



Evaluation Of The Marriage Management Information System Policy: The Challenge Of Public Awareness In Digital-Based Marriage Services

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Abstract:

Background: Advances in information technology have encouraged the government to transform public services into a digital-based system, including marriage administration through the Marriage Management Information System (SIMKAH). However, successful implementation of SIMKAH depends not only on technological readiness but also on public awareness and digital literacy in utilizing the system.

Aim: The study aims to evaluate the implementation of the SIMKAH policy and analyze the challenges related to public awareness in realizing digital-based marriage services at the Office of Religious Affairs (KUA) of Kesambi Subdistrict, Cirebon City.

Methods: This study employed a qualitative method with a descriptive-evaluative approach. Data were collected through in-depth interviews, observations, and documentation, and analyzed using the Miles and Huberman interactive analysis model. The evaluation was conducted based on Riant Nugroho's policy evaluation framework, which includes four aspects: inputs, processes, outputs, and outcomes.

Results: The findings indicate that the implementation of SIMKAH has positively improved marriage administration services by enhancing efficiency, effectiveness, transparency, and data accuracy. In terms of inputs, the implementation is supported by adequate regulations, human resources, and technological facilities. Regarding processes, services have generally been implemented according to established procedures, although public outreach remains insufficient. In terms of outputs, SIMKAH provides a more organized and efficient digital-based marriage registration system. Regarding outcomes, the system has improved the quality of public services and reduced administrative errors. Nevertheless, several challenges remain, including low levels of public digital literacy and awareness, limited internet access, incomplete administrative documents, and inadequate supporting facilities and infrastructure.

Conclusions: The implementation of SIMKAH has generally been effective in improving the quality of digital-based marriage administration services. However, its sustainability and effectiveness require stronger public outreach, digital literacy education, community assistance, and improvements in technological infrastructure to increase public participation and optimize policy implementation.

Keywords: Policy Evaluation, SIMKAH, Digital Public Services, Public Awareness, Marriage Administration.



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INTRODUCTION

Advances in information technology have brought about significant changes to Indonesia's administrative and public service system. In this context, the government is utilizing digital technology as a tool to deliver public services that are more effective, efficient, transparent, and easily accessible to the public. This digital transformation has become one of the strategic steps toward improving the speed and quality of public services. (United Nations, 2022)

Internet and digital device usage in Indonesia is showing a steadily rising trend. According to 2024 data from the Central Statistics Agency (BPS), 72.78% of Indonesia's population uses the internet. Additionally, a 2025 survey by the Indonesia Internet Service Providers Association (APJII, 2025) indicates that internet penetration in Indonesia has reached 80.65% of the total population. This high rate of internet and digital device usage indicates a significant opportunity for the government to continue developing digital-based public services. In this context, the digitization of public services can serve as a strategic step to enhance effectiveness, efficiency, and public access to various forms of administrative services. One such implementation is the development of online marriage registration services, which are expected to meet the public's need for faster, more convenient, and integrated services.

The government's efforts to support digital transformation are realized through the implementation of the Electronic-Based Government System (SPBE). This policy serves as the foundation for every government agency to develop and deliver digital-based public services to enhance effectiveness, efficiency, transparency, and ease of access for the public. In the religious sector, one example of the implementation of public service digitization is the development of the Marriage Management Information System (SIMKAH) by the Ministry of Religious Affairs of the Republic of Indonesia. SIMKAH is a digital marriage registration system designed to support orderly administration, streamline service processes, and improve the accuracy of marriage data through an integrated system. Marriage is one of the most important aspects of social life because it plays a strategic role in the formation of family structures. In general, marriage can be understood as a physical and spiritual bond

between a man and a woman aimed at forming a harmonious and prosperous family. This definition aligns with the provisions of Law No. 1 of 1974, Article 1, which states that marriage is a physical and spiritual bond between a man and a woman as husband and wife, with the aim of forming a happy and lasting family based on belief in the One Supreme God. Thus, marriage is not only viewed as a personal relationship between two individuals but also as a social and legal institution aimed at realizing an orderly family life grounded in religious values.

Based on the Decision of the Directorate General of Islamic Affairs No. DJ.II/369-2013 regarding the Implementation of the Marriage Management Information System (SIMKAH) (Islam, 2013) at Subdistrict Religious Affairs Offices, the Marriage Management Information System (SIMKAH) is a Windows-based computer application designed to collect data online from Religious Affairs Offices (KUA) throughout Indonesia. This data is securely stored at the Ministry of Religious Affairs—at the central, regional, and regency/city levels—as well as at the KUA level. This data is highly valuable to every Religious Affairs Office for various necessary analyses and reports. SIMKAH is expected to make it easier for the public to access marriage services and for the government to monitor marriage ceremonies. The implementation of the SIMKAH application by the Director General of Islamic Community Affairs is further modernizing office systems at Religious Affairs Offices. The purpose of this application is to help verify serial numbers, reduce instances of forgery, and verify the identities of prospective spouses through various means. SIMKAH is considered essential for improving the quality and efficiency of marriage registration services at sub-district Religious Affairs Offices (KUA). The SIMKAH program is an application specifically designed for marriage registration at KUA offices across all districts in Indonesia. This program utilizes internet technology, which is considered more accurate, faster, and more secure. (Maritasari, 2021)

