



Service Quality of Public Service Malls: Study of Public Satisfaction Survey Analysis of Electronic Services

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Abstract. The presence of public services is to be able to achieve goals, namely, serving the rights of the general public and meeting the needs of the community for the necessary goods, services and administrative services. Therefore, it is the responsibility of the government to be able to create quality public service conditions for its people. One form of innovation in organizing public services is the concept of a public service mall. The purpose of this study was to analyze the public satisfaction survey at the public service mall in Bojonegoro Regency. The research method uses a qualitative descriptive method based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys. This research was conducted by distributing google form questionnaires using 9 indicators with a Likert Scale. The number of samples in the study were 400 people determined by the Slovin formula. The results showed that the level of satisfaction of the Bojonegoro Regency community towards the implementation of the public service mall received the predicate B or Good with a Conversion Interval Value of 80.08. Where from the results of the survey conducted among the 9 existing indicators, the indicator with the highest interval value is cost / tariff, while the indicator that gets the lowest interval value is facilities and infrastructure.

Keywords: Community Satisfaction Survey, Public Service Mall, Service Quality

1 Introduction

Problems related to poor public services in the public sector are no longer an open secret, both from the central government to local governments (provincial and district / city, even to village governments) [1]. As a country that adheres to Pancasila democracy, it is of course the obligation of the Indonesian government to serve and meet the needs of the Indonesian people to fulfill the principles of the people, by the people, and for the people. So that through bureaucratic reform, the government seeks

to make improvements, renewals, application of the latest innovations to achieve the welfare and fulfillment of the needs of the people with the realization of good governance [2]. In Indonesia, Law concerning services has explained that the state is required to always serve all citizens in order to fulfill their rights and needs for goods, services, and administrative services organized by the government.

Public services are all activities carried out by the public sector to all people who need them to provide satisfaction to them. The existence of public services is to be able to achieve the goal of serving the rights of all people and meeting their needs. [3]. Along with the times, the Indonesian state can keep up with the times and information technology so that public services can improve the quality of public services. Good quality public services have the principle that the services provided are in accordance with the needs of the community so that they are satisfied with the services they receive [4]. The service quality that needs to be improved is in the form of fast, easy, affordable, comfortable, and safe services, so that the ever-changing needs of the all community can always be met and the quality of services provided to the community will affect the image of agencies and governments [5].

To meet these demands, since 2017 the Indonesian government has developed the concept of public service malls as a form of innovation and renewal in public service delivery activities, especially in local governments. [6]. According to the Regulations, Public Service Malls are an integration of public services provided by ministries, institutions, provincial and district or city governments, state-owned enterprises, regional-owned enterprises and the private sector in an integrated manner in one place to increase convenience, speed, affordability, security and comfort in service [7]. According to this regulation, the implementation of public service malls has several objectives, namely: 1) gathering services to improve speed, convenience, reach, comfort, and security of services; and 2) increasing competitiveness and providing ease of doing business. Meanwhile, the regulation has also explained that organizing a public service mall consists of several types of services, namely 1) direct services, 2) electronic services, 3) self-service, and 4) mobile services.

The presence of public service malls is welcomed enthusiastically by the community, this is because it makes the service process easier with electronic-based services [8]. Electronic services certainly improve the quality of public services. This quality can certainly provide positive value for service recipients in the form of satisfaction for the community [9]. Where community satisfaction is the output of the implementation of public service delivery to the community. Bojonegoro Regency has implemented the concept of a public service mall since 2021.

It is important for public sector to pay attention to improving the services quality of provided [10]. Zeithamal states that the concept of quality service is used to see the difference between the expectations of customers who are served and what has been provided by the service provider and if expectations exceed performance, then the quality perceived by customers is less satisfied with the quality of public services [11]. Not surprisingly, this concept has been widely used. In Indonesia itself, to assess the quality of good services, policies have been issued [12]. Regulations stipulated by the Indonesian Minister of State Apparatus Empowerment and Bureaucratic Reform explains that there are indicators in conducting surveys consisting of: 1) Requirements, 2) System, Mechanism, and Procedure, 3) Completion Time, 4) Cost / Tariff, 5) Product Specifications Type of Service, 6) Executor

Competence, 7) Executor Behavior, 8) Handling Complaints, Suggestions, and Feedback, and 9) Facilities and infrastructure [13]. From this regulation, public agencies that organize public services are required to conduct a community satisfaction survey at least once a year.

