

Customer Satisfaction of Public Service in Central Bureau Statistics

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ABSTRACT

This survey is intended to get high quality and objective data regarding service and environment of an anti-corruption behavior by exploring the perceptions of public service users of Indonesia Statistics. The organization of the consumer satisfaction survey is to provide an overview and analysis regarding user's segmentation data, data quality, and satisfaction level. Public service is the provision of services to the community according to the applicable rules and procedures. The data of this research was obtained from a survey in Mojokerto, where 60% of the respondents are government agencies, 20% are individuals, freelancers, and NGOs, 10% are research and education institutions, and 10% are private sector. The recent year users of Indonesia Statistics of Mojokerto that are used as the reference is 45%.

Keywords: *public service, customer satisfaction, government agencies service*

1. INTRODUCTION

The efforts to improve public services can be done by identifying the needs of the users and making governance formulation resulting in a model of public service required by the community. The realization of the real effort improves the services, as seen explicitly in the regulation of the ministry of state apparatus utilization No. 25 of 2004 about Society Services Index. The Indonesia Statistics, as one of the Non-Governmental agencies carrying out the bureaucratic reform program, has the duty of providing complete, accurate, and up-to-date statistical data to realize the National Statistical System [1].

In carrying out the optimal service, government agencies are required to continue to make improvements to develop the quality of public services [2]. The quality of public service is improved in a series of simple, open, precise, complete, reasonable, affordable and integrated activities [3]. The concept of service given by CPM refers to the concept of good service, according to Act No. 25 of 2009 regarding public service. The quality of service provided by CPM needs to be evaluated on a regular and continuous basis so that it can perform its task of organizing quality improvements [4].

Public services according to [5] are any activities conducted by the government for a number of people, which benefit the activities of groups or associations and provides satisfying result. Public service is the provision of service for others or communities who have an interest in the organization according to the applicable rules and procedures.

Quality of service is the expected level of excellence and control over the level of excellence to meet the expectations of customers [6]. There are two factors that affect the quality: the expected service and the perceived

service. The key is to meet or exceed customer's expectations. Quality should begin from customer's needs and ends at customer's perception [7]. This means that quality is not based on the perceptions of the service providers, but based on customer's perception. Customer's perception about service quality is the assessment on the overall excellence. Customer expectations are formed by experience, information by word of mouth, and promotions. Customer expectations is customer confidence before trying to buy a product or service, which was made a standard in assessing the products or services [7].

Customer satisfaction is a feeling that the perceived performance meets the expectations. However, according to the perspective of consumer behaviour, customer satisfaction went into something complex. In fact, up to this point, experts have not reached an agreement on the concept of customer satisfaction. satisfaction is an emotional response and is a cognitive evaluation [8]. Oliver [9] suggested that overall satisfaction is found by the mismatch between perceived and expected performance. Mandatory community satisfaction survey results are informed to the public, including the survey method. The community satisfaction survey can be published through mass media, websites, and social media.

2. RESEARCH METHOD

2.1 Research Paradigm

There are 2 (two) paradigms of studies; they are positive and non-positive. The positive paradigm departs from the specific concept of the implementation of a certain object, while the non-positive paradigm usually departs from

turmoil, uneasiness, and anomalies, which become the concern of a research.

This research uses the positive paradigm, the mainstream one. The indicators of service quality are adopted from the service items set by the ministry of administrative and bureaucratic reform in regulation No. 4/m.PAN–RB/03/2012 on the implementation of Community's Satisfaction Index (IKM) for the entire Units of Public Service Providers.

2.2 Population and Sample

The population of this research is all service users of Indonesia Statistics in Mojokerto, both online and offline service users. Since the main objective of this research is to reveal the service quality and the perceived quality of Indonesia Statistics' users, the sample of the study is determined using quota sampling, i.e. forty respondents with the proportion of 60% Government agencies, 10% educational or research institutions, 10% private institutions, and 20% freelancers, NGOs, and private institutions.

2.3 Analysis Method

The data of this study was collected through questionnaire, interview, and observation, all of which are primary data, conducted in Mojokerto. To speed up the process, since the is limited, snowball sampling was used to gather respondents.

3. RESULTS AND DISCUSSION

3.1 Research Results

In accordance with the planed of activities the research method, the questionnaire was distributed to 40 respondents, in which field logging using an enumerator was used. Supervisions by the principal researcher was held to guarantee the quality of the data. The supervision by the enumerator was conducted through return visit, phone calls, and email data checking.

3.2 Description of respondents

3.2.1 Respondents Based on Gender

The respondents are 21 males and 19 females. The ratio between male and female users of Statistics Indonesia in Mojokerto is relatively small. The greater the role of women in the government, the increase in their education, and the increasing role of women in various fields increased the number of female data users. This means that the

number of users of Mojokerto city's Indonesia Statistics is not gender specific. Gender equality frequently campaigned by various institutions is quite clearly reflected.

