

Analysis of Public Satisfaction Survey toward Integrated District Administrative Services in Ngunut District, Tulungagung Regency

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Abstract—Based on Minister of Home Affairs Regulation No. 4 of 2010 related to guidelines for Integrated District Administration Services (PATEN) Article 1 states that "the implementation of public services in the sub-district starting from the request stage until the publication stage of documents in one place". This means that the implementation process of administrative services is carried out simultaneously at one counter with various services available. The scope of PATEN includes licensing and non-licensing. The purpose of organizing a PATEN is to create a sub-district as a public service center and become a service node for integrated service offices/agencies in the district/city. However, the PATENT service also aims to improve the quality of public services, thereby generating public satisfaction with the public services provided by the government. Considering that Tulungagung District is relatively new in implementing Integrated District Administrative Services (PATEN) and Ngunut Subdistrict is one the District that is able to implement and conduct PATENT, the researcher interested to see the what extent the quality of public services carried out by Ngunut District, Tulungagung Regency in the latest public satisfaction perspective through the calculation of the Public Satisfaction Survey (SKM). This study uses Mixed Methods Research. According to Creswell, mixed research is a research approach that combines qualitative research with quantitative research. The researcher chose the exploratory type design which is included in the sequential model. The data in this study were taken based on primary data and secondary data. The results showed that the implementation of PATENT in Ngunut Subdistrict, Tulungagung Regency goes well. Based on the calculation results of the Public Satisfaction Survey (SKM) it showed the number 75.16 which is the category of "GOOD". This research shows that the implementation is relevant to the results of the SKM calculation that indicate the PATEN implementation in Ngunut Sub-district runs well.

Keywords—*public satisfaction survey; public service; integrated district administrative services*

I. INTRODUCTION

The state is obliged to serve every citizen to fulfill their basic rights and needs in the framework of public services which are mandated by the 1945 Constitution of the Republic of Indonesia. Developing public in public services that carried

out by public service providers is a trust activity that must be carried out in line with expectations and the demands of all citizens to improve public services. The implementation of public services provided to the public is a function that must be carried out by the government in order to realize prosperity, as well as one of the factors that influence the implementation of good governance. The Public Service Act (officially called Law Number 25 of 2009 about Public Services) is a law that regulates the principles of good governance which is the effectiveness of the government functions itself [1]. Based on Law No. 23 of 2014 related to regional government which the implementation of regional government is directed to accelerate the realization of public welfare through improving services, empowerment and public participation and increasing regional competitiveness by taking into account the principles of democracy, equity, justice and distinctiveness of a region within the state system unit of the Republic of Indonesia [2].

According to Minister of Home Affairs Regulation No. 4 on 2010 related to guidelines for Integrated District Administrative Services Article 1 states that "the implementation of public services in the sub-district from the request stage to the publication stage of the document in one place" [3]. This means that the process of implementing administrative services is carried out simultaneously at one counter with various services available. The scope of PATEN includes licensing and non-licensing.

One of the methods to determine the quality of public organization service is by using the Public Satisfaction Survey. Provisions regarding with the Public Satisfaction Survey are stated in the Decree of the Minister of Administrative Reform and bureaucratic reform Number 16 of 2014 concerning Guidelines for public satisfaction surveys on the implementation of public services.

As one of the Regional Governments in Indonesia, Ngunut Subdistrict, which is one of the sub-districts that located in Tulungagung District is required to conduct the public satisfaction survey (SKM) as an effort to evaluate the performance of public services and as an evaluation of further public service quality. Considering that Ngunut Subdistrict as a

regional government is in charge to provide services to the public, it is necessary to improve service quality continuously.

Considering that Tulungagung District is relatively new in implementing Integrated District Administrative Services (PATEN) and Ngunut Subdistrict as one the District that is able to implement and conduct PATENT, the authors are interested to find out to what extent the quality of public services carried out by Ngunut District, Tulungagung Regency related to recent public satisfaction perspective toward the calculation of the Public Satisfaction Survey (SKM). Those statements are the reasons of the researcher conducts this research.

II. LITERATURE REVIEW

A. *The Concept of Public Service*

Based on the Law of the Republic of Indonesia article 1 number 25 of 2009 related to Public Services, the definition of public service is an activity or set of activities in order to fulfill service needs in accordance with the laws and regulations for every citizen toward services, goods and / or administrative services provided by public service providers [1]. Meanwhile, according to the Minister of Administrative Reform Decree No.63 / KEP / M.PAN / 7/2003, public services are all service activities that carried out by public service providers as an effort to fulfill the needs of recipients of services and the implementation of statutory provisions [4]. In short, public services are all forms of services both in the form of public goods and public services which in principle are the responsibility and carried out by government agencies at the center, in the regions and within the State-Owned Enterprises or Regionally-Owned Enterprises, in the context of implementing provisions legislation.

