ANALYSIS OF COMMUNITY SATISFACTION INDEX ON PUBLIC SERVICES AT NELLE DISTRICT OFFICE OF SIKKA REGENCY

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Abstract: This research aims to find out Public Satisfaction with Public Service at the District Office of Nelle Sikka Regency.The number of samples in this study was as many as 100 people, sampling techniques taken by researchers in this study using nonprobality sampling techniques with incidental sampling types. The sample in this study is some of the people who get services at the District Office of Nelle Sikka Regency which is located at Moan subu sadipun street of Maumere. The results of the study mentioned that the community satisfaction index about services in the District Office of Nelle Sikka Regency amounted to 79.27 so that it fell into the GOOD category.

Keywords: Community Satisfaction Index, Public Service
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1. Introduction

Public service is any activity in order to meet basic needs in accordance with the basic rights of every citizen and resident of a goods, services and or administrative services provided by service providers related to the public interest. Public service organizers are public service institutions and officers both Local Government and Regional Owned Enterprises that organize public services. Public Service recipients are individuals or groups of persons and or a legal entity that has rights and obligations to a public service.

People who are customers of public services, also have needs and expectations on the performance of professional public service organizers. So that what is now the duty of the Central Government and Local Government is how to provide public services that are able to satisfy the community. The implementation of decentralization and Regional Autonomy policies in Indonesia contained in the Law on Local Government states that the Government has responsibility, authority and determines minimum service standards, this results in every Region (Municipality / Regency) in Indonesia must perform the best public service with minimal standards.

Public sector organizations are very diverse, and of course each organization has differences, both from the type of service and the purpose of the organization. In light of this, there is a need for guidelines that can be applied in various public service organizations to measure the performance of their services. General Guidelines for The Preparation of Community Satisfaction Index of Government Agency Service Units according to the regulation of the Minister of Utilization of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for The Preparation of Public Satisfaction

Survey of Public Service Organizing Units, is a general guideline that can be applied in all types of public service organizations to measure the performance of their services. The dimension of service according to the regulation of the Minister of Utilization of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning guidelines for the Preparation of Public Satisfaction Survey of Public Service Organizing Unit is (1) requirements, (2) Systems, mechanisms, and procedures, (3) Completion time (4) Cost / tariff, (5) Product specification type of service, (6) Competence of Implementers, (7) Implementation behavior, (8) Handling complaints, advice and input, (9) Facilities and Infrastructure.

Nelle District Office of Sikka Regency is one of the offices that provide administrative services. The form of services provided relates to population administration and other services related to government at the Subdistrict level. Services provided for example are the creation of Family Cards, Identity Cards, Building Permits (IMB), and other government service facilities for the community or for the government at the village and village level. Forms of services provided in the sub-district office include the management of population administration, among others, including the creation of Identity Cards (KTP), the manufacture of Family cards (KK), the creation of Birth Certificates, the manufacture of Death Certificates, and others. Where to take care of the Letter of Introduction to Licensing, namely Building Permit (IMB), or Business Place License (SITU), and other letters.

Table 1 Form of service in Nelle District of Sikka Regency in 2018

No	Form of Service	Total
1.	Population Administration	
	- Creation of Identity Card (KTP)	4.045
2	Licensing	
	- Building Permit (IMB)	4
	- Business License (SITU)	2
3	Other letters, recommendations, legalization	
	- Heirs	2
	- Recommendations	1
	- Domicile	5
TOTAL		4.059

Based on table 1.1 above the Nelle subdistrict office performs services in the form of making ID cards as many as 4,045 people, IMB services as many as 4 people, SITU services as many as 2 people, services to make her letters as many as 2 people, recommendations as many as 1 person and domicile letters as many as 5 people.

Researchers conduct observations, observations and brief interviews with the public service community by government officials at the Nelle district office of Sikka where today there are still many weaknesses so that they cannot meet the quality expected by the community. This is characterized by the existence of various community complaints submitted by some problems encountered in the service department, such as inadequate service facilities and the behavior of service personnel who are less responsive in providing services.

Problem Formula

Based on the background explanation above, then in the study can be formulated the following problems: How the Index of Public Satisfaction with Public Services at the Office of Nelle Sikka Regency

Research Objectives

The purpose of this study is based on the formulation of the problems that have been established as follows: To find out public satisfaction with public services at the Office of Nelle District Sikka.

2. Literature Review

Quality of Service

Quality of service according to Lewis and booms (1983), in Tjiptono (2005: 121) which defines the quality of service as a measure of how well the level of service provided is able to meet customer expectations. Referring to the definition, Tjiptono added that the quality of service can be realized through meeting customer needs and desires and the accuracy of delivery to offset customer expectations. Thus the quality of service is influenced by two factors, namely customer expectation and customer perceived for a service.