3.2.2 Respondents Based on Age Group

No respondents are below 20 years of age. Two are between 20 and 24 years old. The data also show the absence of respondents in the age range of 25-29 and 30-34. Most of the respondents, i.e. thirteen (32.5%), are between 35 and 39 years of age. Ten respondents are between 40 and 49, and ten respondents are over 50 (25%). These groups are generally individuals who are dabbling in the world of education as a lecturer.

3.2.3 Respondents Based on Education Level

Most of the respondents have undergraduate and four-year diploma degree (21 people). Those who have master and doctoral degrees are 11 respondents. Respondents with lower educations, i.e. one-year, two-year, and three-year diploma and high school, are only four.

3.2.4 Types of Data Accessed by the Respondents

Printed library service of Indonesia Statistics of Mojokerto still dominates, reaching 40 percent or 19 data. Users who come directly to Indonesia Statistics are looking for a wide range of data contained in the library guided by the officers. Ten people (21.3%) used the digital library services, four people (8.6%) used Micro Data /digital map/Softcopy Publication service, five people (10.6%) used data of book sales, two people (4.3%) used Recommendation Activity Statistics, and seven (14.9%) used consultation services.

3.2.5 Media Communications Services of Indonesia Statistics

Based on the survey to 40 respondents in 2015 in Mojokerto, it turns out that there are 62 combinations in total. Each user uses more than one communication media to access the data from Indonesia Statistics. The ease of data access made by Indonesia Statistics has created many options for the users.

Until recently, the incoming data users dominate over remote data users. The interesting thing is that the users of online service reach 30 percent, the second largest portion of data user after direct visit to the office. The massive information technology advancement provides easier data access.

3.2.6 Range of Accessed Data

As in the access media, the data accessed by users also vary. From five data ranged asked in the questionnaires, there are four data ranges accessed by the users. From the forty respondents, there are forty frequency spectrum data accessed by the users. It is because one user took more than one kind of data in the last one-year period.

3.2.7 Range of Users Accessing Indonesia Statistics

The purpose of the respondents in accessing the data from Indonesia Statistics of Mojokerto is very diverse based on the background and the needs of the respondents. The data above shows that most users access the data for planning (55%). The smallest portion of users use the data to complete their dissertation, thesis, and minor thesis (about 7%).

The frequent use by Americans, either government or private employees, indicates the meaning of Indonesia Statistic's data for the success of national development in general. The quality of planning is finally determined by the quality and the recentness of the data.

3.3 Indonesia Statistics' Data

3.3.1 Primary Data Reference of Indonesia Statistics

The use of Indonesia Statistics' data shows that 45% respondents accessed the data to fulfil their primary and secondary data needs. Therefore, the data was used as the main reference of the respondents. However, it does not mean that 55% of the respondents did not use the data for their purposes. They used the data to support their decision-making, to compare their data, and to complete their data, so they can have a more complete information from Indonesia Statistics' data.

3.3.2 Primary Data Reference Based on the Place of Activity

Based on the place of activity, there are four groups of data users; they are Connecticut Primary Segway, researchers, banker, and others (individuals, NGOs, freelancers).

It is seen that most data users who use the data for main reference are local government officers (44%) and others (NGOs, freelancers, individuals) reached 33.3%.

3.3.3 Data Users for Main Reference Based on Education

From all data users who use the data as the main reference, most of them (50%) are bachelors, 27% are masters, and the rest (11.1%) are diploma and high school graduates.

3.3.4 Data Users for Reference Based on the Main Purpose of Data Usage

The data of Indonesia Statistics of Mojokerto are mainly used by planners from institutions (44.4%). Students (5.6%) used the data for their academic assignment, while undergraduate, graduate, and postgraduate students (11.7%) used them for minor thesis, thesis, and dissertation. The use of data for researches reached 16.7%, followed by supervision and evaluation (11%) and news (11%).

4. CONCLUSION

Based on the analysis on the data of users of Indonesia Statistics' of Mojokerto in 2015, it is identified that 60% of the respondents are government employees, 20% are others (individuals, freelancers, and NGOs), 10% are private organizations, and 10% are education and research institutions. Furthermore, 57% are males, and 43% are females.

Users of Indonesia Statistics of Mojokerto in the last one year who were used as the main reference is 45%. Most of them are planners. In general, the service quality of Indonesia Statistics of Mojokerto is at 79.5, in the category of good. The service quality for social statistics is at the lowest index, and the service quality for balances data and statistical analysis is at the highest level. In the aspect of corruption behaviour, the survey indicates that Indonesia Statistics of Mojokerto is very corrupt, at A level. Its achievement index is 3.46 in the scale from 0 to 4.

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