Perception and Expectation of Community on Development of Independent Integrated City of Lunang Silaut, West Sumatera

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Abstract

The purpose of the study was to determine whether the performance of LunangSilaut as an integrated independent city was in line with the expectations of the local population. The study involved 200 respondents who were asked to answer a questionnaire containing 28 statements. Of the 200 questionnaires that were distributed, three of them were not filled correctly so that valid questionnaires to be analyzed were 197. Data analysis using IPA. The level of research error is set at 5%. The results of the analysis revealed that overall the performance of LunangSilaut as an integrated independent city had fulfilled expectations, as evidenced by the very small difference in perception and expectations of -0.00036 with Sig (2-tailed) of 0.983 which was greater than 5%. Nevertheless, out of 28 performance attributes, there are 12 attributes that have not met expectations. Of the 12 attributes that have not met these expectations based on IPA analysis there are seven attributes that need to be improved, namely the main market, funeral, public libraries, vocational training centers, auction buildings, warehouses, and supermarkets.

Keywords: performance, independent integrated city, IPA analysis

Introduction

Independent integrated city is a transmigration area whose development is designed to be the center of growth, so that it has an urban function through sustainable management of natural resources. The urban function refers to the transmigration paradigm which includes: (a) the center of agribusiness activities which includes processing agricultural products into goods produced or or consumer goods, centers for special agroindustry services, and superior plant breeding, education and training centers in the agricultural sector , industry, and services; and (b) regional trade centers marked by the existence of market financial institutions, wholesale markets and warehousing (Depnakertrans, 2006).

The Lunang Silaut area located in the southern part of Pesisir Selatan District of West Sumatra Province has been developed into an integrated independent city since 2007 with consideration of the regional context being very strategic to be developed into a new development area because it is located in the border region of West Sumatra province with Bengkulu province and Jambi.

The success of the Lunang Silaut independent city development program cannot only be seen from the perspective of physical construction of city infrastructure, but also needs to be seen from the perspective of its duties and functions as an integrated independent city, perspective of its carrying capacity, and satisfaction of stakeholders who contribute in the process of construction. These three perspectives as reality (das sein) are important to understand in order to guarantee the integration and independence of the center of sustainable economic growth as hope (das solen) as stated in the 2015 master plan review.

On this occasion, the author highlighted the success of Lunang Silaut's integrated independent city development from the perspective of stakeholder satisfaction, especially the integrated independent

urban population of LunangSilaut who felt directly and was the main driver for the functioning of an integrated, independent city.

Knowledge of the level of perceptions and expectations of the population towards the development of an integrated independent city is an important input for stakeholders in establishing the LunangSilaut independent integrated city sustainable development policy.

Urbanization in many countries such as Indonesia is generally population dynamics in developing regions. (Wijaya et al., 2017) Nonetheless, in essence, before planning and implementing a population relocation program, environmental suitability, ecological support capacity and regional sustainability need to be thoroughly analyzed (Ibrahim et al., 2015), because the carrying capacity of resources and the environment is foundation for sustainable development (Tian & Wang, 2013).

According to (Kalsum & Caesariadi, 2016), an integrated independent city is a village or region that grows and develops as a center for collection, product processing, distribution and services from transmigrant development areas designed as structured development directions from transmigration settlement units and surrounding villages in one unit of infrastructure network and regional economic unit.

According to the Directorate General of Transmigration Area Development, an independent integrated city is a transmigration area whose development and development is designed to be a center of growth that has an urban function through sustainable management of natural resources; with the aim of: (a) creating agribusiness and agro-industry centers; (b) open employment opportunities and business opportunities; and (c) increasing the income and welfare of transmigrants and surrounding residents in the transmigration area.

At the stage of evaluation and monitoring of independentintegrated city development, the indicators used according to (Nurdin, 2017) include: (a) infrastructure and finance; (b) economy; and (c) social, culture and institutions. Whereas (Kalsum & Caesariadi, 2016) state that an integrated integrated city that functions as a place of residence needs to ensure the availability of infrastructure and facilities for basic needs of the settlement environment, with details: (a) initial facilities for settlers (on farm); (b) facilities and infrastructure for settler families (general and social activities); (c) facilities and infrastructure for off-farm activities; and (d) facilities and infrastructure for economic activities. While Kotler and Keller define consumer satisfaction as feeling happy or disappointed someone who appears after comparing the performance (results) of products that are thought of the expected performance. (Kotler & Keller, 2009)

In this study, the satisfaction of an independent integrated city citizen is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of the expected performance of the development of an independent integrated city of LunangSilaut.