With the existence of public service activities standard, it is expected that the public can get appropriate services toward their needs, the process is satisfying and the implementation is not complicate the public.

Public Service Quality

- Tangible (feels real, concrete)
- Reliability (ability and reliability to (Belum Selesai)
- Responsiveness (responsive, sensitivity)
- Assurance (employees ability and courteous to convince customer)
- Emphathy (firm but attentive attitude from employees toward consumers)

B. *Integrated District Administrative Services (PATEN)*

Integrated District Administrative Services (PATEN) is the implementation of public services in sub-districts whose management processes, starting from the request until the issuance stage, are carried out in one place through one service counter. PATEN is organized with the intention to realize the sub-district as a public service center. According to their geographical conditions, the sub-district will be more effectively and efficiently served public. In order to realize the sub-district become as the center of service, the conditions that

must be fulfilled are the delegation of some authority from the regent to the sub-district head. Thus, services that carried out by sub-districts will become more easy, cheap, fast, and transparent.

Facilities and infrastructure of PATEN can be explained as follows:

- Post space
- Registration counter / table
- File processing area
- Processing data and information area
- Financial process area
- The waiting room
- Document submission area
- Payment area
- Complaints Centre
- Other supporting devices

C. *Public Satisfaction*

Public satisfaction is a very important factor that determine the implementation of public services success since the public is the consumer of the service products that they produce. Therefore, public service providers must be able to meet the needs and desires of the public therefore, they can achieve public satisfaction and furthermore they can achieve public loyalty can be achieved. Moreover, if public services cannot meet the needs and satisfaction of the public it will cause a public dissatisfaction, the public loyalty of a product will fade and turn to products or services provided by other business units.

D. *Public Satisfaction Survey*

According to Law Number 25 of 2009 related to Public Services and Government Regulation Number 96 of 2012 related to the Implementation of Law Number 25 of 2009 about Public Services, it is necessary to all government institutions, both at the central and regional levels, to conduct the public Satisfaction Survey as measurement of service delivery success [1,5]. Both of those legal products explicitly emphasize that public satisfaction is a measure to assess the quality of public services. As a follow up of those two regulations, the Ministry of Administrative Reform and Bureaucratic Reform has determined determination of indicators and items in the Public Satisfaction Survey that stated based on Minister of Administrative Reform and Bureaucratic Reform Regulation No. 16 of 2014 concerning Guidelines for Public Satisfaction Surveys that are adapted to the conditions of the research sites which are survey assessments. The indicators and items in this survey are stated as follows:

1) *Requirement*

- Customer registration requirements is clear and easily known
- Service requirements can be fulfilled clearly and easily

- Administrative documents for service requirements in accordance with the terms of service conditions
- 2) *Procedure*
- Service procedures are clear and easy
 - Service procedures are in accordance with the existing service flow
 - The implementation of service procedures is carried out quickly and easily
- 3) *Service time*
- Service time queue is considered appropriate in accordance with the number of existing customers
 - Service time goes correctly, in accordance with the time informed by the officer
 - Service time is relatively fast and in accordance with the service flow
- 4) *Fees / Rates*
- Fees rate has been clearly informed to customers
 - Fees rate is in accordance with services obtained
 - Fees rate is in accordance with the stipulated fees.
- 5) *Product service type specifications / service results*
- Infrastructure service units have supported existing service products
 - Service products are considered complete in accordance with customer expectations
 - Services provided are in accordance with customer expectations
 - Services provided and received in accordance with the provisions of the type of service specified
- 6) *Implementing competencies*
- Knowledge of service providers is considered qualified in their field
 - The expertise of service provider officers is considered to be qualified in their field
 - Skills of service providers are quite qualified according to their fields
 - The experience of service providers is quite qualified in their field
- 7) *Behavior*
- Service providers are polite in providing services
 - Service delivery officers are being friendly in providing services
 - Service providers are disciplined in providing services
- 8) *Service excellence*
- Notification of service excellence can be seen clearly and easily

- The attitude of the service provider has reflected the service excellence
 - The infrastructure of the service unit has reflected and supported the service excellence
- 9) *Complaints and complaint follow-up*
- The procedure for the implementation of complaints by customers is easy and clear
 - Complaints follow-up by customers is considered fast and appropriate.

III. RESEARCH METHODS

The type of research that the researcher used is Mixed Methods Research. According to Creswell, mixed research is a research approach that combines qualitative research with quantitative research [6]. Based on the Mixed Methods research type, the researcher chose to use the exploratory type design which is included in the sequential model. This type of design is a mixed method research design that is carried out by conducting qualitative research first and then continuing with quantitative research [7].

