



Analysis of Community Satisfaction Index for Services at PDAM Ende Regency Office in the First Semester of 2022

Rafael Octavianus Byre^(✉) and Maria Endang Jamu

Management Study Program, Faculty of Economics, University of Flores, Sam Ratulangi Street, Ende, Nusa Tenggara Timur 86318, Indonesia
byrerafael@gmail.com

Abstract. This study aims to determine the satisfaction index of the people of Ende city in service at the PDAM Ende office. The approach in research uses quantitative and qualitative approaches. The population used in this study was 14,624. The sampling technique in this study used accidental sampling. The sample in this study was 180 respondents. The types of data used in this study are quantitative data and qualitative data. The data sources used in this study are primary data and secondary data. The data analysis technique in this study used the SPSS program tools. The results in this study are the average value of the public satisfaction index in the PDAM Tirta Kelimutu Ende office service of 2,975 and is categorized as good. Meanwhile, the confection value of IKM from services at the PDAM Tirta Kelimutu office in Ende Regency was 74,375. This shows that overall the IKM indicators can be met. Because the value is masuk in the category of good.

Keywords: Consumers Potential · Buying Decisions · Marketing Strategy

1 Introduction

Human resources (HR) are very important for every organization so that they need to be managed, organized and utilized in order to function productively to achieve organizational goals. For the sake of human resources owned by an organization, it needs to be managed professionally in order to realize a balance between employee needs and organizational demands and abilities. The role of humans as resources in organizations is increasingly believed to be of interest, so that it further encourages the development of science on how to utilize these human resources in order to achieve optimal conditions (Handoko, 2016). One of the activities carried out by an organization is to provide good services to units of activity within the organization and to parties outside the organization. Service activities greatly affect the achievement of the overall goals of the organization. The services provided are not only providing assistance to the needs of the community, but also providing good services to the community.

Community satisfaction is the opinion of the community in obtaining services from the apparatus of public service providers by comparing the expectations and needs (Kepmenpan Number 25 of 2004). Of course, the community has a shadow and expectation

of the product or service to be used, the experience gained will show whether the community is satisfied or not. It is said to be satisfied if the expectations are in accordance with those received. People's experience also shows the public sector. The performance provided by the public sector in terms of service quality can be seen and felt by the community itself. Law Number 25 of 2009 states that "public services are activities or series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers. Public service providers are work units in government agencies that directly provide services to recipients of public services. Law Number 25 of 2009 states that "public services are activities or series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers. Public service providers are work units in government agencies that directly provide services to recipients of public services.

There is a fundamental concept in terms of managing the affairs that govern local government, namely the existence of its own efforts based on the aspirations of the regional community. Regional autonomy means the willingness of regional communities to solve various kinds of problems of the local community in order to achieve the welfare of the community itself. To pursue the target of achieving the welfare of the regional community which is increasingly complex, inevitably the local government is implemented in order to improve and strive for the welfare of the people. One thing that until now there are often problems in the relationship between the community and the government in Ende Regency, especially at the Ende Regency PDAM Office is in the field of public services, especially in terms of the quality or quality of service for PDAM Kabuapten Ende employees, as service providers for the community are required to provide increasingly quality services. Especially in the face of competition in the era of globalization, the quality of service of regional company employees as the tip of government service outbreaks will be increasingly challenged to be more optimal and answer the increasingly high demands of the community, both in terms of quality and in terms of service quantity. The assessment of the quality of service is not based on the recognition or assessment of the service provider, but is given by the customer or the party receiving the service. One of the indicators of service quality is the perception or response shown by the presence or absence of complaints from service users. The results of quality measurement will be the cornerstone in making an overall service quality policy.