Findings related to service quality are still not optimal for two years due to several obstacles such as the lack of employee ability to utilize technology, uneven employee distribution, and constraints due to electronic services constrained from the center [14]. Therefore, it is important to conduct this research with the aim of measuring, describing, analyzing quality, and developing the concept of public service innovation through a public satisfaction survey on electronic services at public service malls in Bojonegoro Regency according to the Regulation [13]. With the aim of this research, it can provide research benefits in the form of improving service quality and public service innovation, one of which is through the Community Satisfaction Survey, so that the hope of this Community Satisfaction Survey can provide input or development on public service innovation at public service malls in Bojonegoro Regency.

The urgency of research in this study is important because during the implementation of public service malls, Bojonegoro Regency has not carried out a community satisfaction survey in accordance with the regulation [13]. Therefore, the research to be conducted will use instruments in accordance with the Regulation to provide an in-depth description and analysis related to the level of satisfaction of the people of Bojonegoro Regency with the electronic services available at the public service mall [13]. It is hoped that through this research it can contribute both to knowledge and empirically in the field.

Previous research has not yet been comprehensively discussed in the realm of electronic services. Research is limited to the impact of electronic services in both public and business areas in securing energy [14], news-based public services in the news domain by mixing soft and hard news into news, looking at the challenges of co-creation and co-production as one of the digital-based public services in Malta [15], how people participate in co-production in public service delivery. The challenges of digital public administration during the Covid-19 pandemic in rural areas [16]. There is research with a specific locus of public service malls in Indonesia, but the discussion is related to the electronic system only not in the realm of public services that look at service quality using public satisfaction surveys based on established laws and regulations.

2 Method

The selection of a descriptive quantitative approach in this study is because it adapts the research objectives [18], namely to measure, describe, and analyze the quality a public satisfaction survey of electronic services at public service malls in Bojonegoro Regency according to the Regulation [13]. Based on this, it can be seen that this study uses independent variables which will then be described based on data collected using questionnaires distributed online to respondents (people of Bojonegoro Regency). Determination of the research sample based on the slovin formula with the results of the calculation of 400 respondents of the total population

of Bojonegoro Regency in 2022 who are over 17 years old, namely 1,343,164 people. This research was conducted from April to August 2023. The following are the stages of analysis carried out in this study:

1. In analyzing the public satisfaction index, it refers to the variables in this study referring to the Regulation of: a) Requirements, b) Systems, Mechanisms, and Procedures, c) Completion Time, d) Costs / Tariffs, e) Service Type Specifications Products, f) Executor Competence, g) Executor Behavior, h) Handling Complaints, Suggestions, and Feedback, and i) Facilities and infrastructure [13]
2. The value is calculated using a 4-point Likert scale given at the time of giving the questionnaire about each service element and data entry processing and index calculation using Microsoft Excel.
3. After knowing the weighted average value, proceed with the calculation to obtain the Survey value of the service unit.
4. To facilitate interpretation of the Survey assessment, which is between 25-100, the results of the above assessment are converted to the base value which is obtained based on the Likert scale in this study, namely 4 points.
5. The data obtained through the distribution of questionnaires is then carried out a data entry process in the Community Satisfaction Index processing table per Respondent and per Service Element according to the perception value of the service user, which can be seen in the table below.

Table 1. Interval Value In Public Satisfaction Surveys				
Perception Score	Interval Value	Conversion Interval Value	Predicate Service of Quality	Description Predicate Quality of Service
1	1,00 to 1,75	25,00 to 43,75	D	Not good
2	1,76 to 2,50	43,76 to 62,50	C	Less Good
3	2,51 to 3,25	62,51 to 81,25	B	Good
4	3,26 to 4,00	81,26 to 100	A	Very Good

Source: [13]

6. After all the data processing processes of the community satisfaction level are carried out, the Bojonegoro Regency community satisfaction index value for
7. electronic services at the public service mall will be known. After the entire series of analysis processes is complete, conclusions can be obtained on this research.

3 Result and Discussion

The implementation of public service malls in Bojonegoro has been implemented since 2021. But until now, a public satisfaction survey has not been carried out in accordance with the Regulation [13]. Surveys carried out so far only use emotion which consists of 2 emotions that indicate the feelings of the community when

receiving services, namely satisfied emotions and dissatisfied emotions as shown below.

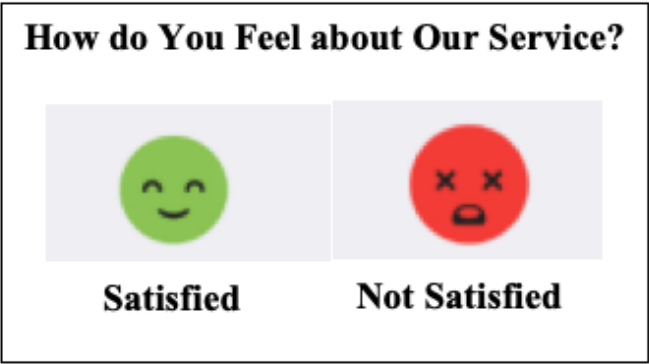


Fig.1. Display of Community Satisfaction Survey Using Emotion at the Bojonegoro Regency Public Service Mall, Source of Public Service Mall Website (2023)

From this figure, it can be concluded that the organizers of public service malls in Bojonegoro Regency have not implemented the Regulation in conducting their surveys [13]. Even though the regulation is clear that every agency that organizes public services must conduct a survey at least once a year. Therefore, through this research, survey data can be produced in accordance with these regulations. The results showed that the distribution of respondents in this study was as follows.

