

ANALYSIS OF PUBLIC SATISFACTION WITH SERVICES AT SERVICE PLANTING CAPITAL AND SERVICE INTEGRATED ONE DOOR, EAST OKU DISTRICT

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Abstract

Quality service is quality Which show level Good nor the bad something a type of service from the government to individuals that can provide positive feedback in the form of community satisfaction. This research aims to study the level of public satisfaction with public services at the East OKU Regency Investment and One-Stop Integrated Services Service. This research is descriptive research by conducting a survey of public satisfaction with public services by looking at the Community Satisfaction Index (IKM). The research location is at the Capital Investment Service And Service Integrated One Door Regency OKU East with method distributing questionnaires to public use application google form to 75 respondents. Data were analyzed using the Community Satisfaction Index (IKM) which was calculated using the weighted average value of each service element. In the IKM calculation of the 9 service elements studied, each service element has the same weight. Based on the results of research regarding the Community Satisfaction Index in Service Planting Capital And Service Integrated One Door Regency OKU East In accordance with the provisions of the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017, each service element is in the good category, this is based on the results of the Community Satisfaction Index value, namely 85.14 in the Good category. It is hoped that in the future, the services provided can be maintained or perhaps can continue to be improved to make them even better.

Keywords: Index Satisfaction Community, Public Service, Integrated Services

Introduction

Public services are all service activities carried out by organizers service public as effort fulfillment need public And implementation of provisions Regulation Legislation. In accordance with Constitution Republic Indonesia No 25 Year 2009 about Service Public, that public entitled get quality service in accordance with the principles and objectives of service. The main goal of public services is community satisfaction. Satisfaction is a feeling of pleasure or disappointment Which appear in self somebody on moment compare results performance or the product they receive, (Kotler & Keller, 2007; Lovelock et al., 2010). Customer or community satisfaction can be measured using various measurement methods. Analysis index Community satisfaction is one way to determine the level of satisfaction using the community satisfaction survey method.

Enactment Constitution Number 25 Year 2009 about service public which was later reaffirmed in East OKU Regent's regulation Number 11 of 2022 concerning Guidelines Index Satisfaction Public to Maintenance Service Pubic in the Environment Government Regency OKU East, mandate Government Area through the ranks of its apparatus to provide sustainable public services in order to improve the quality of public services provided.

The Community Satisfaction Index is very important as evaluation material and input for public service providers to continuously make improvements so that the best quality of service can be achieved

immediately and ultimately can fulfill the community's expectations and demands regarding their rights as citizens.

Based on this background, the problem formulation of this research is as follows following.

- 1) How Level Satisfaction Public to service Which given Department of Investment and One Stop Integrated Services, East OKU Regency?
- 2) What is the level of quality of public services at the Department of Investment and One Stop Integrated Services in East OKU Regency?

Study This aim as following.

- 1) To find out the level of public satisfaction with the quality of services provided by the Investment and One Stop Integrated Services Service of East OKU Regency.
- 2) Knowing the Quality Level Public Services at the Plantation Service Capital Dan One Stop Integrated Service, East OKU Regency

Theoretical studies and hypotheses

According to Hardiyansah (2011:11) defines that "service can be interpreted as activity Which given For help, prepare, And look after Good it's an item or service from One party to other parties". Service on in essence is a series of activities, therefore the service process takes place routinely and continuously, including: all over life organization in public. Process Which intended carried out in connection with meeting the mutual needs of recipients and service providers.

Lovelock in Fandy Tjiptono (2005:59), states that service quality is an expected level of excellence and control over this level of excellence to meet customer expectations. Service quality is a condition related to the extent to which the service provider can provide services that meet customer expectations.

Based on Law no. 25 of 2009 concerning Public Services, namely that public services are all forms of activities in the framework of regulation, coaching, guidance, provision facility, service And other which is implemented by apparatus government as an effort to fulfill the needs of the community in accordance with applicable statutory provisions. Public Services according to Sinambela in his book Service Reform Public, Theory, Policy, and Implementation (2006:5) is fulfillment the desires and needs of the community by government administrators, a series of activities carried out by the public bureaucracy to meet the needs of the community, in terms of This state was founded by the public (society) of course with the aim of improving people's welfare.

