Level of Public Satisfaction with Aceh Government Performance in Relation to Covid-19 Responses

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ABSTRACT

Covid19 outbreak has attracted the government of Indonesia's attention at various levels in relation to response to it. Various policies have been implemented and enforced to minimize the potential risks. The government of Aceh Province handles Covid19 outbreak seriously and has issued The Decree of The Governor of Aceh number 440/924/2020. The decree contains the policies to be taken to respond to the outbreak. This study aims to measure the level of public satisfaction to the Aceh Government Covid19 undertaken policies through eight indicators as mentioned in the governor decree as the way the government responds to the pandemic. The method used is the interest performance analysis. The measurement indicators are mapped in four quadrants in a Cartesian diagram aiming to compare the level of public expectations and the perceived performance of Aceh residents. Based on research findings, satisfaction index is at C level, meaning the satisfaction level is not good. In addition, public expectation and perceived performance of Aceh Government in relations to Covid19 response were divided into second and third quadrants. The second quadrant means they were satisfied with the government performance on the indicators perceived as important ones. The indicators included into this category are the verses number 1, 6, 7 and 8 of the decree. Meanwhile, in the third quadrant they were not satisfied for the indicators perceived as not important. The indicators included into this category are the verses number 2, 3, 4 and 5. The result of research is significantly important as the initial overview for Aceh Government to understand the level of public satisfaction in relation to their performance to respond to the outbreak. This information might be used as a basis of public trust and policy development to deal with the uncertain situation of this Covid19 outbreak.

Keywords: public satisfaction, government performance, covid19 response.

1. INTRODUCTION

Among South East Asia countries, Indonesia has the largest number of patients who have been confirmed positive for Covid-19 cases. Based on official data released by the Indonesian government through its official website there are 104,432 people who have been confirmed Covid-19 positive and 62,138 out of them have been cured until July 29, 2020 [2]. Covid19 Task Force Team of Indonesia Government, 2020]. The data shows that only 59.5% of Covid-19 positive cases that have been cured. On the other hand, the number of patients who have not survived reaches 4,974 people or 4.8% of total cases.

The above data is not the final one. In fact, daily report shows that the number of people who have been confirmed positive for Covid-19 increases continuously. On July 29, 2020, an additional 2381 new cases were confirmed. This trend attracts serious attention since the pandemic situation will lead to another crisis, especially, when there is no proven vaccine which can be injected to stop its spread. It will take a long process to fight against the outbreak and to continue the best effort to carry out series of test to validate and distribute the vaccine. The disaster caused by pandemic is significantly different from other form of disasters based on two specific aspects: their long-term disruption and their increasing speed to spread [3].

This outbreak has significant impact not only on the health sector but also on various other areas of human life. The economic sector was hit dramatically where many companies reported huge losses, even some companies filed for bankruptcy. Aviation companies, hotel and tourism industry as well as restaurant networks have been devastated by Covid19 outbreak. Similar situation has been faced by education sector which have to adjust their learning method radically by applying online learning. In addition, social life and religious activities have also undergone fundamental changes to adapt to health protocol and emergency situation in handling the Covid-19 outbreak.

Indonesia is also facing the domino effects of the outbreak. Based on the latest data released by the Indonesian government, it is stated that the projection of national economic growth in 2020 could reach a minus number due to the impact of the Covid 19 outbreak that has occurred worldwide. It is an unimaginable situation which causes lack of standard in various aspects to deal with the virus. Since it was officially declared as the pandemic in March 2020, there is no fixed and final standard which have been proven to be the effective ones to treat Covid19 patients or to stop its spread. Various efforts to prevent the spread of this virus have been socialized even though some of the given information must be corrected because the results of the latest research show different results. For example, at the beginning of the emergence of Covid 19, it was stated that this virus did not spread through the air but recent research says otherwise.

This situation is a dilemma for policy makers because every policy taken will have positive and negative consequences in various fields of life, other than in the health aspect. Moreover, the impacts likely occurring are relatively less predictable in advance. On the one hand, the decision should be made quickly, but on the other hand, it has future risk that should be dealt with.