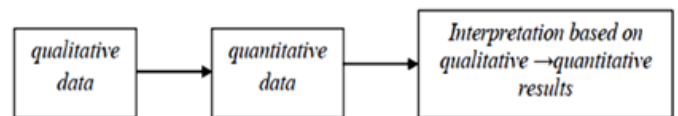


Fig. 1. Exploratory type design [6].

This research was conducted in Tulungagung Regency. Whereas the site of this research is Ngunut District, Tulungagung Regency. Data collection techniques used were observation, interviews, questionnaires, and documentation. So, the researcher got a comprehensive picture of the results of the research and the phenomena that were seen in the Ngunut District of Tulungagung Regency.

In this research, the researcher used techniques analysis of Mixed Methods Exploratory Design. According to Sugiyono in the first stage of the Mixed Methods Exploratory Design the researcher using qualitative methods with these steps [8]: first the researcher determining research settings that have problems, or potential, or just want to find out if there are things in place. Next the researcher conducts a perspective theory study which serves to guide the researcher into the research setting by collecting data and analyzing qualitative data, and finally, the researcher can find a complete picture of the object of the research, constructing the meaning of the research results. The process of data analysis is by interpreting based on qualitative data analysis techniques then proceed with quantitative data analysis, namely through the measurement of the Public Satisfaction Survey (SKM).

IV. RESEARCH FINDINGS AND DISCUSSION
A. Integrated District Administrative Services (PATEN) in Ngunut District, Tulungagung Regency through the Public Satisfaction Survey (SKM)

To find out how far the level of integrated administrative service quality in Ngunut District, it can be seen in the following table:

TABLE I. PERCEPTION VALUE, INTERVAL, CONVERSION INTERVAL, SERVICE QUALITY [9]

Perception value	Interval value Ikm	Conversion interval value Ikm	Service Quality	Service unit performance
1	1,00-1,75	25-43,75	D	Not Good
2	1,76-2,50	43,76-62,50	C	Slight Good
3	2,51-3,25	62,51-81,25	B	Good
4	3,26-4,00	81,26-100,00	A	Very Good

TABLE II. THE MEASUREMENT OF PUBLIC SATISFACTION SURVEY RESULT IN NGUNUT DISTRICT, TULUNGAGUNG REGENCY

No	Indicator	Elements	Value per element	Elemental average value	The average value is divided into elements		SKM Value	Conversion Interval Value	
1	Requirements	P1	360	3,10	0,11	0,11			
		P2	361	3,11	0,11				
		P3	361	3,11	0,11				
2	Procedure	P4	358	3,09	0,11	0,11	3,07		
		P5	358	3,09	0,11				
		P6	357	3,08	0,11				
3	Service Time	P7	268	3,71	0,11	0,11	3,11		
		P8	363	3,13	0,11				
		P9	365	3,15	0,11				
4	Cost	P10	269	3,02	0,11	0,11	3,01		
		P11	275	3,09	0,11				
		P12	280	3,15	0,11				
5	Product Type of Service Specifications	P13	354	3,05	0,11	0,11	3,05		
		P14	356	3,07	0,11				
		P15	355	3,06	0,11				
		P16	354	3,05	0,11				
6	Implementing Competencies	P17	359	3,09	0,11	0,11	3,08		
		P18	357	3,08	0,11				
		P19	357	3,08	0,11				
		P20	354	3,05	0,11				
7	Implementing Behavior	P21	357	3,08	0,11	0,11	3,08		
		P22	358	3,09	0,11				
		P23	357	3,08	0,11				
8	Notice of Service	P24	356	3,07	0,11	0,11	3,07		
		P25	356	3,07	0,11				
		P26	355	3,06	0,11				
9	The handling of complaints	P27	353	3,04	0,11	0,11	3,04		
		P28	353	3,04	0,11				
					3,08		3,07	3,01	75,16

^a. Source: Data Diolah, 2018

The following table is the measurement result of the public Satisfaction Survey (SKM) in the implementation of Integrated District Administration Services (PATEN) in Ngunut District, Tulungagung Regency. After the calculating is done, the SKM value of 75.16 which is included in the category of GOOD "B" in accordance with KEPMENPAN NO 25 of 2004 [9].

The results of the measurement of the Public Satisfaction Survey in Ngunut Subdistrict is the first it has been done, because it has never been done before neither by the District nor other parties. From the table that mentioned before, it can be seen that the element that has the highest value is the service time with a value of 3.11 in the category of "GOOD" this shows that public is satisfied with the time of service in the Ngunut District. The element with the lowest value is Cost with a value of 3.01 with the category of "GOOD" but compared to other elements the research think that public feels dissatisfied with this element.

