



Community Satisfaction Analysis of Public Services Case Study: Development Planning Agency, Regional Research, and Development of Tasikmalaya City

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Abstract. One measure of success in providing services to a government organization is determined by the level of satisfaction of service recipients. This study aims to determine the level of community satisfaction with the services provided by the Research and Development Planning Agency for the City of Tasikmalaya. This research uses a quantitative approach with a survey method. The sample used in this study consisted of 100 respondents who received services with a random sample selection. The results of the study showed that the community satisfaction index on the quality of services provided by the Regional Development Planning and Research Agency of the City of Tasikmalaya was the result of service quality B with the Good category. This means that the service recipients are generally satisfied with the service performance. The element with the highest Average Value is the Cost element in the Very Good category, and the element with the lowest Average Value is the Service Time element but is still in the good category. The other elements with almost the same Average Value are included in the good category.

Keywords: Service · Satisfaction · IKM · Society

1 Introduction

The government has the function and purpose of providing services to the community by carrying out its functions, roles, and obligations as a non-profit public organization that provides public services to the community. The measure of the success of service delivery is determined by the level of satisfaction of service recipients. Service recipient satisfaction is achieved when service recipients receive services as needed and expected. To find out the quality of a service, it can be measured using the Community Satisfaction Index, which is carried out with a survey.

Satisfaction is a feeling of pleasure or disappointment that arises in a person when comparing the performance results or products he receives [1]. Customer or community satisfaction can be measured using various measurement methods. According to Kotler,

simply put forward four methods that can measure customer satisfaction, including complaints and suggestions system, customer satisfaction survey, ghost shopping, and lost customer analysis. Analysis of the customer satisfaction index is one way of knowing the level of customer satisfaction using the customer satisfaction survey method (Dahmiri, 2014; Kartikaningdyah, 2012; Suandi, 2019). Meanwhile, in the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for the Survey of Public Satisfaction with Public Service Providers, it is stated that the components that are the focus of the implementation of the Community Satisfaction Survey consist of 9 components, namely Requirements, System, Time, Cost, Type of Service, Implementing Competence, Implementing Behavior, Complaint Handling, Facilities, and Infrastructure.

Several studies that have been conducted show that the results of surveys and analyzes of public satisfaction with public services provided by government agencies show significant and positive results, such as the level of community satisfaction as service users can increase if the service system is credible and transparent (Ade Tahyan Alimudin, 2020) and the community is satisfied with the level of service provided, especially in the cost/tariff element [2, 3]. The same thing was stated by the results of research conducted by [4] and [5] that the community was satisfied with the services provided by government agencies in providing programs that were quickly responded to and implemented. [6] stated the results of his research in several cities in China that comfort, security, reliability, and operational services are included in the perception of passenger quality and had a significant positive effect on passenger satisfaction. The correlations between expectations, values, loyalty, and passenger satisfaction are all significantly positive. In comparison, the correlation between satisfaction, loyalty, and passenger complaints all have a negative effect. Meanwhile, [7] found that among the 8 latent variables, patient complaints and perceived value had the greatest impact on patient satisfaction, and the resolution of patient complaints also had a significant effect on patient recognition of the hospital. However, there are slightly different results, as stated by [8], who found a decrease in public satisfaction with services provided by government agencies during the COVID-19 pandemic.

From the description above, the researchers are interested in conducting research to measure and know the level of public satisfaction with public services carried out by the Tasikmalaya City Government, especially the Tasikmalaya City Development Planning, Research and Development Agency, especially after the COVID-19 pandemic.

2 Methodology

This research uses a quantitative approach with survey methods and questionnaires as well as interviews and uses technical analysis of measurements using a Likert Scale. The sample used in this study consisted of 100 respondents who received services with a random sample selection. Samples were asked to fill out a questionnaire containing the research instrument.

The research instrument used refers to 9 components as stated in the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 14 of 2017, consisting of 9 elements, namely Requirements, System, Time, Cost, Type of Service,

Implementing Competence, Implementing Behavior, Complaint Handling, Facilities and Infrastructure. The data collected with this research method is distributed through direct and online surveys through the Google Form application.

3 Results and Discussion

The total 100 questionnaires can be filled properly so that they can be processed and analyzed further. From the results of processing the questionnaires that have been filled in, then the data is obtained, and the following results are obtained:

Based on the Regulation of the Minister of Empowerment of State Apparatus Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey, public service delivery units contain 9 service elements that must be measured, namely:

1. Requirements (Conformity with service requirements with the type of service)
2. Procedure (Ease of service procedures provided by service providers)
3. Service Time (Speed of service provided by service providers)
4. Fees/Tariffs (The match between the fees paid and the fees that have been set)
5. Service Products (Conformity between the results of the services provided with the provisions that have been set/customer's initial request)
6. Implementing Competence (The ability of officers to provide services)
7. Implementing Behavior (Attitude, courtesy, and friendliness of officers in providing services)
8. Facilities and Infrastructure (Compatibility between the services obtained with the service announcement/service standards set)
9. Handling Complaints, Suggestions, and Feedback

For each survey question, each element is scored. Values are calculated using the "weighted average" of each service element. In calculating the community satisfaction survey for the service elements studied, each service element has the same weight. The weighing value is determined by the formula as follows:

$$\text{Value weight} = \frac{\text{Total weight}}{\text{Number of elements}} = \frac{1}{x} = N$$

N = weight value per element.