Service Dimension

The dimensions of service under Law No. 25 of 2009 concerning Public Service are:

1. Public Interest
   Public services based on the public interest want that the government in providing services to the community must always put the interests of the people first by not requiring certain burdens

2. Legal Certainty
   Legal certainty in public services wants that the government in providing services must be based on applicable laws and regulations.

3. Equal Rights
   Equal rights in service require that the government if providing services to the community does not discriminate between ethnicity, race, religion, class, gender, and economic status.

4. Balance of Rights and Obligations
   The balance of rights and obligations in public services requires that the government if it provides services must be based on the balance of rights and obligations of the community, and the government.

5. Professionality
   Professionality in public service wants that the government in serving the community must prioritize the ability and morals of employees.

6. Participatory
   Participatory in public services requires that services are expected to encourage community participation in the implementation of public services by paying attention to the aspirations, needs and expectations of the community.

7. Equal treatment
   Equal treatment in public services requires that the government in providing services to the community must get the same treatment or not distinguished.

8. Openness
   Openness in public services wants that the government in providing services to the community must have an open attitude, and be accessible and provided adequately and easily understood.

9. Accountability
   Accountability in public services requires that the government in providing services must be accountable in accordance with the provisions of the laws and regulations.

10. Special Facilities and Treatment for Vulnerable Groups
    Special facilities and treatment for vulnerable groups in public services require that in the service must provide facilities that help the elderly, pregnant women, and people with disabilities, as well as the treatment that pays more attention to the vulnerable group who are doing the service process.

11. Punctuality
    Punctuality in public service requires that the government in providing public services can

be completed within the specified period of time.

12. Speed, Ease, Affordability

Speed, ease, and affordability in public services require that in the implementation of services must be fast in the service process of the apparatus, ease in the sense of not being complicated in service, and affordability in the sense that the service can be reached by all circles or in services free of charge (free).

Satisfaction

The word satisfaction comes from the Latin "satis" (meaning good enough, adequate) and "facio" (doing or making) so that satisfaction can be interpreted as "effort to fulfill something" or "make something adequate" (Tjiptono and Chandra, 2011: 292).

Customer satisfaction according to Kotler (2014: 150) is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance (or results). From the definition it can be said if the performance of the product is not in accordance with expectations and if the expectations set are too low, then the customer will feel dissatisfied and disappointed, if the performance is in accordance with expectations then the customer will feel satisfied, but if the product performance exceeds expectations, then the customer will feel happy and very satisfied.

Customer Satisfaction Measurement

According to Alma (2012: 286), the causes of feelings of dissatisfaction or dissatisfaction with the offer of a product or service are:

1. Not in accordance with the reality,
2. The service while enjoying the service is not satisfactory,
3. Unsatisfactory personnel behavior,
4. The atmosphere and physical condition of the environment do not support,
5. The cost is too high, because the distance is too far, a lot of time is wasted, and the price does not match.

Community Satisfaction Index

The Community Satisfaction Index (CSI) according to Ministry of Finance No. 25 of 2004 is data and information about the level of community satisfaction obtained from quantitative measurement results of public opinion in obtaining services from the public service organizing apparatus by comparing their expectations and needs.

3. Method

Research design

This study uses survey methods in their data collection. Survey is a quantitative research method using the same structured or systematic questions to many people, for then all the answers obtained by researchers are recorded, processed, and analyzed (Prasetyo and Jannah, 2008: 143).

Population

According to Riduwan (2012: 10), a population is an object or subject that is in a region and meets certain conditions related to research problems. Based on this understanding, the population or subjects in this study are participants who have received services in 2021 at the District Office of Nelle Sikka Regency which is located at Jln. Moan subu sadipun Maumere.

Sample

As for the basis of sampling in the preparation of the Satisfaction Index of 100 people where the number of service recipient population, is ("number of elements" + 1) x 10 = sample number (9 +1) x 10 = 100 people, Furthermore with the number of samples of 100 people, the sampling technique taken by researchers in this study uses nonprobality sampling sampling techniques with incidental sampling types, namely sampling techniques based on chance,

Anyone who coincidentally or incidentally meets with researchers can be used as a sample, if viewed by the person who happens to be found is suitable as a source of data (Sugiyono, 2012: 85).

Operational Definitions and Variable Research

Community Satisfaction Index (CSI) according to the regulation of the Minister of Utilization of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for The Preparation of Public Satisfaction Survey of Public Service Organizing Unit is data and information about the level of public satisfaction obtained from the results of quantitative measurement of public opinion in obtaining services from public service organizing apparatus by comparing expectations between expectations. and his needs.