The Task Force Team for the acceleration of Covid-19 responses, as the representative of the Indonesia Central Government, have been implementing four public health strategies to strengthen the physical distancing policy as the main strategy in dealing with the pandemic. The first strategy is related to the use of masks where the government will mobilize the needed resources to socialize the benefit of wearing masks in public area. Public needs to be informed and educated about the importance of wearing masks to reduce the risk of being infected. The second strategy is the tracing or contact tracing of positive patients who are being treated using rapid tests, especially for the family members and medical personnel who treat positive patients with Covid19. The third strategy is to educate the public to be proactive in self-isolation for those who show a positive reaction to a rapid test or those who are identified as positive but do not show clinical symptoms. The fourth strategy is hospital isolation where the government moves quickly to prepare referral hospitals for Covid19 treatment, to increase service capacity and to increase the availability of supporting equipment such as ventilators and related drugs.

The national programs have become an integral part of the provincial and district's programs. However, due to differences in the level of vulnerability between one province or city district and another, the provincial and city district governments have additional policies to overcome the Covid19 outbreak. Therefore the Aceh government takes the Covid19 outbreak seriously in order to avoid the effects of an explosion in the number of patients as has happened in other regions. The Acting Governor of Aceh issued Governor Decree No.440 / 924/2020 concerning the Task Force Team of Covid 19 Response as the guidance for provincial and district government in Aceh. The alignment of government programs starting at the national level is important for achieving optimal results to reduce the spread of Covid19 and anticipating the potential risks.

However, the task force team is not able to prevent the rise of the Covid19 cases in Aceh Province. Moreover, several districts in Aceh have been categorized into the red zone for Covid19. The latest data shows that as of August 6, 2020, 483 Acehnese were confirmed positive for Covid19. This number increases significantly from the previous month and it generates a lot of pressures to Aceh government to formulate appropriate policies to stop the increase trend.

The accuracy of policies taken by the government quantitatively can be seen from the spread trend and number of patients in the region. However, many other factors also play important role in the increase or the decrease trend apart from the government policy factors. For instance, community discipline to implement health protocols such as wearing masks and carrying out social

distancing also has a significant impact on the level of spread of Covid 19.

Therefore, this research paper does not measure the level of success of government programs to overcome the Covid19 outbreak based on certain quantitative indicators in terms of health, economic or socio-cultural. However, this paper focuses on assessing the level of public satisfaction and perceptions of the policies taken by the Aceh Government to fight against the virus.

Public satisfaction, according to Oliver (2014), is a crucial indicator to measure level of service quality which is delivered by an organization [4]. It shows that satisfaction significantly related to the perception. Measurement regarding perception and public opinion on government performance on certain issues is relatively a subjective one. It might depend on respondent characteristic, social background, ideology, elect parties and the impact of the policies itself on individual respondents [5]. Leavitt (1978) said that perception can be seen in a narrow sense as a vision related to how a person sees something [6]. Meanwhile in a broad sense, it is a view or understanding and related to someone's view or interpretation on something. Gyárfášová (2017) added that public perception in seeing a policy is closely related to the cultural and historical context of the community [7]. It could also happen the other way around. Therefore, it is interesting to examine further what the Acehnese people's perceptions of the policies are and the efforts taken by the Aceh government in the context of overcoming the Covid-19 outbreak.

So, in this study the researchers analyze what the public's perception is on the eight elements as the guidance to respond to the outbreak as mentioned in the Governor's Decree No.440 / 924/2020.

2. LITERATURE REVIEW

Satisfaction is defined as a variable providing detailed information about public perspectives on various public services, both at regional and national scales [8.Vigoda-Gadot, 2007]. Van Ryzin (2005) stated that satisfaction is a public's overall evaluation of public services, and it has become a key dependent variable in studies of local government [9]. Supranto (2011) defines satisfaction as the level of a person's feelings after comparing the perceived results (performance) with expectations [10]. Oliver (2014) states that public satisfaction is an important indicator, which is used to measure the quality of services provided by an institution [11].