From an administrative standpoint, marriage registration is governed by Law No. 1 of 1974 and Minister of Religious Affairs Regulation (PMA) No. 22 of 2024 on Marriage Registration, which replaces PMA No. 20 of 2019. These regulations designate SIMKAH as the national system for marriage registration at all Offices of Religious Affairs (Law, 2024). Initially, SIMKAH was developed as a desktop-based application (Windows) used by the KUA for marriage registration. Subsequently, in 2018, the Ministry of Religious Affairs launched SIMKAH Web (SIMKAH Online), which is integrated with the Ministry of Home Affairs' Population Administration Information System (SIAP) and the Ministry of

Finance's Online Non-Tax State Revenue Information System (SIMPONI), thereby enabling nationwide integration of marriage data and more effective service delivery (Agama, 2018).

SIMKAH is a system designed to manage marriage data online from all KUA offices across Indonesia. The SIMKAH website supports the administrative process of marriage, from registration and document verification to the issuance of marriage certificates, all within a single integrated system. SIMKAH is expected to streamline service delivery, accelerate data processing, and generate more accurate and secure information. Through this system, marriage data from various regions, including Cirebon Regency, can be stored in a national database, thereby facilitating administrative service and reporting. As of June 14, 2021, the Ministry of Religious Affairs recorded that 5,810 out of 5,945 KUA-or approximately 97.7%-had been integrated with SIMKAH. Even when it was first launched in 2018, more than 2,000 KUA were already using the system, and about 49% of KUA were deemed ready to implement it. Nevertheless, the implementation of SIMKAH at the KUA in Kesambi Subdistrict, Cirebon City, still faces several challenges. One of the main issues is the public's low awareness and understanding of how to use digital services. Many prospective couples do not yet understand how to use SIMKAH, so they still opt for manual processes or seek direct assistance from KUA staff. In some areas with low digital literacy rates, the public also still feels more comfortable using conventional methods because they do not yet fully trust digital systems or understand their benefits. Additionally, limitations in facilities, infrastructure, and human resource capabilities within the KUA environment also affect the effectiveness of SIMKAH's use. These findings indicate that the success of SIMKAH's implementation does not depend solely on technological readiness but also on the readiness of the public as service users. Therefore, an evaluation of the SIMKAH website's implementation is necessary to determine the extent to which the system is functioning as intended and to identify the various factors that drive or hinder its implementation.

This study was conducted to evaluate the Marriage Management Information System (SIMKAH) website policy in the context of public services. The evaluation was carried out to assess the effectiveness of digital-based marriage services and to provide recommendations for optimizing service delivery. The implementation of the SIMKAH website still faces various challenges, particularly in non-technical aspects, such as low public awareness regarding the use of digital services, as well as limitations in facilities and supporting resources within the KUA (Religious Affairs Office) environment. Therefore, this

study focuses on public awareness, obstacles to implementing the SIMKAH website, and efforts to increase public participation in supporting the success of digital-based marriage services. Thus, research titled “Evaluation of the Marriage Management Information System Policy: Challenges in Public Awareness for Realizing Digital-Based Marriage Services” is important to assess the extent to which digital services in the field of marriage have been effectively implemented.

LITERATURE REVIEW

A study titled “Public Understanding of the SIMKAH App,” conducted by Mohammad Ikhwanuddin (2021), examined the public’s level of understanding regarding the use of the SIMKAH app in Driyorejo Subdistrict, Gresik Regency. The study’s findings revealed that nearly half of the respondents were unaware of the SIMKAH app or were encountering it for the first time. Some respondents had merely heard of SIMKAH but did not yet have a deep understanding of how to use it or its functions. Meanwhile, only a small portion of respondents truly understood and were able to use the application. These findings indicate that the level of understanding and utilization of SIMKAH among the public remains relatively low; therefore, more intensive outreach and educational efforts are needed so that this digital-based marriage administration service can be optimally utilized by the public.

A study titled “Evaluation of the Implementation of SIMKAH in West Medan: Technical and Administrative Challenges,” conducted by Fithra Hawani Jannah and Sukiati (2025), assessed the implementation of SIMKAH at the West Medan KUA in the context of digital marriage administration. The study’s findings indicate that the implementation of SIMKAH has helped modernize the marriage registration process and fostered more standardized and integrated data. Nevertheless, the study also identified several technical obstacles, such as discrepancies in prospective spouses’ data, the manipulation of divorce documents, registration cancellations due to family conflicts, and internet connectivity issues. These findings underscore that the success of digital service depends not only on the availability of technology but also on data quality and the level of user understanding in operating the system. (Fithra Hawani Jannah, 2025)

A study titled “Analysis of Factors Influencing the Intention to Use Online Marriage Registration Service.” Conducted by Novia Anafi and Wing Wahyu Winarno (2020), examined the factors that influence people’s intention to use online marriage registration services via SIMKAH Web. Although this study did not directly measure users’ level of

understanding, the results indicate that factors such as experience with the internet and individual motivation influence the public's interest in utilizing the system. These findings are relevant in explaining the causes of the low adoption rate of digital marriage registration services, particularly in relation to user readiness and characteristics.(Anafi & Winarno, 2020)