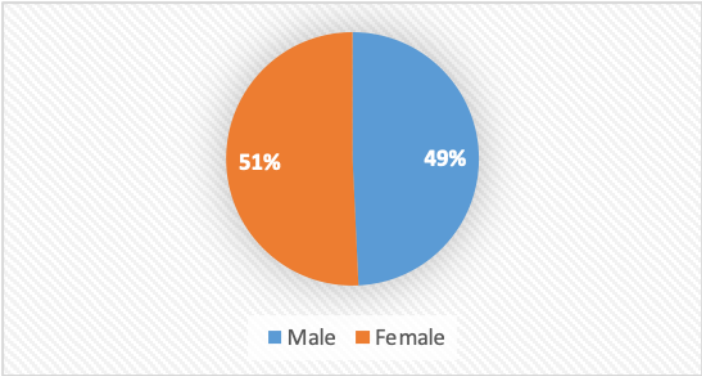


Fig.2. Distribution of Respondents by Gender, Source of Research Data (2023)

From this figure it can be seen that as many as 400 respondents whose numbers have been determined consist of 51% women or 203 people and 51% men or 49%. Meanwhile, when viewed from age, the distribution of respondents in this study is as shown below.

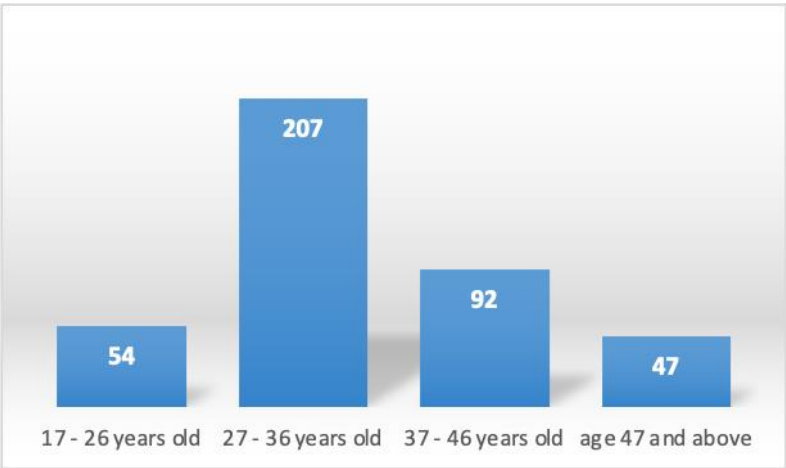


Fig.3. Number of Respondents by Age, Source Researcher Data (2023)

From the data above, the largest number of respondents aged 27 - 36 years were 207 people, followed by respondents aged 37 - 46 years were 92 people, while respondents aged 17 - 26 years were 54 people, and finally respondents aged over 47 years were 47 people. Next, the number of questions on each indicator in this survey can be seen in the table below.

Table 2. Number of Questions in the Survey Questionnaire

Indicator	Description of Indicator	Number of Questions
11	Requirements	2
12	System, Mechanism, and Procedure	3
13	Completion Time	2
14	Cost / Tariff	2
15	Product Specifications Type of Service	2
16	Executor Competence	2
17	Executor Behavior	3
18	Handling Complaints, Suggestions, and Feedback	2
19	Facilities and infrastructure	2
TOTAL		20

Source : Researcher Data (2023)

From the results of calculating respondent data, which is then processed and further analyzed based on table 1, it can be concluded that the predicate for quality of services in the survey of community satisfaction on the implementation of public services malls in Bojonegoro Regency is B or Good with a Conversion Interval Value of 80.08. This means that the organizers of the public services mall are satisfied with

the services provided. While the results of the community satisfaction survey when viewed from each indicator, the results can be seen in the figure below.