Based on observations that have been made at the PDAM Office in Ende district, there are several problems in the service department. Service facilities are one of the aspects that affect the quality of services provided. Therefore, the fulfillment of service facilities for customers or the community is one of the things that needs to be considered. The service facilities at the PDAM Ende Office are considered inadequate, such as the seating in the waiting room is still lacking. In the process of providing services, many consumers are still standing. This can be caused by the services provided by agencies that are considered not good. The service staff of PDAM Ende seems to be less friendly in providing services to the community. Then the problems related to community satisfaction in the service of containment in the complaints of the community complained

about the time of service, so the community had to repeat back to the Ende Regency PDAM Office. To overcome this, the Ende district government, especially PDAM Ende, must provide good services to be satisfied with the services provided.

2 Literature Review

2.1 Community Satisfaction Index

The community satisfaction index (IKM) according to the Decree of the Minister of State Apparatus Empowerment Number 16 of 2014 is data and information about the level of community satisfaction obtained from the results of quantitative and qualitative measurements of community opinions in obtaining services from public service providers by comparing their expectations and needs.

According to Moenir (2000) in Dewi Hernikawati (Hernikawati, 2018) Community satisfaction index is a measure of community satisfaction as recipients of services provided by public service providers based on established service standards. Tjiptono (1997:31) in Emi Kontesa (2017) customer satisfaction index is to measure the difference between what the customer wants to realize in buying a product or service and what the company actually offers.

Rahmayanty (2006: 96) in Riani (2019) community satisfaction index is data and information about the level of community satisfaction obtained from the results of quantitative and qualitative measurements of community opinions in obtaining services from the apparatus of public service providers by comparing their expectations and needs. From this definition, it can be concluded that the public satisfaction index is data and information about the level of public satisfaction with the services provided by companies and government agencies.

2.2 Public Service

The main task of the government towards its people is to provide services in order to meet the needs desired by the people. In The Law of the Republic of Indonesia Number 25 of 2009 concerning public services article 1 paragraph (1) states that public services are activities or series of activities in order to meet service needs in accordance with laws and regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers. According to Mulyadi, et al (2016) said that public service can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the main rules and procedures that have been established”.

According to Dwiyanto (2010: 136) in Hikmatul Aliyah (2019:47) public services are a series of activities carried out by the public bureaucracy to meet the needs of user citizens. The users referred to here are citizens who need public services, such as making identity cards (KTP), birth certificates, marriage certificates, death certificates, land certificates, business permits, building permits, nuisance permits, permits to take groundwater, subscription to drinking water, electricity and so on. Public service can also be defined as a profitable activity in society that offers satisfaction and the result is not tied to a particular product (Nugraheni 2015).

Moenir (2016: 28) public service is a basic right for every independent citizen always paying attention to the basic rights of its citizens, both as individuals and as members of society. Nuryanto (2014) in Nurgraha (2018) argues that public services or public services can be defined as all forms of service services, both in the form of public goods and public services which in principle are the responsibility and are carried out by central, regional, and environmental government agencies or State-Owned Enterprises or Regional-Owned Enterprises, in order to meet the needs of the community and in the context of implementing the provisions of laws and regulations. So it can be concluded that public services are all forms of services both in the form of public goods and public services that are the responsibility and carried out by government agencies, be it the central government, the government, and the environment of regional milivk business entities that are carried out in accordance with laws and regulations.

3 Research Methods

The approach in the research uses qualitative and quantitative approaches. The location used in this research was carried out at the PDA Office, Ende District, Jalan Akhmad Yani Wolowona Ende. The population in this study was 14,624 people. The sampling technique uses accidental sampling. The sample in this study was 99 respondents. The types of data used in this study are quantitative data and qualitative data. Quantitative data in the form of the number of all people in Ende city who receive services at the PDAM Ende Office. Qualitative data is in the form of an overview of the profile of PDAM Ende agencies. The data sources used in this study are primary data and secondary data. The primary data in the study was questionnaire data from all people in Ende City who received PDAM Ende services. Meanwhile, secondary data in this study were obtained through reports, documents, and other data related to the research. The data collection technique uses a questionnaire technique that will be delivered to each respondent which functions as an instrument or measuring instrument that will be delivered directly. The measuring scale in this study used a likert scale. The data analysis technique used in this research is with the SPSS program tool.