A study titled "The Effectiveness of SIMKAH-Based Marriage Registration at the Gudo Subdistrict KUA," conducted by M. Hafiz Nur Fajr (2023), assessed the effectiveness of implementing the Marriage Management Information System (SIMKAH) in the marriage registration process at the Gudo Subdistrict KUA, Jombang Regency, in 2023 through a qualitative field study approach. The results of the study indicate that the use of the web-based SIMKAH system facilitates access to services, improves data accuracy, and saves time and costs in marriage registration. However, its implementation still faces challenges, including low public awareness, limited proficiency in using digital platforms, and internet connectivity issues; therefore, efforts to increase outreach, provide education, and improve infrastructure are needed to optimize the implementation of SIMKAH. (Hafiz & Fajri, 2024)

The study titled "Evaluation of the Marriage Management Information System Policy at the Bandung City KUA," conducted by Anisya Safitriany, Khaerul Umam, and Mohamad Ichsana Nur (2022), examines the implementation of the policy issued by the Directorate General of Islamic Community Guidance, No. Dj. II)369 of 2013 regarding the implementation of the Marriage Management Information System (SIMKAH) at the Bandung City Office of Religious Affairs; this study employed a descriptive method with a qualitative approach. The results indicated that the use of the web-based SIMKAH system has not yet been optimized, due to the public's limited understanding of how to use the application as well as infrastructure limitations at the KUA; consequently, service processes still require assistance from staff and are not yet fully effective. (Anisya Safitriany, 2022)

Based on various previous studies, the implementation of the Marriage Management Information System (SIMKAH) at the Office of Religious Affairs has been shown to provide benefits in terms of improving service efficiency, data accuracy, and the modernization of the marriage registration administration. SIMKAH is considered capable of facilitating access to services, organizing marriage data more systematically, and reducing registration errors frequently focused on in manual systems.

A number of studies also indicate that the implementation of SIMKAH still faces challenges in various regions. The main issues include low public understanding and

awareness of digital services, limited technical proficiency, and technical challenges such as internet connectivity issues and a lack of infrastructure at the KUA. As a result, the use of SIMKAH has not yet been optimized and still requires assistance from KUA staff. Furthermore, the success of SIMKAH depends not only on the availability of technology but also on the availability of infrastructure, data quality, and the effectiveness of public outreach and education. Therefore, further studies are needed to evaluate the implementation of SIMKAH, particularly regarding public awareness levels and efforts to improve the quality of digital marriage services so that they can operate to their full potential.

Public Policy

Public policy is a series of decisions made by the government to address public issues and provide services to the community (Dye, 2017). Policies serve as guidelines for action and determine those implementing the policies. According to Dunn (2018), public policy has several characteristics: 1. Has a goal to achieve, 2. Regulating the behavior and actions of the parties involved 3. Relying on resources for implementation 4. Carried out within a specific social, political, and bureaucratic context. In the context of SIMKAH, relevant public policies include regulations related to marriage registration, the digitization of services, and the implementation of the Electronic-Based Government System (SPBE). The implementation of SIMKAH is a concrete manifestation of the Ministry of Religious Affairs' policy to digitize marriage administration.

Policy

According to the Kamus Besar Bahasa Indonesia (Great Dictionary of the Indonesian Language), a policy refers to a set of guidelines and principles that serve as a guide and foundation for planning and carrying out actions, whether in the fields of work, leadership, or decision-making. This term can be applied in various contexts, such as government, organizations, the private sector, or even at the individual level. A policy differs from a regulation or law. While laws are binding and can compel or prohibit certain actions—such as the obligation to pay taxes—policies serve as guidelines for choosing the most effective steps to achieve desired objectives. Policies generally take the form of written statements that provide general guidelines and boundaries for action. Etymologically, the word “policy” comes from the English term “policy.” This term can also be defined as a set of concepts and principles that serve as the foundation for carrying out a task or exercising

leadership. Generally speaking, a policy is a decision carefully designed by the authorities, rather than merely routine daily activities or procedural technical rules.

Evaluation of the Implementation of the Public Information System

An evaluation of the implementation of the public information system is necessary to assess the extent to which the system is functioning effectively in accordance with policy objectives. According to Riant Nugroho (2017), policy implementation evaluation encompasses three main aspects: (1) Input Evaluation-covering resources, feedback, and user satisfaction; (2) Process Evaluation-assessing implementation and technical challenges; (3) output/Outcome Evaluation-measure the system's impact and benefits for users.

In the context of SIMKAH, policy evaluation encompasses an assessment of technological infrastructure, the competencies of Religious Affairs Office staff, and the public's level of satisfaction with the digital services provided. This evaluation is essential to determine the extent to which SIMKAH can function optimally in supporting the effectiveness and quality of marriage administration services. Furthermore, DeLone and McLean (2003) explain that the success of an information system depends on information quality, service quality, usage, user satisfaction, and net benefits. This model is relevant for research on ISMKAH because it provides a comprehensive analytical framework for assessing the extent to which the system meets user needs and supports the achievements of digital-based public service objectives.