Based on the operational definition of these variables, it can be spelled out in the indicators as stated in the table below

Table 2. Public Satisfaction Index Indicator

No	Indicators	Definition of Indicators	Measurement scale
1	Requirement	Requirements are conditions that must be fulfilled in the management of a type of service, both technical and administrative requirements.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
2	Systems, mechanisms, and procedures	Procedure is a service procedure that is standardized for the giver and receiver of each type of service.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
3	Turnaround time	Completion time is the time period required to complete the entire service process of each type of service.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
4	Fees/rates	The fare fee is the cost charged to the receipt of services in managing and / or obtaining services from the organizer whose magnitude is determined based on the agreement between the organizer and the community.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
5	Product specifications Service type	Product service specifications are the results of services provided and received in accordance with the provisions that have been set. This service product is the result of every specification of the type of service.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
6	Implementing Competence	Implementing competence is an ability that must be possessed by the implementer including knowledge, expertise, skills and experience.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4

No	Indicators	Definition of Indicators	Measurement scale
7	Executor behavior	The behavior of the executor is the attitude of the officer in providing services.	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
8	Complaint Handling, Suggestions and Feedback	Complaint handling, advice and input is the procedure for handling and complaints and follow-up	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4
9	Facilities and Infrastructure	Means are everything that is used as a tool in achieving purpose and purpose. Infrastructure is everything that is the main support for the implementation of a process (business, development, project). Means used for moving objects (computers, machines) and infrastructure for i motionless objects (buildings)	- Not good / not easy to give a perception value of 1 - Less good / less easily given a perception value of 2 - Good / easily rated 3 - Very good / very easy to be given a perception value of 4

Source: Minister of Utilization of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for The Preparation of Public Satisfaction Survey of Public Service Organizing Unit

Types and Sources of Data

The data source in this study uses primary data and secondary data, which is the primary data source or data obtained directly by researchers in this study comes from questionnaires in the form of structured questions filled by respondents themselves or filled out by interviewers who read out questions and then record the answers given, while secondary data in this study is obtained from data and document documents from the Nelle subdistrict Office. Sikka Regency which is located in Moan subu sadipun street of Maumere as well as document documents derived from the source of books, journals and laws and regulations related to community service and satisfaction.

Data Analysis Techniques

Research data needs to be analyzed to be presented into a research result. Data analysis is a very important part of the scientific method because with the analysis of data can be given meaning and meaning, so that the data is useful in solving research problems. To answer the problem and purpose of the research, the following analysis is used:

The formula for calculating the Community Satisfaction Index according to the regulation of the Minister of Utilization of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning guidelines for the Preparation of Public Satisfaction Survey of Public Service Organizing Units is

1. Each survey question of each element is assigned a value.

   Values are calculated using the weighted average value of each service element. In the calculation of public satisfaction surveys of the elements of service studied, each element of service has the same balance. The balancer value is assigned with the formula

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$$\text{Weighted average value weight} = \frac{\text{Amount of Weight}}{\text{Number of Elements}} = \frac{1}{X}$$

X = value weight per element

2. To obtain the SKM value of the service unit used a weighted average value approach with the following formula:

$$\text{SKM} = \frac{\text{Total of perception values per element}}{\text{Total filled items}} \times \text{Balancer Value}$$

To facilitate the interpretation of the SKM assessment which is between 25-100, the results of the above assessment are converted with a base value of 25, with the following formulas:

SKM service unit x 25

Considering that the service unit has different characteristics, each service unit is possible to: Add elements that are considered relevant and Gives different weights to the 9 dominant elements in the service unit, with a record number of weights of all elements fixed 1.

3. Perception value, interval value, conversion interval value, service quality and service unit performance

Perception Values	Interval Value (NI)	Conversion Interval Value (NIK)	Quality of Service (X)	Service Unit Performance (Y)
1	1,00 – 2,5996	25,00 – 64,99	D	Bad
2	2,60 – 3,064	65,00 – 76,60	C	Less Good
3	3,0644 – 3,532	76,61 – 88,30	B	Good
4	3,5324 – 4,00	88,31 – 100,00	A	Excellent

4. Result and Discussion

Research data needs to be analyzed to be presented into a research result. Data analysis is a very important part of the scientific method because with the analysis of data can be given meaning and meaning, so that the data is useful in solving research problems. To answer the problem and purpose of the research, the following analysis is used:

The formula for calculating the Community Satisfaction Index according to the regulation of the Minister of Utilization of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning guidelines for the Preparation of Public Satisfaction Survey of Public Service Organizing Units is

Table 3 Results Perception values, interval values, conversion interval values, service quality and service unit performance

No	Indikator	Nilai Interval (NI)	Nilai Interval Konversi (NIK)	Mutu PelayanAn (X)	Kinerja Unit Pelayanan (Y)	Indeks Kepuasan Masyarakat
1	Requirement	3,07	76,75	B	Good	
2	Systems, mechanisms, and	3,09	77,25	B	Good	

No	Indicator	Value	Conversion	Grade	Category	Overall
	procedures					
3	Turnaround time	2,81	70,25	C	Less Good	
4	Fees/rates	3,87	96,75	A	Excellent	**79,27** Good
5	Product specifications Service type	2,87	71,75	C	Less Good	
6	Implementing Competence	3,03	75,75	C	Less Good	
7	Executor behavior	3,13	78,25	B	Baik	
8	Complaint Handling, Suggestions and Feedback	3,01	75,25	C	Less Good	
9	Facilities and Infrastructure	3,66	91,5	A	Excellent	

From the results of the analysis of table 3 above, it can be known that the average respondent's answer to the requirements indicator is as follows: the interval value is 3.07 conversion of 76.75. Then it can be concluded that the requirements indicator falls into the category of Good. System indicators, mechanisms, and interval value procedures of 3.09 with a conversion of 77.25 so that it can be concluded to fall into the category of Good. The interval value completion time indicator is 2.81 with a conversion of 70.25 so that it falls into the category of Quite Good. The Cost indicator or interval value rate is 3.87 with a conversion of 96.75 so it falls into the Category of Excellent. Product Indicator Specification Type service value interval of 2.87 with conversion of 71.75 so that it falls into the category of Less Good. The competency indicator implements the interval value of 3.03 with a conversion of 75.75 so that it falls into the category of Less Good. The Behavior indicator implements its interval value of 3.13 with a conversion of 78.25 so that it falls into the Good category. The indicator of handling, complaints, suggestions and input the interval value of 3.01 with a conversion of 75.25 so that it falls into the category of Less Good. And the last is the indicator of facilities and infrastructure the interval value of 3.66 with a conversion of 91.5 so that it falls into the category of Excellent.

From the explanation of each indicator above, it can be concluded that the community satisfaction index about services in the District Office of Nelle Sikka Regency is 79.27 so that it falls into the GOOD category.

5. Conclusions

Based on the results of the analysis that has been discussed, the conclusions of the results of this study are as follows: From the results of the analysis it can be known that the average respondent's answer to the requirements indicator is as follows: the interval value is 3.07 conversion of 76.75. Then it can be concluded that the requirements indicator falls into the category of Good. System indicators, mechanisms, and interval value procedures of 3.09 with a conversion of 77.25 so that it can be concluded to fall into the category of Good. The interval value completion time indicator is 2.81 with a conversion of 70.25 so that it falls into the category of Quite Good. The Cost indicator or interval value rate is 3.87 with a conversion of 96.75 so it falls into the Category of Excellent. Product Indicator Specification Type service value interval of 2.87 with conversion of 71.75 so that it falls into the category of Less Good. The competency indicator implements the interval value of 3.03 with a conversion of 75.75 so that it falls into the category of Less Good. The behavior indicator implements its interval value of 3.13 with a conversion of 78.25 so that it falls into the Good category. The indicator of handling, complaints, suggestions and input the interval value of 3.01 with a conversion of

75.25 so that it falls into the category of Less Good. And the last is the indicator of facilities and infrastructure the interval value of 3.66 with a conversion of 91.5 so that it falls into the category of excellent; It can be concluded that the community satisfaction index about services in the District Office of Nelle Sikka Regency is 79.27 so that it falls into the GOOD category.

Acknowledgements

With regard to the discussion and conclusions above, the author will also provide some advice that is expected to provide benefits to the government at the district office of Nelle Sikka Regency to be able to improve the performance of the apparatus in providing services. As for this advice, that is:

1. Improving the quality of services through established and quality human resources (HR) must be maintained and even improved by efforts to establish cooperation with other institutions or NGOs that can provide training in the form of excellent services.
2. Nelle District Office of Sikka Regency needs to think about giving awards for outstanding employees or government officials in order to be motivated in providing services to the community.

Improving service indicators that get poor results that include product specifications Of service type, competence of implementers, handling, complaints, suggestions and input so that in the future the performance of the indicator becomes very good and the community becomes very satisfied with the services provided by the district office of Nelle Sikka Regency.

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