Public satisfaction is a response to the previously perceived performance of public organizations. The level of community satisfaction is a function of the difference between perceived performance and expectation. There are three levels of satisfaction in general: firstly, if the performance is below expectations, the community will be dissatisfied. Secondly, if the performance is in line with expectations, the community will be satisfied. Thirdly, if the performance exceeds the expectations, people will be very satisfied, happy, or not happy. On the other hand,

based on the contrast theory, service users will compare the actual performance with their expectations before receiving the service. When performance meets or even exceeds expectations, service users are satisfied, and vice versa when performance is worse than expectations, service users are dissatisfied. This theory considers the user as the person who determines the satisfaction itself. Service providers are public or objects that can be evaluated based on their own perceptions [12].

There are similarities in the definitions of satisfaction which are mentioned above, which is related to expectation and perceived performance. Generally, expectations or a public belief is about what he will receive if he buys or consumes a product (goods and services). Meanwhile, perceived performance is the perception of what one receives after consuming the purchased product and to create public satisfaction. As a basic reference in this research, it is important to know the results of previous studies which are relevant to this research to clarify, to confirm, and to see the strengths and weaknesses of the methods and theories used. There are several previous studies regarding public satisfaction with government service units both at the central, regional and village government service: Salim et al., (2018), Lanin & Hermanto (2019), Gayatri et al., (2009), and Rhee & Rha (2009). However, there are only few researches on public satisfaction related to government responses on COVID-19 pandemic (Task Force for Handling COVID-19) especially in Aceh Province.

Lupioyadi (2013) states that there are five factors that must be considered by organizations in determining the level of public satisfaction: Quality of products and services, emotional, price and costs. The main factors determining community satisfaction is the perception of service quality [13]. Similar to this concept, public satisfaction on government performance is not determined using single factor such as economic growth. However it is a complex measurement including employment, and generous social safety policies [14]. Social safety policies might be interpreted as the integrated government policies to protect public's life. It is matched to current condition when public extremely need policies which could decrease infectious and mortality rate related to Covid19. The ability to formulate precise strategies earlier will critically impact the result. Research on Covid19 pandemic found that the earlier and precise government's responses on the outbreak led to an effective result to limit the spread of virus and ability to overcome its impacts [15].

Several approaches that can be taken to improve service quality in order to achieve community satisfaction are as follows: minimizing the gap between management and the community, building a shared commitment to create a vision in service process improvement, establishing a system of suggestions and criticism to provide opportunities for the public to submit complaints, and developing services to achieve community satisfaction and expectations.

Based on the Decree of the Minister of State Apparatus Empowerment Number: KEP / 25 / M.PAN / 2/2004 and Regulation of the Minister of Administrative

Reform and Bureaucratic Reform of the Republic of Indonesia number 38 of 2012, the Community Satisfaction Index is defined as data and information on the level of community satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from public service providers by comparing their expectations and needs. The Community Satisfaction Index (CSI) can be defined as a value showing the level of community satisfaction with the services which have been provided by the government.

In addition, the concept of Importance and Performance Matrix is a method to determine the level of community expectations for services received. This technique was first proposed by Martilla and James in 1977 in an article entitled "Importance Performance Analysis" published in the Journal of Marketing as mentioned in reference [11]. In this technique, respondents are asked to assess the level of importance and performance of the company, then the average value of the importance and performance level is analyzed on the Importance Performance Matrix, the x-axis represents perceptions while the y-axis represents expectations. From various perceptions of the level of public interest, we can formulate the level of public interest that is most dominant. It is hoped that we can also capture a clearer perception on the importance of certain elements on behalf of public perspective. This matrix is divided into 4 quadrants: Quadrant 1, the attributes contained in this quadrant with a high level of importance according to respondents but the performance/ service is still low. The implication is that the attributes contained in this quadrant must be prioritized for improvement. Quadrant 2, the attributes contained in this quadrant have a high level of importance and their performance / service is also considered good by respondents. The attributes contained in this quadrant represent the strength or superiority of the agency in the eyes of the respondent so that the performance and service of these attributes need to be maintained and their quality is maintained. Quadrant 3, the attributes contained in this quadrant have a low level of importance and their performance/service is also considered poor by respondents. It is necessary to improve the performance of these attributes to prevent these attributes from shifting to quadrant I. Quadrant 4, the attributes contained in this quadrant have a low level of importance according to the respondent but have good performance / service so that the respondent considers it excessive.