The Concept of Management Information Systems (MIS)

A Management Information System is a system designed to collect, store, process, and present information to support the decision-making process within an organization. In this context, MIS serves as a managerial tool that helps improve the effectiveness and efficiency of service delivery. Furthermore, in government agencies focused on public service, implementing MIS plays a strategic role in supporting the delivery of services that are more orderly, faster, and more accurate. Therefore, the existence of MIS is not only important as a means of managing information but also as an effort to continuously improve the quality of public services.

According to Riant Nugroho, a driver's license has three main components, namely:

1. Input: data sourced from various sources
2. The process and mechanism of transforming data into meaningful information

3. Output: information that can be used to support decision-making and planning.

In the context of public services, SIM is used to promote transparency, accountability, and ease of access for the public to digital government services.

SIMKAH as an Innovation in Digital Public Services

The Marriage Management Information System (SIMKAH) is a web-based application developed by the Ministry of Religious Affairs of the Republic of Indonesia as part of efforts to reform the bureaucracy and improve the quality of public services through the use of information technology. Pursuant to Minister of Religious Affairs Regulation No. 20 of 2019 on Marriage Registration, SIMKAH is used to manage marriage data and administrative processes digitally across all Offices of Religious Affairs (KUA). Through the website simkah.kemenag.go.id, this system serves as a national data hub connecting all KUA offices in Indonesia. SIMKAH aims to improve service efficiency, prevent data duplication, and make it easier for the public to handle marriage administration more quickly, orderly, and in an integrated manner. However, the success of SIMKAH's implementation is not determined solely by the sophistication of the techlogy used but is also influenced by various other supporting factors, such as infrastructure readiness, human resource competence, data quality, and the public's level of understanding in using these digital services. Therefore, an evaluation of SIMKAH's implementation is essential to assess the extent to which this system can optimally support the effectiveness of marriage administration services, such as

1. Readiness of human resources, including both KUA operators and administrative staff;
2. Availability of infrastructure, including internet access and computer equipment in each region; and
3. Public awareness and participation in the use of digital services.

The final aspect, public awareness, is the primary focus of this study. Differences in levels of digital literacy and awareness across various regions often affect the effectiveness of e-government system implementation, including SIMKAH

Digital Public Services

In general, public services are a series of activities organized by the government to meet the needs of the public, whether in the form of goods, services, or administrative

services. Public services are provided in accordance with the provisions of laws and regulations. This definition aligns with Law No. 25 of 2009 on Public Services, which explains that public services are a series of activities aimed at fulfilling public needs, carried out in accordance with legal regulations by the government or authorized institutions. Thus, public services are not merely interpreted as administrative activities but also as a form of government function oriented toward the public's interest and well-being. Mukaron and Laksana (2016:41) state that public services are the process of providing services to those in need, based on established rules and procedures. This finding indicates that the quality of public services relies heavily on the implementing agency's ability to deliver services that are efficient, accurate, transparent, and accountable.

In the digital age, public services have undergone a significant transformation alongside the use of information technology in their delivery. In this context, e-government has become one of the key strategies implemented to achieve more efficient, transparent, and participatory governance. Dwiyanto (2018) argues that the success of public services depends on users. Therefore, aspects such as digital literacy, the level of acceptance of technology, and public trust in digital systems are critical factors influencing the success of public services transformation in the current era.

METHOD

In this study, the author employed a qualitative research method with a descriptive approach. Qualitative methods are often referred to as naturalistic research methods because they are conducted in natural settings, as stated by Sugiyono (2009:8). Qualitative research is an approach in the social sciences that focuses on the collection and analysis of data in the form of words, actions, and human behavior. In this method, the researcher does not focus on calculating or quantifying data, but rather on gaining a deep understanding of the phenomenon under study. Therefore, the analysis does not emphasize numbers but rather the meaning, context, and interpretation of the SIMKAH website implementation process and the challenges related to public awareness regarding its use as a digital-based public service.

Meanwhile, the descriptive-evaluative approach was used to assess the effectiveness of SIMKAH policy implementation in the field. This approach was chosen because the study focuses not only on policy outcomes (outputs) but also on the implementation process, interactions among implementing actors, and the perceptions of the public as service users. Thus, the results of this study are expected to empirically illustrate the extent to which

SIMKAH has been implemented in accordance with the policy objectives of the Ministry of Religious Affairs of the Republic of Indonesia.

Location and time: This study was conducted at the Office of Religious Affairs (KUA) in Kesambi Subdistrict, Cirebon City, which was selected through purposive sampling based on the consideration that this area has implemented the SIMKAH web-based marriage registration system but still faces various challenges related to public awareness and participation in its use.

The research focuses on three main aspects :

1. Evaluation of the SIMKAH website's implementation based on public policy dimensions (objectives, implementers, resources, and operational procedures).
2. Identify the factors that support and hinder the implementation of SIMKAH within the KUA.
3. Analysis of the level of public awareness and participation in using digital marriage registration services.

The evaluation framework for this study is based on the policy evaluation model proposed by Riant Nugroho (2017). Policy implementation evaluation encompasses three main aspects: Input Evaluation-covering resources, feedback, and user satisfaction; Process Evaluation- assessing implementation and technical constraints; and Output/Outcome Evaluation- measuring the system's impact and benefits for users. (Science & Education,2024).

