better infrastructure conditions may facilitate accessibility and contribute to broader service coverage, while differences in road conditions and accessibility may be associated with variations in community satisfaction between the two districts.

The findings from all analytical components were subsequently integrated to develop a comprehensive assessment of the effectiveness of the JAM KUNCI Program. Observations of road conditions, spatial analysis, measurements of travel distance and time, and CSI results were compared between Talang Kelapa and Tungkal Ilir Districts to identify areas and service components that continued to experience limitations. The integrated findings provided an empirical basis for formulating recommendations that reflect the specific characteristics of each district, particularly with regard to improving service accessibility, adjusting service locations or delivery patterns, reducing access barriers, and strengthening service planning. Through this integrated methodological framework, the recommendations were developed based on evidence derived from physical conditions, spatial characteristics, and community perceptions. Consequently, the study is expected to contribute to the development of population administration services that are more responsive to geographical conditions and better aligned with the needs of local communities.

HASIL DAN PEMBAHASAN

Identification of Problems and Regional Characteristics

The identification results indicate that Talang Kelapa and Tungkal Ilir Subdistricts exhibit distinct demographic and administrative characteristics, providing an important baseline for understanding the implementation of the JAM KUNCI Program. The most notable difference is reflected in their respective population sizes and growth rates. In 2024, Talang Kelapa had a population of 160,811, accompanied by an annual population growth rate of 3.08%, whereas Tungkal Ilir

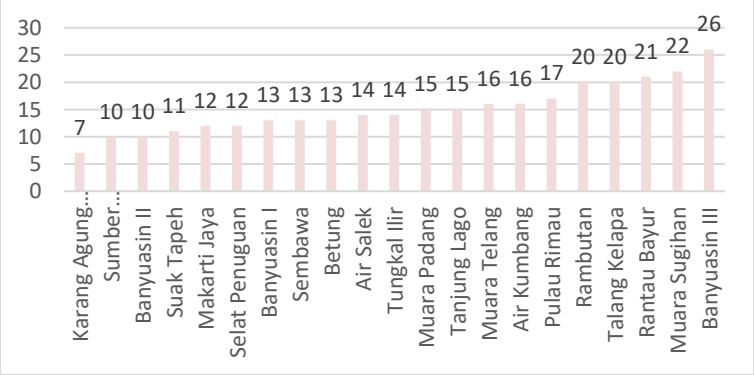
recorded a population of 30,232 with a lower growth rate of 1.81%. These differences suggest that Talang Kelapa faces a comparatively greater demand for population administration services in terms of population size. In contrast, the service requirements in Tungkal Ilir cannot be assessed solely on the basis of population numbers, but should also take into account the spatial characteristics of the subdistrict and the distribution of residential areas. Consequently, the demographic conditions of each subdistrict provide a distinct contextual basis for assessing the implementation and service needs of the JAM KUNCI Program.

Table 1. Population Characteristics of Talang Kelapa and Tungkal Ilir Subdistricts, 2024

Subdistrict	Population (persons)	Population Growth Rate, 2020–2024 (%)
Talang Kelapa	160,811	3.08
Tungkal Ilir	30,232	1.81

Source: BPS Banyuasin Regency, 2025

Beyond population characteristics, the number of villages reflects differences in administrative coverage across subdistricts in Banyuasin Regency. Such variation indicates that the required service coverage cannot be assessed solely on the basis of population size. As the administrative area expands and communities become more spatially dispersed, the implementation of the JAM KUNCI Program requires greater consideration of service-point locations, travel distances between settlements, and the mobility of field personnel. These factors are essential for ensuring that service delivery remains accessible and responsive to the geographic conditions of each subdistrict. The following figure illustrates the variation in the number of villages across subdistricts in Banyuasin Regency, including Talang Kelapa and Tungkal Ilir.



Source: BPS Banyuasin Regency, 2025

Figure 1. Number of Villages by District in Banyuasin Regency

Based on these characteristics, Talang Kelapa demonstrates a relatively more developed spatial structure, supported by a more interconnected road network, whereas Tungkal Ilir retains stronger rural characteristics, with more dispersed settlements and comparatively challenging access conditions in several locations.

These spatial differences may influence personnel mobility, travel time, and the capacity of the JAM KUNCI service system to reach communities effectively. Therefore, the demographic and administrative characteristics of both sub-districts should be examined in conjunction with infrastructure conditions and spatial accessibility to obtain a more comprehensive understanding of service delivery performance.