3. METHODS

3.1 Population and Samples

The populations in this study were Acehnese people aged over 18 years old. The survey was carried out using the convenience sampling method. The questionnaires were distributed online to the people of Aceh on April 2020 and there were 257 people who filled out the questionnaires.

3.2 Variables Measurement Indicators

The level of community satisfaction to Aceh government response of the pandemic was measured by comparing the level of expectation and the facts which were felt by the community. The indicators of Aceh government responses are created based on Governor's Decree No.440 / 924/2020 concerning the responsibilities of Task Force Team of Covid-19 Response. The indicators which were used as the measurements of public perception are mentioned in the following table.

Table 1: Indicators of Community Satisfaction Measurement in Relation to Covid19 Responses

Number	Indicators
1	The ability of the Aceh government to establish and to execute the operational plan and to accelerate the response of corona virus outbreak (Covid 19) in Aceh*
2	The ability of the Aceh government to coordinate and to control operational activities to accelerate the response of corona virus outbreak (Covid 19) in Aceh.
3	The ability of the Aceh Government to supervise operational activities to accelerate the response of corona virus outbreak (Covid 19) in Aceh.
4	The ability of the Aceh Government in mobilizing all resources for operational activities to accelerate the response of corona virus outbreak (Covid 19) in Aceh.
5	The process of delegation, monitoring, evaluation and coordination of operational activities to accelerate the response of corona virus outbreaks (Covid 19) in Aceh between the governor and related staff runs well
6	The ability of the Aceh government to deliver information regarding the response of corona virus outbreak (Covid 19) in Aceh to the public
7	Quality of Public Communication conducted by the Aceh Government in providing calmness and improving community awareness to participate actively in government programs and policies to reduce the transmission level of the virus. *
8	The success of the response activities carried out by the government in declining the spread of the corona virus

The questionnaire given to the respondents consisted of the eight questions above. Then the respondents

provided answers to these satisfaction measurement indicators. Each satisfaction indicator consists of two answer components: the importance and the performance. The importance component is how important the satisfaction indicator is to the community, while the performance indicator is the real condition felt by the respondent regarding the conditions in the indicator statement. The questionnaires were distributed using a Likert scale of 1 to 7.

3.3 Data Analysis

3.3.1 Satisfaction Indexes

The measurement of the satisfaction index in this study used a reference method based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 year 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units. The community satisfaction index score based on the regulation is converted into the following criteria:

Table 2: Interval Conversion Value

No	Interval Conversion Value	Service Quality	Performance of Service Unit
1	**25.00 – 64.99**	D	Not Satisfied
2	**65.00 – 76.60**	C	Less Satisfied
3	**76.61 – 88.30**	B	Satisfied
4	**88.31 – 100.00**	A	Very Satisfied

3.3.2 Important Performance Analysis

The importance-performance analysis method research was applied in this research. This method is a statistical technique that is used to rank various elements of services and identify the actions needed. Zeithaml (1990) stated that this method can be used in measuring the level of service satisfaction performed by a company or an institution to determine the level of conformity of expectations and reality felt by service recipients [16]. The presented information can be useful for service providers / services in improving the quality of service in the future in accordance with the desired expectations of service recipients. The importance-performance analysis method involves mapping each of the satisfaction indicator items into 4 quadrants. The form of the quadrant is as in the below figure.
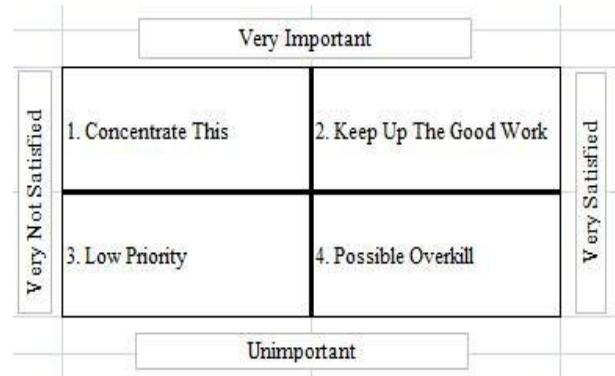

Figure 1 Importance-Performance Analysis Quadrant

The first quadrant (concentrate these) is a quadrant containing indicators of satisfaction measurement for which service recipients have very high expectations because they consider these indicators to be very important in the services they receive. In fact, the level of service provided does not meet the expectations of customers, resulting in low levels of satisfaction. Indicators that are in this awareness, the quality of services must be improved by the institution.