Informants for this study were selected using purposive sampling, which involves selection based on specific criteria or considerations established by the researcher to align with the focus of the study.

Primary informants: SIMKAH staff or operators at the KUA. Supporting informants include:

1. The head of the KUA is responsible for implementing policies at the field level
2. SIMKAH Operator
3. Engaged couples or members of the public who use the SIMKAH service

To obtain valid and comprehensive data, this study employed various data collection methods, namely:

1. In-depth interviews are used as a data collection technique to gather more comprehensive information about the experiences, perceptions, and various

obstacles encountered in the implementation of the Marriage Management Information System.

2. Participatory observation, which involves direct observation of the process of using the SIMKAH website at the KUA, from registration through the recording of marriages.
3. Documentation study, including an analysis of archives, activity reports, policies, and guidelines for implementing SIMKAH.
4. Data sources used in this study

The data analysis technique used in this study is based on the qualitative data analysis model developed by Miles and Huberman, as cited in Silalahi (2009). This analysis model consists of three stages that occur simultaneously: data reduction, data presentation, and drawing conclusions. These three stages are interrelated in the data processing process, thereby enabling the researcher to gain a more systematic understanding of the phenomenon under study.

1. Data reduction is the process of selecting, focusing, simplifying, abstracting, and transforming raw data derived from a researcher's field notes. Data reduction is a form of analysis that categorizes, refines, and guides the data, eliminates unnecessary data, and organizes the data in such a way that conclusions can be drawn.
2. Data Presentation: a collection of organized information that provides an opportunity to draw conclusions and take action.
3. Drawing Conclusions: findings that may take the form of a portrayal or description of an object—which is temporal and evolving—and may involve causal or interactive relationships, hypotheses or propositions, or theories.

To ensure the validity and reliability of the research findings, the researcher employed source and method triangulation, which involves comparing information obtained from various sources (KUA staff, the community, documents) and through several data collection methods (interviews, observation, documentation). The application of this triangulation aims to ensure that the data obtained has a high level of credibility and is scientifically sound. Thus, the use of triangulation in this study is expected to strengthen the validity of the research findings and increase confidence in the results obtained.

DISCUSSION

This study examines the implementation of the SIMKAH policy developed by kemenag.go.id to support digital-based marriage services in Indonesia. The focus of this study is to assess the public's level of awareness regarding the use of digital services, particularly during the registration process at the KUA. SIMKAH was created as a public service innovation to make the marriage administration process easier, faster, and more transparent, and to ensure direct integration with national population data.

Based on the results of field research, the implementation of SIMKAH has brought about significant changes in marriage services at the KUA. Before SIMKAH was introduced, the marriage registration process was still conducted using conventional methods, which made the service take longer and often led to inaccuracies in data entry. In addition, record-keeping was inefficient because it relied heavily on physical documents. After the web-based SIMKAH system was implemented, services became more modern because the data of prospective brides and grooms can be entered digitally and is directly linked to the national population registry system.

In practice, the public can now apply for marriage registration online through the SIMKAH website without having to visit the KUA multiple times. Prospective brides and grooms simply need to create an account, fill out their personal information, upload the required documents, and select a date for the marriage ceremony through the available system. This policy represents one form of e-government implementation in religious public services in Indonesia. In addition to making things easier for the public, SIMKAH also helps KUA staff review and validate data more quickly and accurately. Although it offers many conveniences, research findings indicate that the implementation of SIMKAH still faces several challenges, particularly those related to public awareness and understanding of how to use digital services. Based on interview results, some members of the public still do not understand how to use SIMKAH independently. Some prospective brides and grooms prefer to visit the KUA in person and ask staff for assistance rather than registering online themselves. This situation indicates that advancements in service technology have not yet been fully matched by the public's readiness to use digital technology.

Some members of the public—particularly those living in rural areas or within certain age groups—report that they still have difficulty using digital technology. A lack of internet literacy, limited access to devices such as smartphones or computers, and insufficient outreach by relevant agencies are the reasons for the low rate of independent use of

SIMKAH. Many people feel more comfortable handling administrative processes in person with the assistance of KUA staff. As a result, the policy's goal of creating self-service, digital-based services has not yet been fully realized.

Although there are still some challenges, most people have responded positively to SIMKAH. They believe that this system speeds up the administrative process for marriage and makes the service more organized and transparent. Digitally stored data is also considered more secure because it reduces the risk of lost records and data errors. In addition, the system's integration with the national population registry helps reduce errors in identifying prospective spouses.

In its implementation, the SIMKAH policy is supported by government regulations, one of which is: "The implementation of the Marriage Management Information System (SIMKAH) is based on Law No. 1 of 1974 on Marriage, Law No. 22 of 1946 on the Registration of Marriage, Divorce, and Reconciliation, as well as Minister of Religious Affairs Regulation No. 20 of 2019 and PMA No. 22 of 2024 on Marriage Registration."