One way to measure service quality is to apply the Importance Performance Analysis (IPA) method. According to (Tjiptono et al., 2016), this technique was first put forward by (Martilla & James, 1977) in their article "Importance-Performance Analysis" which was published in the Journal of Marketing. The analytical method used is quadrant analysis. This quadrant analysis is used to determine consumer responses to the attributes plotted based on the level of importance and performance of each of these attributes. Based on this quadrant analysis, then it can be seen the location of each variable in different quadrants, so that it can be seen which variables need to be improved and get more attention. The analytical method used is quadrant analysis. This quadrant analysis is used to determine consumer responses to the attributes plotted based on the level of importance and performance of each of these attributes. Based on this quadrant analysis, then it can be seen the location of each variable in different quadrants, so that it can be seen which variables need to be improved and get more attention..

Method

The purpose of the study was to determine whether the performance of the independent integrated city of Lunang Silaut was in line with the expectations of the local population. For this reason, a questionnaire containing 28 items was distributed with five Likert scale answer choices, according to the research of (Kalsum & Caesariadi, 2016). Of the 200 randomly distributed questionnaires, three questionnaires were answered incompletely, so the valid answers to be used in the analysis amounted to 197. Data analysis using IPA analysis. To find out the significance of the difference between performance and expectations different tests were carried out, namely the paired sample-t test if the data were normally distributed, or the Wilcoxon Signed-Rank test if the data were not normally distributed. The study was conducted with a 5% research error rate.

Results and Discussion

Reponden research totaled 197 people with the following characteristics: farmers 20%; 40% rubber plantation; trader 5%; entrepreneur 5%; 10% employees; 10% civil servants; and 20% professional. The characteristics of these respondents have represented the LunangSilaut independent urban population.

The average respondent's answers to the 28 items of integrated city independent performance statements are as follows:

Table 1. Average Respondents' Answers

	INDEPENDENT INTEGRATED CITY OF LUNANG SILAUT	MEANS		
		PERCEPTION	EXPECTATION	GAP
A	**Initial facilities and infrastructure for settlers (on farm)**			
1	Public terminal	4.04	3.96	0.08
2	Central Market	3.93	4.04	-0.11
3	Center for sales of agricultural production facilities	3.96	3.88	0.08
B	**Facilities and infrastructure for settler families (general and social activities)**			
4	City manager	4.01	4.01	0.00
5	Parks and green open spaces	4.03	3.93	0.10
6	Meeting hall	3.99	3.99	-0.01
7	Community Health centers	4.04	4.05	-0.02
8	House of worship	4.01	3.85	0.15
9	Recreation and sports	3.97	3.97	0.00
10	Funeral	3.99	4.02	-0.03
11	Public Library	3.87	4.04	-0.17
12	Middle and vocational schools	3.93	3.97	-0.04
13	Job training center	3.98	4.07	-0.09
14	State Electricity Center	3.95	3.95	0.00
15	Local water company	4.04	3.97	0.07
16	Telephone	4.04	4.04	0.00
C	**Facilities and infrastructure for off-farm activities**			
17	Agribusiness terminal (and dock)	4.02	3.89	0.12
18	Auction house	3.87	4.07	-0.19
19	Manufacturing / processing industry	4.06	4.05	0.01
20	Warehouse	3.96	4.03	-0.07
21	Waste industry	4.07	4.04	0.03
D	**Facilities and infrastructure for economic activities**			
22	Wholesale market	4.01	3.90	0.11
23	Agricultural machinery workshop	4.01	3.97	0.04
24	Shops	4.08	4.11	-0.03
25	Offices	4.01	3.99	0.02
26	Bank	4.04	4.09	-0.05
27	Supermarket	3.93	4.03	-0.09
28	Hotels and restaurants	4.03	3.97	0.05

Table 1 shows that of the 28 independent integrated city performance attributes, there are 12 attributes that are not satisfactory (not yet as expected), namely: (1) Main market, (2) Conference hall, (3) Puskesmas, (4) Cemetery, (5) Public libraries, (6) secondary and vocational schools, (7) vocational training centers, (8) auction buildings, (9) warehouses, (10) shops, (11) banks, and (12) supermarkets.

Overall, the gap between perceptions and expectations of the population towards the performance of integrated independent cities is not significant, as evidenced by the results of the t-test of very small mean difference -0.00036 with Sig (2-tailed) of 0.983 which is greater than 5%.