Harbani Pasolong (2010:221-222), state that the more Good governance and the quality of the services provided, the higher the public's trust (*high trust*) . Customer satisfaction can be measured using various measurement methods. Public trust will be higher if people receive good service Good And feel satisfied will service the. By because That, every Service providers periodically conduct Community Satisfaction Index surveys

Research Methods

The research method used in this research is descriptive research. Study This called study descriptive Because researcher produce data form description with sentences regarding community satisfaction with services at the East OKU Regency Investment and One-Stop Integrated Services Service. Measurement Method Index Satisfaction Public done with technique giving questionnaire digital in the form of a barcode link provided via social media, banners and tent holders. The data that has been collected in the form of numbers will then be calculated according to the calculation provisions Index Satisfaction Public. Study This done in Service Planting Capital and One Stop Integrated Services, East OKU Regency. Respondents in this study were randomly selected from users/visitors of the East OKU Regency Investment and One-Stop Integrated Services Service, where the number was determined to be 75 respondents.

The scope of the Community Satisfaction Index based on the Regulation of the Minister for Administrative Reform and Bureaucratic Reform Number 14 of 2017, includes:

- 1) Requirements are conditions that must be fulfilled in managing a type of service, both technical and administrative requirements;
- 2) Procedure, is system method service Which standardized for giver And recipient services, including complaints;
- 3) Service Time, is the time period required to complete the entire service process for each type of service;
- 4) Fees/Tariffs are fees charged to service recipients in administering and/or obtaining services from providers, the amount of which is determined based on the Regional Retribution Decree (SKRD);
- 5) Procedure Specification Type Service, is results service which given And accepted in accordance provision Which has set. This service product is the result of each service type specification;
- 6) Implementer Competency, is the ability that the implementer must have, including knowledge, expertise, skills and experience;
- 7) Behavior Executor, is attitude officer in give service;
- 8) Service Facilities and Infrastructure, are the facilities available to the public at the office/place where the service is provided;
- 9) Handling Complaints, Suggestions and Input, are procedures for implementing complaint handling and follow-up.

In study This technique analysis data done with use Satisfaction Index Public (IKM) Which calculated with use mark average weighted each element service. In calculating the Index Community Satisfaction against 9 element service Which studied, every element service own weigher Which The same with the following formula:

$$\text{Weighted average value} = \frac{\text{Total Weight}}{\text{weight}} = \frac{1}{9} = 0,11$$

To obtain the SME value of service units, a weighted average value approach is used with the following formula:

$$\text{IKM} = \frac{\text{Total of perceptual values per element}}{\text{Total filled elements}} \times \frac{\text{value}}{\text{x scales}}$$

To facilitate the interpretation of the IKM assessment, which is between 25 - 100, the assessment results are mentioned above converted to a base value of 25, with the formula as following:

$$\text{IKM Service Unit} \times 25$$

Considering that service units have different characteristics, it is possible for each service unit to add elements that are considered relevant. Give it weight different to 9 (nine) element Which dominant in units service, with note that the sum of the weights of all elements remains 1.

The Perception Value, IKM Interval, IKM Conversion Interval, Service Quality and Service Unit Performance are determined as in the following table:

Table 1.

Mark Perception, Intervals SMEs, Intervals Conversion SMEs, Service Quality and Service Unit Performance

Perceptual Value	SME Interval Value	Mark Smi Conversion Interval	Quality of Service	Service Unit Performance
1	1.00- 2.5996	25.00- 64.99	D	No Good
2	2.60- 3.064	65.00- 76.60	C	Not Enough Good
3	3.0644- 3.532	76.61- 88.30	B	Good
4	3.5324- 4.00	88.31- 100.00	A	Very Good

Public opinion data that has been included in each questionnaire is compiled with compile data respondents Which collected based on group age, gender and main job. This information can be used to determine the respondent's profile and the tendencies of the answers given, as material for objectivity analysis

Data analysis and discussion

Before knowing the results of the respondent's assessment of the 9 service elements that have been determined, need is known moreover formerly How characteristics respondents That Alone, which can be seen from 3 factors, namely gender, education and employment. This is closely related to method they make decision in do evaluation to service which they are accept. The characteristics of visitor respondents can be seen in tables and data chart below.