The results of this study show that the success of SIMKAH's implementation does not depend solely on the sophistication of the technology used, but is also influenced by public readiness and the quality of public outreach conducted by the government. Both of these aspects play a crucial role in determining the effectiveness of SIMKAH's implementation as a digital-based marriage administration service. Since outreach efforts have not been carried out uniformly, many members of the public still do not understand the benefits, functions, and procedures for using SIMKAH. This situation indicates that the successful implementation of a digital system requires not only the availability of adequate technology but also an effective public communication strategy so that the public can understand and make optimal use of the service.

The results of this study show that the successful implementation of SIMKAH depends not only on technological sophistication but is also influenced by public readiness and the quality of the government's outreach efforts. Uneven outreach efforts have resulted in many people still not understanding the benefits and procedures for using SIMKAH. Therefore, it is necessary to improve digital education for the public through workshops, social media, and direct guidance from the KUA so that people are better prepared to use digital services independently.

Overall, SIMKAH has had a positive impact on marriage administration services in Indonesia. The introduction of SIMKAH represents a significant step by the government

toward realizing more effective, efficient, and transparent digital public services. However, low public awareness, limited technological capabilities, and technical obstacles remain challenges in implementing this policy. Therefore, collaboration is needed among the government, KUA staff, and the public to ensure that the digital transformation of marriage services can proceed more effectively and be implemented evenly throughout Indonesia.

Evaluation of the SIMKAH Policy in Public Services

The implementation of SIMKAH is an example of digital transformation in public services, designed to provide more effective and efficient services by the Ministry of Religious Affairs of the Republic of Indonesia. SIMKAH was developed to improve the quality of marriage administration services, making them more effective, efficient, transparent, and integrated. The introduction of SIMKAH is also part of the modernization of the bureaucracy in this era of information technology development.

Based on the research findings, the implementation of SIMKAH has brought significant changes in the marriage administration process. Before SIMKAH, the entire registration process was conducted manually using numerous physical documents. The registration processes, data verification, and marriage registration were all carried out by conventional methods, which took significantly longer.

Since using SIMKAH, administrative processes have become more organized and systematic. Data on prospective brides and grooms can be entered digitally, making it easier for staff to manage the data. In addition, SIMKAH also helps reduce recording errors because all data is stored in an integrated system.

Interview results show that people who use SIMKAH find the service more convenient than the manual system. Registration can be done online, so people do not need to visit the KUA. This is very helpful for people who are limited by time or distance.

The implementation of SIMKAH has also brought about changes in service delivery patterns at the KUA. Staff not only handle administrative tasks but also assist the resident in understanding how to use digital services. In some cases, staff guide the resident through the process of entering data, uploading documents, and completing administrative verification. However, the implementation has not yet reached its full potential. There are still those who prefer to use the manual system because of familiarity. This situation indicates that the transformation to digital services requires an adjustment process on the part of both the public and service staff.

Based on the research findings and analysis, it can be concluded that the implementation of SIMKAH is part of the digital-based transformation of public services within the KUA. The implementation of SIMKAH aims to improve the effectiveness, efficiency, transparency, and accuracy of marriage administration services.

From the perspective of policy implementation theory, according to Riant Nugroho, policy implementation can be analyzed through four stages: input, process, output, and outcome. In the context of this study, the input stage encompasses the availability of resources, infrastructure, and the readiness of human resources to support the implementation of SIMKAH. The process stage relates to the operational implementation of the system, including the use of the application in the processes of registration, verification, and recording of marriages. Furthermore, the output stage can be observed through the direct results of SIMKAH's implementation, such as improved administrative order, faster service delivery, and easier management of marriage data. The outcome stage reflects the broader impact of policy implementation, namely the creation of marriage administration services that are more modern, integrated, and responsive to community needs. Thus, the implementation of SIMKAH not only demonstrates changes in the technical aspects of service delivery but also represents the government's concrete efforts to promote the sustainable digitization of public services.

The input phase of policy implementation includes the resources, regulations, personnel, and technology that support SIMKAH implementation at the KUA.

a. Resources and Regulations

The implementation of SIMKAH is supported by official guidelines from the Ministry of Religious Affairs, which serve as the operational basis for digital marriage administration services. The head of the KUA explained that these guidelines serve as a reference for staff in carrying out service processes, from registration and data verification to the digital recording of marriages. In addition to regulations, there is budgetary support for maintaining SIMKAH equipment, such as computers, internet networks, and software updates. However, there are still limitations in facilities, and there is a need to improve technological infrastructure so that digital services can operate more optimally.

b. Human Resources

Human resources are a key factor in ensuring the successful implementation of SIMKAH. In practice, KUA staff have demonstrated a strong commitment to providing digital-based marriage administration services. KUA officials not only perform

administrative tasks but also assist members of the public who encounter difficulties using SIMKAH. This role demonstrates that the success of the system's implementation depends not only on the availability of technology but also on officials' readiness and ability to provide responsive service to users. Nevertheless, the public's ability to utilize digital technology still varies significantly. Some members of the public, particularly the elderly, still face difficulties using online services and tend to prefer manual services. This situation indicates that the implementation of SIMKAH still requires more intensive guidance and outreach efforts so that all segments of society can access the services optimally.

c. Technology

Technology plays an important role in the implementation of SIMKAH. This system enables the marriage registration process to be conducted online, making the service more efficient and accurate. The public believes that SIMKAH can help streamline administrative procedures and reduce the need to visit the KUA in person. However, there are still technical challenges, such as unstable internet connections, errors in document uploads, and the public's limited understanding of how to use digital applications.