The position of each integrated city attribute is independent, can be seen in the following IPA graph:
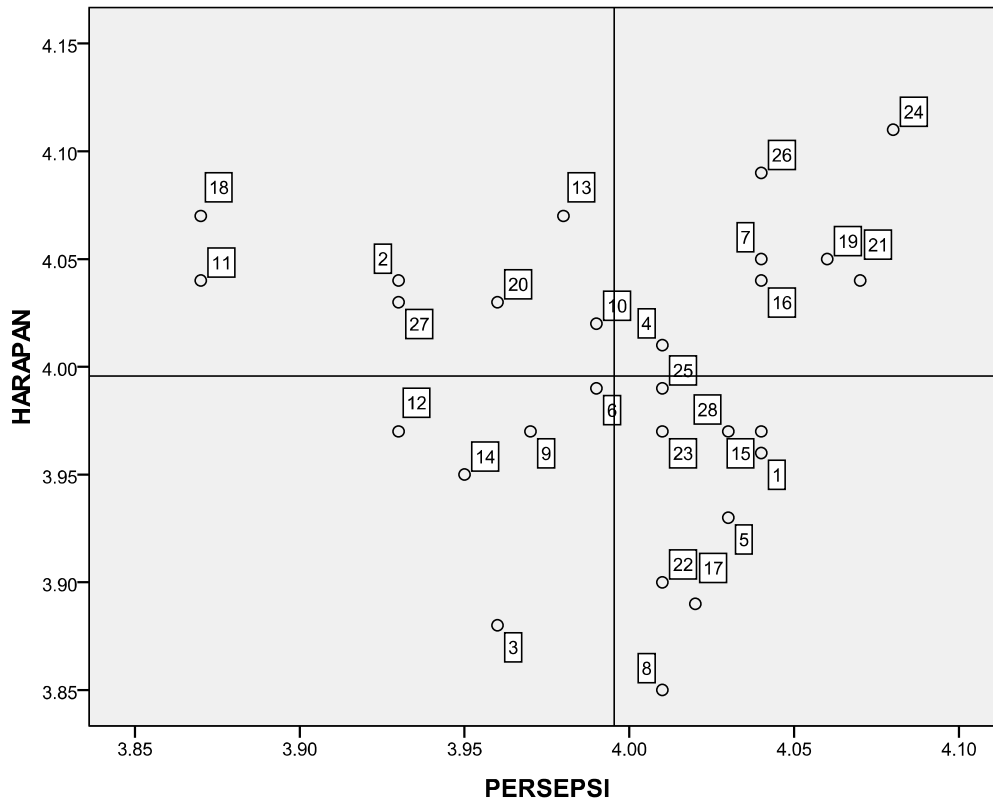

Figure 1. Important Performance Analysis

Figure 1 shows that the independent integrated city attributes that need to be improved are seven attributes, namely: the wholesale market (no.2), funeral (no.10), public library (no.11), vocational training center (no.13), building auction (no. 18), warehouse (no.20), and supermarket (no.27).

The gap between perceptions and expectations of the population towards the performance of integrated independent cities is not significant, as evidenced by the results of the t-test of very small mean differences of -0.00036 with Sig (2-tailed) of 0.983 which is greater than 5%; or in other words the population as one of the city's resources is satisfied with the development of the integrated city of LunangSilaut. This shows that planning relocation of the population has been well analyzed in line with opinion (Ibrahim et al., 2015). Likewise, because the population is satisfied, it means that the support of human resources as a component of sustainable development has been fulfilled; this is in line with research of (Tian & Wang, 2013)

The suitability of perceptions with the expectations of the population towards LunangSilaut as an independent integrated city proves that LunangSilaut has been designed as a direction for structured development of transmigration residential units and surrounding villages in one infrastructure network unit and regional economic unit, like a growing village or region and develop as a center for collection, product processing, distribution and services from transmigrant development areas; according to the opinion of (Kalsum & Caesariadi, 2016).

Population satisfaction with the development of the independent integrated city of LunangSilaut proves that its development has been designed to be a center of growth that has urban functions through sustainable management of natural resources; with the aim of: (a) creating agribusiness and agro-

industry centers; (b) open employment opportunities and business opportunities; and (c) increasing the income and welfare of transmigrants and surrounding residents in the transmigration area; as expected by the Directorate General of Transmigration Area Development.

Conclusions

IPA analysis reveals that out of 28 performance attributes, there are 12 attributes that have not met expectations. And of the 12 attributes that have not met these expectations, there are seven attributes that are in quadrant one, and their functions need to be improved, namely: the wholesale market, funeral, public libraries, vocational training centers, auction buildings, warehouses, and supermarkets. This condition implies that local governments need to pay special attention to the improvement of the seven functions of these attributes in order to immediately meet the expectations of the population.

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