4 Discussion of Research and Implementation Results

4.1 Research Results

a. Service Procedures

The service procedure, namely the ease of service provided to the community, is seen in terms of the simplicity of the service flow. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 2.82 or said to be good. This can be explained by the clear flow of requirements that must be passed by the community in order to get services by the Regional Drinking Water Company of Ende regency. However, because it was not publicly announced through pamphlets or instructions for service procedures, the fact is that there are still people who feel unclear about the process of service.

b. Terms of Service

Service requirements are technical and administrative requirements needed to obtain services according to the type of service. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a score of 2,861 or said to be good. This shows that it is good for the flow of requirements that must be passed by the community in order to get services by the regional drinking water company of Ende regency (PDAM) Tirta Kelimutu.

c. Clarity of Service Officers

Clarity of service officers, namely the existence and certainty of officers who provide services (name, position, and authority and responsibility). From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 3.01 or said to be good. This shows that service officers in providing services to the community are carried out clearly and in accordance with authority and responsibility.

d. Discipline of Service Officers

The discipline of service officers is the sincerity of officers in providing services, especially towards the consistency of work time in accordance with applicable regulations. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 2.84 or said to be good. This shows that service officers in providing services to the community are carried out with sincerity and discipline in accordance with the consistency of working time and time provisions.

e. Responsibilities of the Service Officer

The responsibility of the service officer is the clarity of the authority and responsibility of the officer in the implementation and completion of the service. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a score of 3.07 or said to be good. This shows that service officers in providing services to the community are carried out with full responsibility and clarity of authority in completing work.

f. Ability of Service Officers

The ability of service officers is the level of expertise and skills that officers have in providing/completing services to the community. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 3.00 or said to be good. This shows that the community feels that service officers are able to provide services to the community with the expertise and skills that officers have in providing/completing services to the community.

g. Speed of Service

Service speed, namely the target service time, can be completed within a predetermined time by the service delivery unit. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a score of 2.94 or said to be good. This shows that the community feels that service officers have a speed of service, namely a predetermined target service time.

h. Fairness of Service

Justice gets services, namely the implementation of services by not distinguishing the class/status of the community served. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 2.9 or said to be good. This shows that the community feels that officers are able to carry out services by not distinguishing the class/status of the community being served.

i. Courtesy and Friendliness of Officers

The courtesy and friendliness of the officers is the attitude and behavior of the officers in providing services to the community in a polite and friendly manner and respect each other. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 3.14 or said to be good. This shows that the community feels that officers are able to show the friendliness of the attitude and behavior of officers in providing services to the community in a polite manner and mutual respect and respect.

j. Certainty of Service

Certainty of the service schedule, namely the implementation of service time in accordance with the provisions that have been set. From the results of the tabulation of respondent data, the following results were obtained, that the average respondent gave a value of 2.84 or said to be good. This shows that the community feels that the implementation of the service time is in accordance with the provisions that have been set.

k. Environmental Comfort

Environmental comfort is the condition of the service infrastructure that is clean, neat and orderly so that it can provide a sense of comfort to the recipient of the service. Tabulating the respondent's data, the following results were obtained, the average respondent gave a score of 3.07 or said to be good. This shows that the community feels that officers are able to maintain clean and tidy facilities and infrastructure.

l. Service Security

Service security is the guarantee of the level of environmental security of the service delivery unit or the facilities used, so that the public feels calm to get services against the risks caused by the implementation of services. From the results of the tabulation of

respondent data, the following results were obtained, that the average respondent gave a value of 3.20 or said to be good. This shows that the community feels that officers are able to maintain the safety of the environment of the service delivery unit or the facilities used, so that the community feels calm to get services.

4.2 Inter-achievement of Research Results

The average public satisfaction index for the services provided by the PDAM Tirta Kelimutu office in Ende Regency can be seen in Table 1.

The Table 1 shows the average value of the public satisfaction index in PDAM Tirta Kelimutu Ende office services of 2,975 and is categorized as good. Meanwhile, the confection value of IKM from services at the PDAM Tirta Kelimutu office in Ende Regency was 74,375. This shows that overall the IKM indicators can be met. Because the grades are in the good category.