The stages of the policy implementation process include coordination, communication, and the delivery of SIMKAH services at the KUA.

a. Coordination

Coordination takes place between the KUA office and village or subdistrict authorities during the marriage administration process. Officials also coordinate when technical issues arise with the system or internet connection to ensure that services continue to run smoothly. Administrative obstacles have been encountered during this coordination process, such as incomplete documents, errors in identity information, and delays in processing referral letters from villages or subdistricts.

b. Communication

Communication regarding the use of SIMKAH is carried out through public outreach, educational sessions, social media, and marriage counseling for the community. However, interview results indicate that outreach efforts have not yet been fully effective. Some community members admitted that they do not yet fully understand how to use SIMKAH due to a lack of information and guidance. In addition, some community members still experience confusion regarding the process of uploading documents, filling out data online, and verifying accounts on the SIMKAH.

c. Procedures at the KUA

The SIMKAH process begins with the collection of administrative documents, online registration or in-person registration at the KUA, data verification, scheduling of the marriage ceremony, and culminates in the issuance of the marriage certificate. In practice, manual services remain the primary choice for the public, who believe that the online process is quite complicated and are concerned about making errors when filling out the data. However, those who use SIMKAH find that the service is faster, more practical, and more efficient because they do not have to visit the KUA or the local village office.

d. Outputs of the SIMKAH Policy Implementation

The output of the SIMKAH implementation is the provision of digital-based marriage administration services to the public. SIMKAH is considered capable of facilitating the marriage registration process more quickly and accurately compared to non-digital systems. Marriage data can be stored digitally, making it easier for KUA officials to verify and retrieve data. Digital-based services are also beginning to shift public service delivery from manual systems to online systems. Some members of the public, particularly the younger generation, are becoming accustomed to using digital services in the marriage administration process.

e. Outcomes of the SIMKAH Policy Implementation

The outcome of SIMKAH's implementation is the creation of a more optimal digital-based marriage registration service. The use of SIMKAH has reduced service wait times, streamlined administrative processes, and improved the accuracy of marriage registration documents. However, the effectiveness of SIMKAH's implementation has not yet reached its full potential due to low public digital literacy, limited outreach, limited internet access, and the fact that some people still prefer manual services. Therefore, increased outreach, guidance on using SIMKAH, and strengthened technological infrastructure are needed so that the implementation of digital marriage services can run more effectively and be widely accepted by the public.

Public Awareness of Digital-Based Wedding Services

Public awareness is one of the factors that influences the successful implementation of digital-based marriage services through the SIMKAH. Based on interviews and observations at the KUA of Kesambi Subdistrict, it was found that the level of public awareness regarding the use of digital services varies. Some residents, particularly the younger generation who are accustomed to using information technology, demonstrate a fairly good understanding of the benefits of SIMKAH. They view this system as capable of

simplifying the marriage registration process, improving time efficiency, and making it easier to fulfill administrative requirements.

However, some of them are still not yet aware of how to use this service on their own. They tend to go directly to the KUA to obtain information or register because they do not yet understand how the procedures work. This situation indicates that the shift toward digital-based services has not been fully matched by the public's readiness to use technology to access public services. Low public awareness is influenced by several factors, including limited digital literacy, a lack of information regarding the existence and functions of SIMKAH, and the public's continued reliance on in-person services. In addition, limited internet access in some areas and varying levels of digital device proficiency across different age groups also affect the level of digital service utilization. These findings indicate that the successful implementation of SIMKAH depends not only on the readiness of the system and civil service resources but also on the level of readiness among the public as service users.

The research findings also show that the KUA of Kesambi subdistrict has undertaken various efforts to raise public awareness, such as conducting in-person outreach sessions for prospective brides and grooms, sharing information via social media, and providing assistance to the public who found difficulties during the registration process through SIMKAH. However, these outreach efforts have not yet reached all segments of the community, so understanding of digital marriage services remains uneven.

The findings of this study indicate that public awareness is closely linked to the successful implementation of digital-based marriage service policies. The higher the public's level of understanding regarding the benefits and procedures for using SIMKAH, the greater their participation in utilizing the service. Conversely, low digital awareness causes the public to remain dependent on conventional services, meaning that the goals of public service digitization have not yet been fully achieved. Therefore, sustained efforts are needed to raise public awareness through more intensive outreach, digital literacy education, the provision of easily understandable information, and guidance for those who are not yet accustomed to using technology-based services. With increased public awareness, the implementation of SIMKAH is expected to support the realization of marriage administration services that are more effective, efficient, transparent, and accessible to all segments of society.

Obstacles in Implementing the SIMKAH Web-Based System

Based on the research findings, the implementation of SIMKAH at the KUA of Kesambi subdistrict has generally proceeded smoothly and has supported the marriage administration process more effectively. However, several obstacles have been identified that hinder the optimal implementation of digital-based marriage services. One of the most significant challenges is the low level of digital literacy and public awareness regarding SIMKAH use. Interview results indicate that there are still public residents who do not understand the procedure for online marriage registration and the benefits of SIMKAH. Some of them prefer to visit the KUA office in person to obtain information and complete registration because they consider this manual method as more easier than digital services. This situation indicates that the transformation of public services has not been fully matched by the readiness of the public as service users.