The second quadrant (keep up the good work) is a quadrant containing service indicators which are considered important by customers. The satisfaction indicator in this quadrant is an indicator of high satisfaction and the quality of service is also good. The satisfaction indicators in this quadrant must be maintained as a service excellence and maintain customer satisfaction in the future.

The third quadrant (low priority) is the quadrant with satisfaction indicators deemed to be less important by customers. In fact, service performance is not too special either. Improvements in service quality on indicators included in this quadrant should not be reconsidered as the priority because the impact of service improvements felt by customers is very small.

The fourth quadrant (possible overkill) is a section containing service indicators considered to be less important and too excessive by customers because the quality of service provided is higher than customers' expectations. Satisfaction indicators included into this quadrant can be reduced if the company wants to save on operational activities.

4. RESULTS AND DISCUSSIONS

4.1 Satisfaction Index

The result of public satisfaction measurement on Aceh Government performance index is presented in the table below:

Table 3: Result of Satisfaction Measurement

Indicator	Reality/Fact	Value	Interval Value
1	4.67	0.125	0.58
2	4.54	0.125	0.57
3	4.59	0.125	0.57
4	4.57	0.125	0.57
5	4.47	0.125	0.56
6	4.93	0.125	0.62
7	4.75	0.125	0.59
8	4.84	0.125	0.61
Total			**4.67**

The Acehnese people's satisfaction interval value for the Aceh government performance is 4.67. Based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 year 2017, this value is converted using the following formula:

Interval Conversion Value = Interval Value x 14,28

Based of the above formula, the conversion interval value is 4.67 x 14.28 = 66.69. This figure belongs to the C category of service quality with the service unit performance criteria not good or not satisfied.

4.2 Result of Importance Performance Analysis

The result of importance performance analysis is presented in the table as follow.

Table 4: Average Value of Importance and Performances

Indicator	Expectation	Reality	Gap
1	6.22	4.67	(1.55)
2	6.11	4.54	(1.57)
3	6.14	4.59	(1.55)
4	6.09	4.57	(1.52)
5	6.00	4.47	(1.53)
6	6.22	4.93	(1.29)
7	6.18	4.75	(1.43)
8	6.28	4.84	(1.44)

The results of data analysis on the eight indicators of community satisfaction measurement are presented in the quadrant as follows:
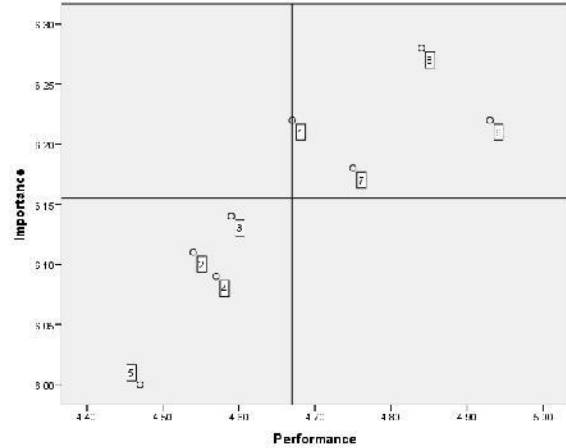

Figure 2 Importance Performance Analysis Result

Indicators used to measure the satisfaction of the Acehnese people were located in the second and third quadrants. None of the indicators are in the first or fourth quadrant. The results of the data analysis illustrate that generally the Acehnese people were very satisfied with the performance of the local government in relation to the outbreak response.

The second quadrant (keep up the good work) contains service indicators which are considered important by the customers. Satisfaction indicators in this quadrant were high and the quality of service was good. Satisfaction indicators included into this quadrant must be maintained as service excellence and maintain customer satisfaction in the future. Indicators that are in the second quadrant include indicators 1, 6, 7 and 8.

The third quadrant (low priority) is the part was filled in by satisfaction indicators considered as less important by the customers. Meanwhile in reality, service performances were also not satisfied the customers. The improvement of service quality in the indicators included into this quadrant can be reconsidered because the impact of the service improvement felt by customers is very small. Therefore, improving services on this indicator is not a top priority. Indicators included into the third quadrant are indicators number 2, 3, 4 and 5.