The results of this study are in line with research conducted by Suandi Widjaya (2019) with the title Analisis of Community Satisfaction with Public Services Based on the Community Satisfaction Index at the Belitang District Office, East Oku Regency. The results showed that services at the Belitang Subdistrict Office of East Oku Kabupaten, as measured by community satisfaction index indicators, had been implemented properly. Research conducted by Sukanti (2015) on the analysis of community satisfaction index in public services at the Kalicacing Health Center in Salagita city. The results showed that the health services provided by the Kalicacing Health Center as measured by the community satisfaction index indicators have been implemented very well.

Table 1. Recapture of the Average Value of Research Results

| Indicator Number | Indicators | Value |
|------------------|--------------------------|--------|
| 1 | Service Procedures | 2.82 |
| 2 | Terms of Service | 2.86 |
| 3 | Officer Clarity | 3.01 |
| 4 | Officers' Ciplinary | 2.84 |
| 5 | Officer's Answer | 3,07 |
| 6 | Officer Capabilities | 3,00 |
| 7. | Speed of Service | 2.94 |
| 8 | Justice Ministry | 2,91 |
| 9 | Courtesy and Hospitality | 3,14 |
| 10 | Service Satisfaction | 2,84 |
| 11 | Environmental Comfort | 3,07 |
| 12 | Service Security | 3,20 |
| IKM PDAM Ende | | 74,375 |

Source: Processed Primary Data

5 Conclusions and Suggestions

5.1 Conclusions

The conclusions of the study entitled Analysis of Community Satisfaction Index in the Service of Regional Drinking Water Companies (PDAM) Tirta Kelimutu Ende in 2022, are as follows: First, the factors that affect the community satisfaction index in the service of the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022 are the factors of service clarity. This can be seen in the indicators of clarity of service, certainty of service, convenience of service and safety of services with good value. This shows that the services provided by the Regional Drinking Water Company (PDAM) Tirta Kelimutu Ende in 2022 in some of these items are good. Although this can still be developed in the future. secondly, indicators of service speed, although included in the category of not fast and less fast still dominate. This value indicates that for the community, the service to all community complaints is still not satisfactory to consumers. This must be addressed because the speed in service to the community indicates the success of public service. Third, the indicator of service certainty has a good value. However, more respondents answered uncertainly to the services of officers of the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022. This must be addressed so that in the future the community can feel the certainty of service. Fourth, of the 12 community satisfaction indicators submitted to measure the community's non-satisfaction with the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022, most of the people who were respondents answered less (hesitantly) to all the questions asked. The dominant answer is less (hesitant) shows that the community is still hesitant about improving the quality of services of the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022.

5.2 Suggestions

Based on the results of the research conducted, the author gives the following suggestions: First, although it is categorized as good, but there are many things that need to be addressed in the services of the Regional Drinking Water Company (PDAM) Tirta Kelimutu Ende in 2020, namely (a) The speed of service in serving the community. This is because the public still feels that the officers who serve are still very slow. In listening to the complaints of the people. (b) Certainty of service is still the main issue for the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022. The shortcomings that must be addressed are service instructions and steps in obtaining services that are still lacking. If this can be seen and accessed by the general public. (a) Service procedures that also need to be addressed. It can be the creation of brochures and signs and the ease of getting a quick service form will be very helpful to the general public. (b) it is necessary to think about the development of human resources whether it is in the form of, thinning, training, study appeals and admission of new it-based employees and Accounting. So that in the future it is hoped that the services provided can increase the satisfaction of the community using the services of the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022. This human resource development can collaborate with stakeholders in Ende district, such as the University of Flores and other stakeholders.

The management of the Tirta Kelimutu Ende Regional Drinking Water Company (PDAM) in 2022 needs to think about development by including a modern science approach in accelerating the improvement of services to the community, such as services by using the E Mobile banking application in paying water accounts or other transactions, as well as serving consumer complaints through the USER WA group. This is a form of breakthrough that can bring services closer to consumers.

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