Table 2.

Characteristics Respondent Visitors Service Planting Capital And Service Integrated One Door Regency OKU East

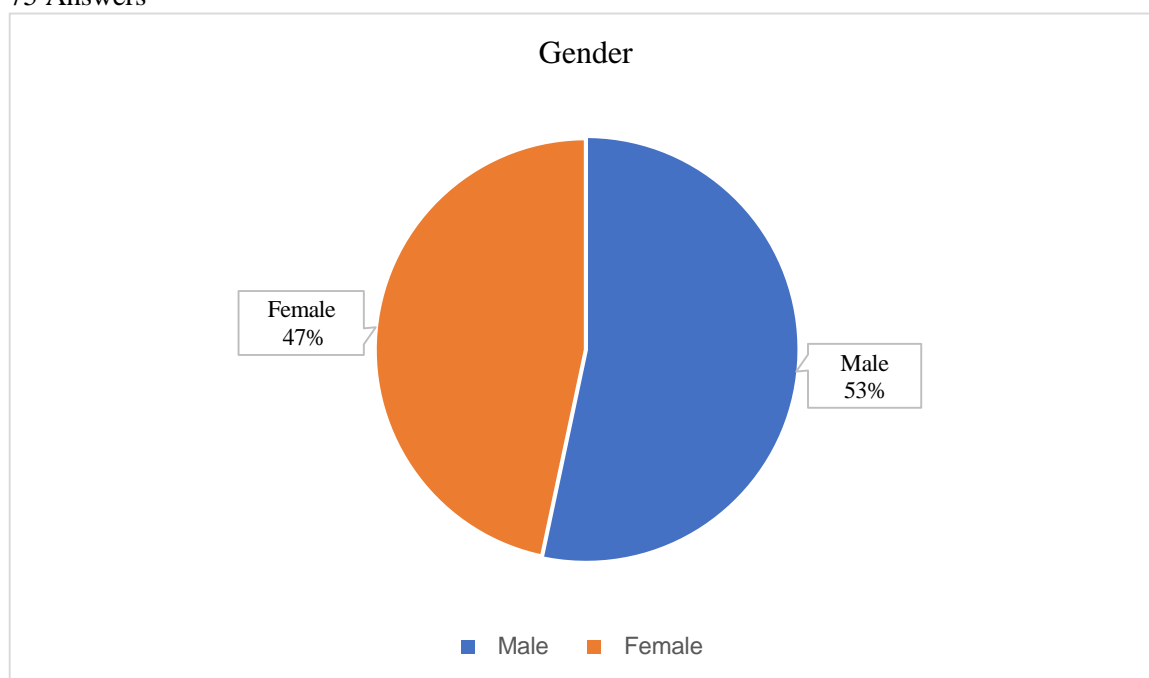
No	Characteristics	Indicator	Respondent
1	Type Sex	Man	40
		Woman	35
2	Education	elementary school	0
		JUNIOR HIGH SCHOOL	1
		SENIOR HIGH SCHOOL	36
		S1	35
		S2	3
		S3	0
3	Work	Civil servants	24
		TNI	5
		National Police	4
		Businessman	16
		Private	26

		Honorary	0
Amount Respondent			75

Charts 1.