4.3 Discussion

The measurement result of community satisfaction with the Government of Aceh performance in relation to Covid-19 response based on the criteria determined by the ministry is at level C (not good). The Aceh government has to improve their performance in managing the pandemic situation. The Acehnese people's level of trust in the outbreak, which is still minimal, should be suspected as the cause of low community satisfaction. Communication, education and policies carried out by the Aceh government implemented to the community have not yet reached the grass roots. As a result, government resources are drained on how to build awareness of the Acehnese people to comply with health protocols and be

aware of the corona outbreak.

Importance performance analysis method provides scientific conclusions on various steps in Covid19 response. Several satisfaction indicators requiring improvement are coordination, control of operational activities, supervision and acceleration of the handling of the outbreak. In addition, the allocation of operational resources and the process of delegating and coordinating operational activities are needed improvement.

These recommendations come from five satisfaction indicators in the third quadrant (low priority). Even though it is within the low priority quadrant, this indicator still needs improvement in order to increase the index of community satisfaction of government performance in relation to Covid19 response in Aceh. In addition, the measurement indicators in the second quadrant (keep up the good work) really need maintenance and improvement to reduce the gap between expectations and reality felt by the people of Aceh.

The government of Aceh needs to coordinate and to control operational activities to accelerate the handling of the corona virus outbreak. This effort might be made through strengthening coordination between the provincial level task forces with district and city levels up to the village level. Other parties that need to be involved include the police, government hospitals and non-governmental organizations as well as other groups of humanitarian volunteers who carry out Covid19 management activities in Aceh.

Supervision of operational activities is very important to be executed. This effort will avoid misscoordination between government agencies, so as not to carry out overlapping activities among governmental organizations at the provincial, district and subdistrict levels. Supervision of operational activities will increase the governmental efficiency in managing needed resources. In addition, the efficient use of resources will lead to the effectiveness of the program being implemented as well as be able to reach the Aceh Government in relation to Covid19 responses.

The resource allocation process needs to be carried out carefully. It will have an impact on the allocation of resources which includes financial resources and personnel resources. The appropriate allocation of these two resources will crucially assist the government in accelerating the handling of the outbreak and avoiding the accumulation of costs for the same activities between organizational levels. The allocation of financial resources and employees has to be executed by considering the main tasks and functions of task forces at the provincial, district and village levels.

The power of delegation is significantly needed. Delegation of authority and activities between organizational levels at the provincial / district and city levels to the village level will build team effectiveness in handling the outbreaks.

An effective team will be able to carry out its main duties and functions, according to the level of each part of the team. The Aceh government really needs to formulate a delegation of authority to various agencies in the regions in order to accelerate the handling of the outbreak.

5. CONCLUSION

This study responds to the needs for understanding the public's perspective and level of satisfaction with Aceh government performance in relation to Covid19 response. It has been acknowledged that government plays important role to fight against the outbreak by implementing appropriate strategies and policies. However the perceived performance and public satisfaction are not only based on the released policies. But it will also be closely related to the latest pandemic situation in Aceh and the way the government runs their public communication.

The result of this research shows that the satisfaction level of Aceh resident is at C level, meaning that majority of respondents were not satisfied with Aceh government performance in managing Covid19 cases. They perceive government should do a better work and come with the better policies related not only to health sector but also to the other affected sectors.

In addition, the result of important performance analysis shows that Aceh government has been able to deliver satisfied services on the priority aspects. But, public are not satisfied on government performance on the less important indicators. It shows lack of comprehensive approach on eight policies as mentioned in Governor's Decree No.440 / 924/2020. The perspective on this condition might generate public distrust on the ability of Aceh government to manage the outbreak and its dominos effects. Therefore Aceh government should synergize the quality of the program and the ability to build good public communication. Such synergy will generate public supports and accelerate the declining of Covid19 cases and its spread in Aceh province.

However this research has limitation due to its limited samples and the period of data collection which might produce different public perspective. It would be an opportunity to conduct future research on this topic with bigger samples and on the time when the policies have been implemented for a longer period of time. Therefore the result will be identified more easily by the public.

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