Overall, Stage 1 reveals differences between Talang Kelapa and Tungkal Ilir in terms of population size, population growth, and administrative coverage. These differences provide an important basis for the subsequent analysis of road infrastructure, accessibility, and the service coverage of JAM KUNCI. Accordingly, the effectiveness of service delivery should not be assessed solely from the number of residents served, but also from the capacity of the service system to reach communities distributed across areas with varying spatial and infrastructural characteristics.

Determination of Research Location and Object

Talang Kelapa and Tungkal Ilir Subdistricts were selected as the research sites because they exhibit distinct characteristics in terms of territorial conditions, road networks, accessibility, and settlement patterns. Talang Kelapa represents a relatively developed area, characterized by better road access, more connected transportation networks, and denser settlements. In contrast, Tungkal Ilir has more complex geographical conditions, diverse road networks, and more dispersed settlement patterns. These differences provide an appropriate basis for comparing the accessibility and implementation of the JAM KUNCI Program. The research focuses on the implementation of mobile population administration services, accessibility conditions to service locations, and the experiences of communities as service recipients.

Table 2. Characteristics of Research Sites and Study Objects

Aspect	Talang Kelapa	Tungkal Ilir
Territorial characteristics	Relatively developed	More complex and predominantly rural
Accessibility	Relatively better	Relatively limited in some areas
Road network	More interconnected	More diverse
Settlement pattern	Relatively dense	More dispersed
Study object	JAM KUNCI Program	JAM KUNCI Program

Source: Processed from research findings and secondary data, 2026.

Accordingly, the contrasting characteristics of the two subdistricts provide an analytical basis for examining infrastructure conditions, accessibility, service coverage, and community satisfaction with the JAM KUNCI Program. This comparison is expected to clarify how differences in territorial and infrastructural

conditions influence the reach and effectiveness of mobile population administration services.

Analysis of Road Infrastructure Conditions

The analysis reveals a substantial difference in community perceptions of road infrastructure conditions supporting the implementation of the JAM KUNCI Program in Talang Kelapa and Tungkal Ilir Districts. As presented in Table 4.6, Talang Kelapa recorded an overall mean score of 4.41, considerably higher than the 3.35 recorded in Tungkal Ilir. In Talang Kelapa, the highest score was associated with the ease of vehicle access (4.54), followed by the overall road condition (4.48) and the absence of significant access barriers (4.44). A similar pattern was observed in Tungkal Ilir, where ease of vehicle access received the highest score (3.54); however, road conditions during the rainy season received the lowest score (2.82). Across both study areas, the overall mean score was 3.88, with the largest difference between the two districts occurring in road accessibility during the rainy season, amounting to 1.34 points.

Table 3. Mean Scores of Road Infrastructure Conditions

No.	Road Infrastructure Indicator	Talang Kelapa	Tungkal Ilir	Mean
1	Road conditions leading to service locations are good	4.48	3.50	3.99
2	Roads leading to service locations are easily accessible by vehicles	4.54	3.54	4.04
3	Road conditions do not hinder access to services	4.44	3.52	3.98
4	Road conditions during the rainy season still allow access to service locations	4.16	2.82	3.49
Overall mean		4.41	3.35	3.88

Source: Primary data, processed by the researcher, 2026.

These findings indicate that the road network in Talang Kelapa provides relatively stronger support for mobility to service locations, whereas Tungkal Ilir faces greater accessibility constraints, particularly during the rainy season. This pattern is further supported by field observations and photographic documentation, which reveal variations in road surface conditions, including damaged sections, standing water, and muddy roads in Tungkal Ilir. In contrast, the road network in Talang Kelapa is generally more conducive to the movement of service vehicles.

Analysis of Accessibility and Service Coverage

The analysis indicates that the accessibility of the JAM KUNCI service in Talang Kelapa District is relatively better than in Tungkal Ilir District. This difference is

influenced by travel distance, journey time, road network conditions, and the spatial characteristics of each area. The distance from Pangkalan Balai to Talang Kelapa is approximately 29.7 km, with an average travel time of 60 minutes, whereas the distance to Tungkal Ilir reaches approximately 91 km, requiring around 180 minutes of travel. These geographical differences are consistent with the community assessment, which recorded accessibility scores of 4.16 in Talang Kelapa and 3.72 in Tungkal Ilir. The findings therefore suggest that residents of Talang Kelapa have relatively easier access to JAM KUNCI service locations, while those in Tungkal Ilir experience greater travel constraints, particularly in terms of travel time and accessibility conditions.