Characteristics Respondent Based on Type Sex

Type Sex :
75 Answers

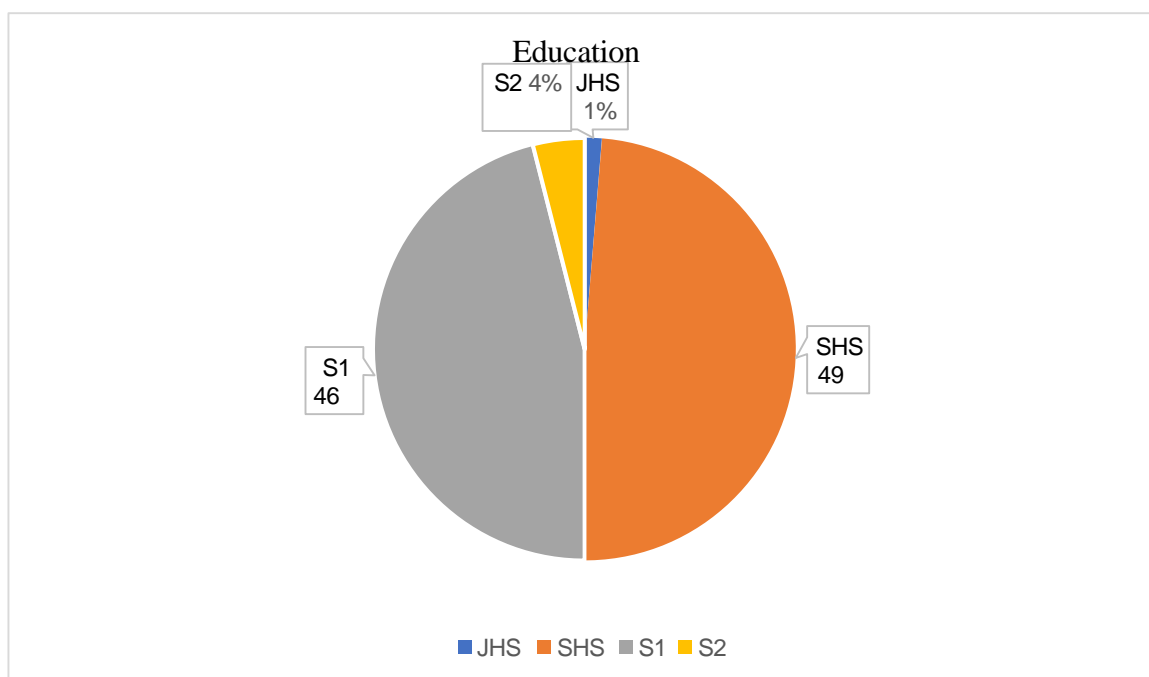


Charts 2.

Respondent Characteristics Based on Education

Education : 75 Answers

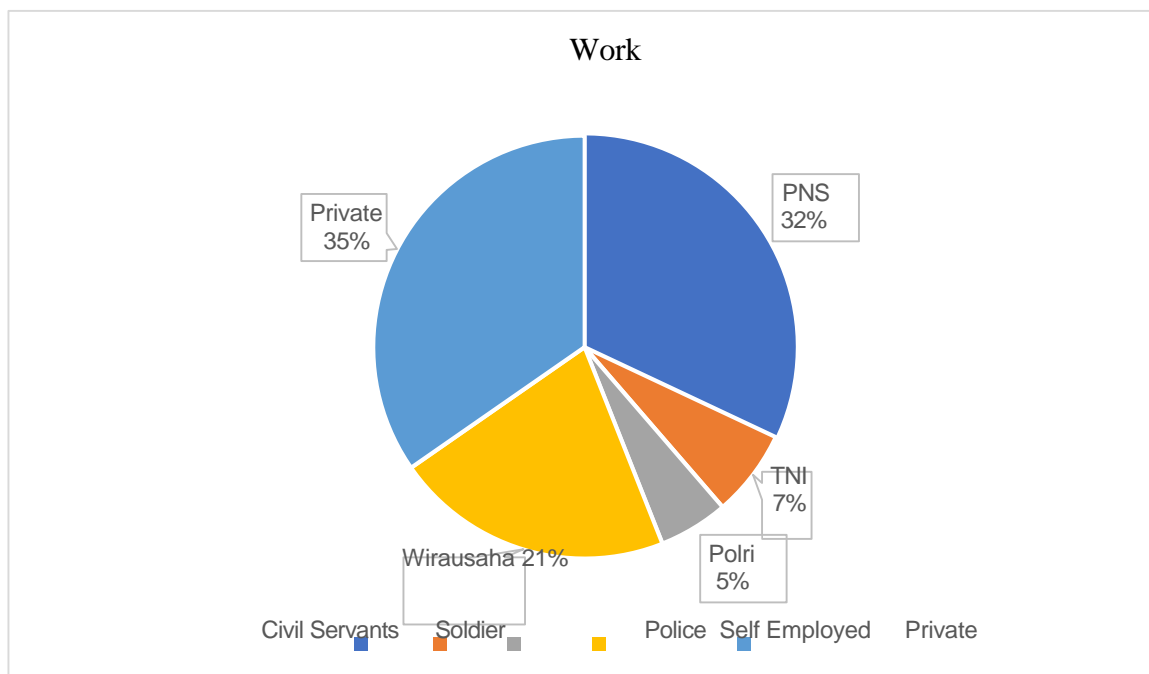
JHS : Junior High School
SHS : Senior High School
S-1 : Bachelor's Degree
S-2 : Master's Degree