For example: if the elements studied are nine elements

$$\text{Value weight} = \frac{\text{Total weight}}{\text{Number of elements}} = \frac{1}{9} = 0,11$$

To obtain the Community Satisfaction Analysis value of the service unit, the approach uses used weighted average value formula:

$$\text{Value weight} = \frac{\text{Total weight}}{\text{Number of elements}} \times \text{Weighing value}$$

To facilitate interpretation of the Community Satisfaction Analysis assessment between 25–100, the results of the above values are converted to a basic value of 25, with the following formula:

$$\text{Community Satisfaction Analysis service unit} \times 25$$

Considering that service units have different characteristics, it is possible for each service unit to:

- a. Adding elements that are considered relevant;
- b. Giving different weights to the 9 (nine) dominant elements in the service unit provided that the total weight of all elements remains 1.

To find out the categorization of service quality based on the community satisfaction index, it is described in Table 1.

Based on the measurement of the quality of the 9 service elements, the results of the Community Satisfaction Index (IKM) score of 80.38, the performance of this service unit is in the service quality B with the GOOD category because it is in the conversion interval value of the Community Satisfaction Index 76.61–88.30 as Table 1.

The average value of each service element can be seen in Table 2.

From Table 2, it can be seen that the average value of an element of service shows the community’s assessment of the service element. Service elements with an average value or IKM value of 3,215 or in a GOOD position so that service elements still need to be improved. The element that has the highest Average Value (NRR) is the element of Cost/Tariff (3,610) in the VERY GOOD category, and the element with the lowest NRR is the Service Time element (3,070) which is still in the GOOD category, while the other elements with almost the same NRR are in the GOOD category.

This figure shows that the highest level of service satisfaction is obtained from the Cost/Tariff element. This is because all services are free of charge. While at Service Time provides the lowest level of satisfaction. The average score of all elements illustrates that the community’s assessment of service elements at the Regional Development Planning, Research, and Development Agency is generally GOOD. However, the service elements

Table 1. Perception Value, Interval Value, Conversion Interval Value, Service Quality, and Service Unit Performance

PERCEPTION VALUE	INTERVAL VALUE	CONVERSION INTERVAL VALUE	SERVICE QUALITY	SERVICE UNIT PERFORMANCE
1	1,00–2,5996	25,00–64,99	D	Below Average
2	2,60–3,064	65,00–76,60	C	Average
3	3,0644–3,532	76,61–88,30	B	Good
4	3,5324–4,00	88,31–100,00	A	Very Good

Table 2. Community Satisfaction Survey Measurement Results

No	ELEMENTS OF SERVICE	AVERAGE VALUE	COMMUNITY SATISFACTION INDEX	QUALITY	PERFORMANCE
1	Requirements	3,100	77.50	B	Good
2	Procedure	3,190	79.75	B	Good
3	Service Time	3.070	76.75	B	Good
4	Fees/Tariffs	3,610	90.25	A	Very good
5	Service Products	3,280	82.00	B	Good
6	Implementing Competence	3,220	80,50	B	Good
7	Implementing Behavior	3,380	84.50	B	Good
8	Facilities and infrastructure	3,190	79.75	B	Good
9	Handling of complaints, suggestions, and input	3,190	79.75	B	Good

need to be further improved in the quality of service. To improve the quality of service, what needs to be prioritized is the element with the lowest value and other elements to increase it even more. While the element that has the highest value must be maintained.

Of the 9 elements that have been determined, all of them can be categorized as having sufficient elements of the Community Satisfaction Index value with service quality B (GOOD). In creating quality public services, the 9 service elements above must be improved and improved again.

4 Conclusion

The results of the study showed that the community satisfaction index on the quality of services provided by the Regional Development Planning and Research Agency of the City of Tasikmalaya was in the result of service quality B with the Good category. This means that the service recipients are generally satisfied with the service performance. The element with the highest Average Value is the Cost element in the Very Good category, and the element with the lowest Average Value is the Service Time element but is still in the Good category. While the other elements that have almost the same Average Value are included in the Good category. Although, in general, the community satisfaction index is in the Good category, improvements are needed, especially in terms of service time, increasing competence of implementers, and infrastructure.

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