Overall, the findings demonstrate that spatial characteristics and the quality of the road network play a significant role in determining the accessibility and reach of JAM KUNCI services. Although service locations have been distributed across several villages and urban wards, the effectiveness of this distribution remains influenced by travel distance and the physical conditions of routes leading to service points. Accordingly, the implementation of JAM KUNCI should adopt an adaptive service strategy that considers population distribution, travel distances, road conditions, and areas experiencing greater accessibility constraints. Such an approach is essential to strengthen the equitable distribution of population administration services and ensure that communities in geographically disadvantaged areas can obtain services with greater ease and efficiency.

Public Satisfaction with JAM KUNCI Services

The Customer Satisfaction Index (CSI) results indicate that overall community satisfaction with the JAM KUNCI Program reached 84.80%. Talang Kelapa District recorded a CSI score of 89.60%, placing it in the "very satisfied" category, whereas Tungkal Ilir District achieved a score of 80.00%, corresponding to the "satisfied" category. This difference indicates that community satisfaction was relatively higher in Talang Kelapa than in Tungkal Ilir, which is consistent with the previously identified differences in road infrastructure conditions and regional accessibility, both of which were comparatively better in Talang Kelapa.

Across both districts, the highest-rated service attribute was the friendliness and willingness of service personnel to assist the community, with mean scores of 4.64 in Talang Kelapa and 4.34 in Tungkal Ilir. In contrast, several aspects in Tungkal Ilir still require improvement, particularly the timeliness of service completion, which received a mean score of 3.60, and the clarity of service schedule information, which scored 3.66. Overall, these findings suggest that the quality of interactions between service personnel and the community, as well as the ease of administrative procedures, has been positively perceived. Nevertheless, the variation in satisfaction levels between the two districts may be associated with differences in accessibility,

travel distance, travel time, and infrastructure conditions, which collectively influence the community's experience in accessing and receiving public services.

Discussion on the Relationship between Regional Characteristics and the Effectiveness of JAM KUNCI Services

The findings indicate that regional characteristics, road infrastructure conditions, and accessibility are closely associated with the implementation of the JAM KUNCI Program and the level of community satisfaction with the services provided. Talang Kelapa District demonstrates relatively better road conditions and accessibility, with mean scores of 4.41 and 4.16, respectively, compared with 3.35 and 3.72 in Tungkal Ilir District. This difference is consistent with the observed levels of community satisfaction, as reflected in the Customer Satisfaction Index (CSI) scores of 89.60% in Talang Kelapa and 80.00% in Tungkal Ilir. Nevertheless, both districts demonstrate positive community acceptance of the program, particularly because the quality of interaction and assistance provided by service officers received relatively high evaluations. These findings suggest that community satisfaction is shaped not only by the quality of service delivery but also by spatial conditions and the ease with which residents can access public services. Thus, variations in infrastructure and accessibility should be considered as important contextual factors in assessing the effectiveness of community-oriented administrative services.

Overall, the effectiveness of the JAM KUNCI Program is determined by the interplay between service quality, infrastructure conditions, accessibility, and the capacity of service delivery mechanisms to adapt to the characteristics of different regions. Areas with better road networks and accessibility tend to provide residents with more favorable service experiences, whereas areas facing greater geographical constraints require more adaptive and flexible service delivery approaches. From a smart governance perspective, the door-to-door service mechanism represents a strategic instrument for bringing population administration services closer to communities while simultaneously reducing geographical barriers to access. Accordingly, the success of the JAM KUNCI Program should not be assessed solely on the basis of the volume of services delivered, but also on its capacity to ensure equitable access and responsive service provision across diverse geographical and infrastructural conditions.

CONCLUSION

The findings indicate that Talang Kelapa District has relatively better road infrastructure and accessibility conditions than Tungkal Ilir District, as reflected in the respective scores of 4.41 and 4.16 for Talang Kelapa, compared with 3.35 and 3.72 for Tungkal Ilir. This disparity has implications for the affordability and overall experience of community members in accessing public services, particularly in terms

of road conditions, travel distance, and travel time. Nevertheless, the JAM KUNCI Program has demonstrated a positive level of service coverage in both districts, as evidenced by a Customer Satisfaction Index (CSI) of 89.60%, indicating a very high level of satisfaction in Talang Kelapa, and 80.00%, indicating a high level of satisfaction in Tungkal Ilir. These findings suggest that, from a smart governance perspective, improving program effectiveness should focus on developing an adaptive service delivery model that considers variations in infrastructure conditions, accessibility, population distribution, and spatial characteristics. In particular, the strategic adjustment of service locations and schedules based on spatial information is essential for improving service reach and responsiveness in areas with greater accessibility constraints, such as Tungkal Ilir District.

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