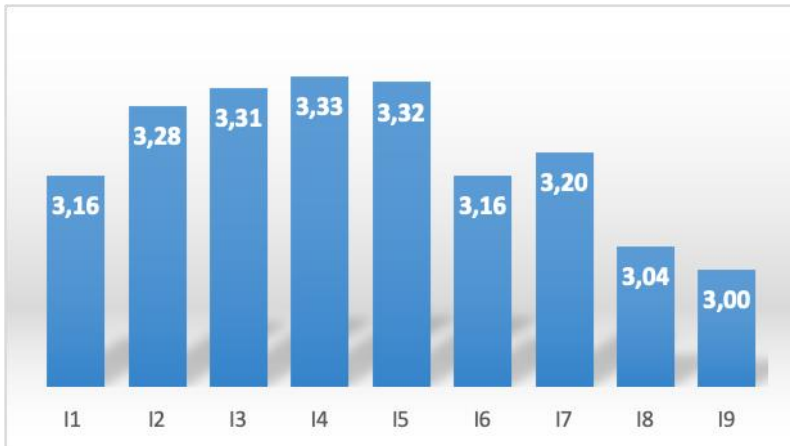


Fig.4. Interval Value of Each Survey Indicator, Source of Researcher Data (2023)

From the data above and analyzed based on table 1, it can be seen that under the results of measuring the public satisfaction survey on the implementation of public servant malls in Bojonegoro Regency, the one that gets the highest interval value is indicator 4 (cost / tariff indicator) which gets an interval value of 3.33 or gets the predicate A or very good. While the indicator that gets the lowest interval value is indicator 9 (facilities and infrastructure indicator) which gets an interval value of 3.00 or gets a predicate B or Good.

In addition, in order by indicator, the acquisition of the interval value of each indicator is as follows: a) indicator 1 (requirements) gets an interval value of 3.16 or gets a predicate B or Good, b) indicator 2 (systems, mechanisms, and procedures) gets an interval value of 3.28 or gets a predicate A or Very Good, c) indicator 3 (completion time) gets an interval value of 3.31 or gets a predicate A or Very Good, d) indicator 4 (cost / tariff) gets an interval value of 3.33 or gets a predicate A or Very Good, e) indicator 5 (product specifications type of service) gets an interval value of 3, 32 or received a predicate A or Very Good, f) indicator 6 (competence of implementers) received an interval value of 3.16 or received a predicate B or Good, g) indicator 7 (behavior of implementers) received an interval value of 3.20 or received a predicate B or Good, h) indicator 8 (handling complaints, suggestions, and input) received an interval value of 3.04 or received a predicate B or Good, and i) indicator 9 (facilities and infrastructure) received an interval value of 3.00 or received a predicate B or Good.

The people of Bojonegoro Regency in filling out the questionnaire gave a value according to the condition of the feelings they felt in the public service process through the public service mall. The requirements indicator consists of 2 questions related to the level of ease of management and fulfillment of technical and administrative requirements. The System, Mechanism and Procedure indicator

consists of 3 questions related to the level of information disclosure regarding the service system, service mechanism and standard operating procedures. The service time indicator consists of 2 questions related to the level of transparency of service completion time and the accuracy of the service implementation process. The cost / tariff indicator consists of 2 questions related to the level of transparency of costs / tariffs, and the level of accuracy of costs / tariffs in services. Indicators of product specifications of service types consist of 2 questions related to the openness of product specifications of service types and the accuracy of product specifications of service types. The executor competency indicator consists of 2 questions related to the level of sophistication and ease of service system. Indicators of executor behavior consisting of 3 questions, namely the level of responsiveness, politeness, and friendliness of employees in service. Indicators of handling complaints, suggestions and input consisting of 2 questions related to the level of openness and ease of the system for handling complaints, suggestions and input. Finally, the facilities and infrastructure indicator consists of 2 questions related to the level of completeness of the main and supporting facilities and infrastructure in the public service process.

4 Conclusion

The results of this research show that the level of satisfaction of service users towards organizing a public service mall is included in the predicate B or Good with a Conversion Interval Value of 80.08 in accordance with the Regulation [13]. Where from the results of the survey conducted among the 9 existing indicators, the indicator with the highest interval value is cost / tariff because the public service process is free of charge / tariff, while the indicator that gets the lowest interval value is facilities and infrastructure due to the limited number of computer devices in the public service mall building as the main means in the service process that must compete with other users. In the future, it is hoped that public service mall organizers can consistently and continuously carry out community satisfaction surveys in accordance with these regulations.

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6 Author Contributions

The authors consist of five lecturers and two students who also contributed to writing the article. Article writing is separated into several stages of research and writing which are completed in approximately 3 (three) months. The first author was tasked

with coordinating the team in carrying out the research. The second and third authors were tasked with preparing interview guidelines and observation guidelines. The fourth were in charge of processing the data obtained in the research. The fifth author provides assistance and guidance to student writers. Student writers are in charge of the data collection process in the field. After the research process was complete, all authors analyzed the data together to draw conclusions.

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