Citing from Tjipto, he stated that quality is a dynamic condition that influences products, services, people, processes

and environments that meet or exceed customer expectations [10]. Therefore, good service raises perceptions that can be measured and produce quality. The detailed discussion of the 9 elements in the measurement of the Public Satisfaction Survey (SKM) can be seen in the following sections:

1) *Requirements*: For the element of requirements in the measurement of SKM, there are 3 indicators in which their average score is 3.09 in the category of "Good"

2) *Procedure*: The results of the measurement of SKM in Ngunut Subdistrict for procedure elements that consists of 3 indicators have an average value of 3.07 in the category of "Good"

3) *Service time*: Service time is the time needed by service recipients to experience excellent service, service time in SKM measurement consists of 3 indicators, and the average results of those 3 indicators is 3.11 that included in the "GOOD" category. This element has the highest value compared to other elements.

4) *Cost*: From the results of the measurement of SKM in Ngunut Subdistrict, the average value of the cost element is 3.01, which is included in the "GOOD" category. However, this element has the lowest value compared to other elements.

5) *Product specifications / types of services*: Product specifications / types of services in the calculation of SKM are developed into 4 indicators of the question and the average results is 3.05 which is included in the category of "GOOD".

6) *Implementing behavior*: Implementing behavior includes officers' politeness, friendliness and discipline when they provide services to the public. Based on the results of SKM calculations in the implementation of PATENT in Ngunut Subdistrict, those 3 indicators have the average number of 3.08, that number is categorized as "GOOD".

7) *Notice of service*: Based on the results of the SKM calculation of service announcements there are 3 indicators, their average is 3.07 with the category "GOOD".

8) *Complaints, suggestions and critics*: The results of the SKM implementation of PATENT in the Ngunut sub-district are indicators of complaint suggestions and criticisms there are 2 indicators which has the average score of 3.04 with the category "GOOD" but this is an indicator with a low value to 2.

B. Supporting and Inhibiting Factors of Quality of Integrated District Administrative Services (PATEN) in Ngunut District, Tulungagung Regency

Supporting and inhibiting factors of integrated district administrative services (PATEN) quality in Ngunut Subdistrict are known based on the results of measurements of the Public Satisfaction Survey (SKM) that have been explained in the data presentation section, where supporting factors are those that have the highest value and vice versa has the lowest value.

1) Supporting factors

- Time Service with a value of 3.15 is the highest value among the other elements
- Requirements are the next highest element among the other elements, which is 3.10

For elements that have the highest SKM value in the future, they must be maintained and if necessary, increased in order to create excellent integrated district administrative services (PATENT) in Ngunut District, Tulungagung Regency. The service time element has the highest SKM value, so it can be ascertained that the PATEN implementation process is very fast and in line with the expectations of the public. Expectations in the future need to be maintained and improved for the sake of the implementation of PATENTs that meet the expectations of the public.

2) Inhibiting factors

- Cost is an element that has the lowest value among the other elements, which is 3.01
- Complaint Handling with a value of 3.04

With the value of the inhibiting factors, the implementation of Integrated District Administration Services (PATEN) in Ngunut District, Tulungagung Regency is still in the GOOD

category. Complaint handling and product specifications of the type of service are still considered reasonable and reasonable. Measurements are a reference for knowing existing services but still need to be improved in terms of handling complaints and product specifications for the type of service to meet people's expectations.

V. CONCLUSION AND SUGGESTION

A. Conclusion

From the results of the measurement of the Public Satisfaction Survey (SKM) the implementation of the Integrated District Administration Service (PATEN) in Ngunut District, Tulungagung Regency. After calculating the researcher, the SKM value of 75.16 is included in the category of GOOD "B" in accordance with KEPMENPAN NO 25 of 2004 [9].

Based on the calculation of the SKM of Ngunut District in the implementation of PATEN, there are 2 supporting factors, namely: Service Time and Requirements. This is also supported by data in the field that the implementation time is felt very fast so that the community is very satisfied with the service time and requirements that are felt easy in each management of each service. The inhibiting factors based on the calculation of SKM Ngunut District in the implementation of PATEN have 2 inhibiting factors namely Cost and Complaint Handling but based on KEMENPAN NO 25 of 2004 the inhibiting factors are still in the normal category [9].

B. Suggestions

There are several suggestions that the researcher proposes, such as; it is necessary to announce the cost of each PATENT arrangement so that the public clearly knows the amount of the fee in the PATENT. In addition, there is a need for a suggestion box to aspire to complaints, input and suggestions from the community regarding the implementation of PATENT in Ngunut Subdistrict so that periodic evaluations can be carried out for the sake of service improvement and the achievement of excellent service according to the expectations and desires of the community.

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