Charts 3.
Respondent Characteristics Based on Work

Work :

75 Answers



Based on the data in Table 2, Chart 1, Chart 2 and Chart 3 above, several things that can be stated are:

- 1) Type sex respondents the most is man (53%), describe that Men still dominate women (47%) in terms of utilization of permit making services.
- 2) The majority of respondents' education is high school (49%), this illustrates that the people who use the services of the East OKU Regency Investment and One-Stop Integrated Services Service are dominated by people with high school education.
- 3) The majority of respondents' occupations are private (35%), this shows that the people who use the services of the East OKU Regency Investment and One-Stop Integrated Services Service are dominated by people who work as private sector workers.

Based on the results of research conducted on 75 respondents regarding public satisfaction with public services at the Department of Investment and One Stop Integrated Services, East OKU Regency, measured based on public satisfaction using the Index Satisfaction Public (IKM) reviewed from service administration, so obtained Index results Satisfaction Public per element. Mark SMEs from element service show evaluation public to indicator service the. Results study can seen in table 3 below:

Table 3.

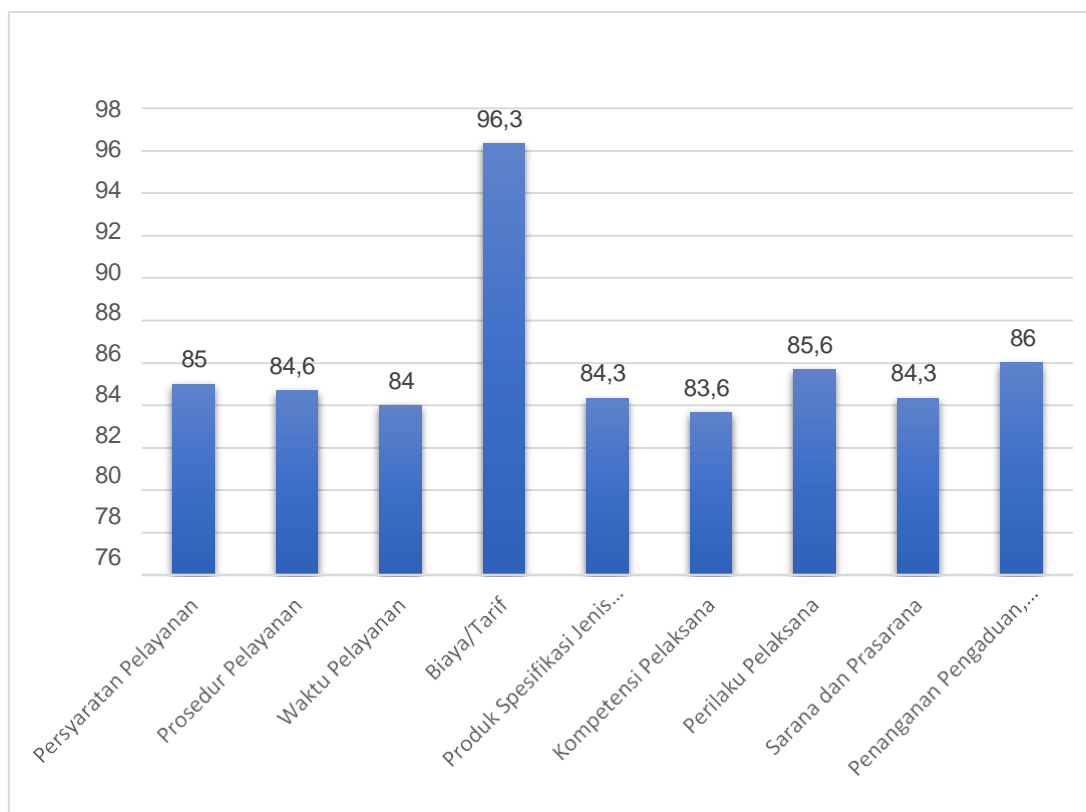
Index Results Satisfaction Public

NO	ELEMENT SERVICE	SME VALUE/ SERVICE ELEMENTS	AVER AGE VALU E	QUALITY OF SERVICE	PERFORMA NCE
U1	Terms of Service	85	3.37	B	Good
U2	Procedure Service	84.67	3.35	B	Good
U3	Time Service	84	3.33	B	Good
U4	Fees/Rates	96.33	3.84	A	Very good
U5	Product Specification Type Service	84.33	3.41	B	Good
U6	Implementing Competency	83.67	3.36	B	Good
U7	Behavior Executor	85.67	3.35	B	Good
U8	Means And Infrastructure Service	84.33	3.31	B	Good
U9	Handling Complaint, Suggestions and Input	86	3.37	B	Good
MARK PER ELEMENT			3.41		
SMEs UNITS SERVICE (MARK PER ELEMENT X 25)			85.14		

The results of measuring the Community Satisfaction Index are 85.14 which means Plantation Department services Capital and Service One Stop Integrated OKU Regency East is good and meet customer expectations (>76.61).

For more details, the overall results of the assessment of the Community Satisfaction Index for the East OKU Regency Investment and One-Stop Integrated Services Service can be seen in chart 4 below:

Charts 4.
Index Satisfaction Public



In accordance results measurement as seen on Charts 4 in on concluded that :

- 1) Competence Executor get mark Lowest (83.67)
- 2) Cost / Tariffs are necessary get appreciation because it gets score highest (96.33).
- 3) Entire element service has get mark average 3.41. Matter This means service provided by the Department of Investment and One Stop Integrated Services, East OKU Regency is quite good and satisfying for the visitors. Although it has not yet reached the highest score, namely 4.00, which is very good and very satisfying

Conclusions, limitations, and suggestions

Conclusion

Following conclusion results SMEs to service Service Planting Capital and East OKU Regency Integrated Services:

- 1) The cumulative achievement of IKM measurement results is 85.14. This means that in general the implementation of services at the East OKU Regency Investment and One-Stop Integrated Services Service has met expectations, namely reaching 85.14 (good category). The nine elements are in the good category (83.67 – 96.33), namely:
 - a. Condition Service (85)
 - b. Procedure Service (84.67)
 - c. Time Service (84)
 - d. Fees/Rates (96.33)
 - e. Product Specification Type Service (84.33)
 - f. Competence Executor (83.67)

- g. Behavior Executor (85.67)
 - h. Means And Infrastructure Service (84.33)
 - i. Handling Complaints, Suggestions And Input (86)
- 2) Element Cost / Rates is service with mark highest (96.33)
 - 3) Element Competence Executor with mark lowest (83.67)

Suggestion

1. Services at the East OKU Regency Investment and One-Stop Integrated Services Service are classified as good. In the future, the services provided can be maintained or perhaps can continue to be improved to make them even better.
2. Cost/Tariff elements with the highest SME value so need to get appreciated and continued to be maintained.
3. Competence Executor is element with mark SMEs Lowest compared to with other elements, therefore it needs attention to be further improved. Institution must give support to HR For Keep going increase competence and rewards for employees who carry out their duties well, because the success of an agency depends on its human resources and public trust

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