The next challenge relates to limited internet connectivity. The implementation of the SIMKAH relies heavily on a stable internet connection, as the entire service process is conducted in an integrated manner through an online system. In some cases, network disruptions slow down the data entry process and can even hinder access to the system. This situation affects the smooth operation of administrative services, especially when the number of service users is increasing. In addition, the study also found that the administrative documents brought by the public during the registration process were often incomplete. Although the requirements are available on the SIMKAH and through information provided by the KUA office, there are still prospective couples who have not completed their documents in accordance with the regulations. As a result, the data verification process cannot be completed immediately, and the public must first fulfill the requirements before the registration process can continue.

Another challenge is the limited availability of supporting facilities and infrastructure. Although the existing facilities have supported service delivery, improvements to technological infrastructure are still needed to ensure SIMKAH operates more effectively. The availability of computers, the quality of internet connection, and regular system maintenance are key factors in ensuring the smooth operation of digital-based services.

These various challenges indicate that the successful implementation of SIMKAH is not only determined by technological readiness but is also influenced by human resource

readiness, infrastructure quality, and community participation as service users. Therefore, sustained efforts are needed through increased public outreach, strengthening digital literacy, providing guidance for service users, and improving the quality of technological facilities and infrastructure. In this way, the implementation of SIMKAH is expected to run more optimally and support the realization of marriage administration services that are effective, efficient, transparent, and easily accessible to the entire community.

Efforts to Overcome Obstacles to the Implementation of SIMKAH

Based on the research findings, the KUA of Kesambi subdistrict has undertaken various efforts to address obstacles in implementing the SIMKAH website. These efforts reflect a commitment to improving the quality of digital-based marriage administration services so that the public can utilize these services more effectively and efficiently.

One of the efforts undertaken is to increase public awareness of the SIMKAH website. This outreach is carried out by providing information directly to prospective couples during consultations and registration, as well as through social media and the KUA's own information channels. These activities aim to improve the public's understanding of the benefits, procedures, and requirements for using the SIMKAH website so that people are better prepared to take advantage of digital services.

In addition to outreach efforts, the KUA of Kesambi subdistrict also provides assistance to residents who are having difficulty with registration progress on SIMKAH. This assistance is provided by staff who offer guidance on how to enter data, upload required documents, and resolve any technical issues encountered by users. These efforts are designed to help residents with limited digital literacy continue to access services effectively.

To address administrative challenges, KUA staff verify that all required documents are complete before proceeding to the next stage of the registration process. If any documents are found to be incomplete or non-compliant with regulations, applicants are provided with an explanation of the requirements that must be met. This step aims to reduce administrative errors and expedite the data verification process within the systems.

Other efforts have been made by strengthening the facilities and infrastructure that support the implementation of the SIMKAH. KUA works to maintain the readiness of computer equipment, ensure that internet connections remain functional, and coordinate with relevant parties in the event of system disruptions. Although some technical issues may still

arise, these steps are part of the effort to ensure the smooth operation of digital-based marriage administration services.

The research findings indicate that the various efforts undertaken have made a positive contribution to the implementation of the SIMKAH. Nevertheless, the effectiveness of these efforts still needs to be improved through more sustained outreach, digital literacy education for public residents, improvements in the quality of technological infrastructure, and strengthened cooperation between the KUA and local governments as well as relevant agencies. With continuous efforts, it is hoped that obstacles in the implementation of the SIMKAH can be minimized so that the goal of digitalized marriage administration services can be achieved more effectively.

A study titled “Evaluation of the Marriage Management Information System (SIMKAH) Policy Challenges in Public Awareness of Digital-Based Marriage Services” has been completed. Based on the research findings, it can be concluded that the implementation of SIMKAH has had a positive impact on improving the quality of marriage administration services at the KUA. The implementation of SIMKAH is considered capable of supporting a more effective, efficient, transparent, and accurate service process through a digital system integrated with national population data. In addition, SIMKAH also makes it easier for the public to register for marriage data. Thus, SIMKAH can be viewed as a form of digital public service innovation that contributes to the modernization of marriage administration and the improvement of service quality within the KUA.

CONCLUSION

The results of the research analysis indicate that the implementation of SIMKAH has proceeded quite well. In terms of inputs, the policy is supported by adequate regulations, human resources, and technology. In terms of process, coordination, and service delivery have been carried out in accordance with procedures, although communication and public outreach still need to be improved. Finally, in terms of outputs, SIMKAH has succeeded in establishing a more organized digital-based marriage administration service. In terms of outcomes, SIMKAH has been able to improve service effectiveness and reduce administrative errors, although the results are not yet fully optimal,

Several barriers to implementation of SIMKAH were identified during the study, including low public awareness and digital literacy, a lack of outreach regarding the use of SIMKAH, limited internet access, incomplete administrative documents, and insufficient

technological infrastructure at some KUA offices, resulting in manual service systems still being used more frequently than digital services.

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