COMMUNITY SATISFACTION INDEX AT THE POPULATION AND CIVIL REGISTRATION OFFICE OF ROKAN HULU REGENCY

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Abstrak : This study examined the Community Satisfaction Index at the Population and Civil Registration Office of Rokan Hulu Regency with a number of respondents was 150 people. The selection of respondents was carried out by applying the proportional random sampling technique, namely by means of respondents being selected at random and determined according to the area coverage of each service unit. The results of the Community Satisfaction Index assessment survey from the service recipients of the Population and Civil Registration Office of Rokan Hulu Regency in 2022 obtained the number **85.6023**, which means that the service performance of the Rokan Hulu Regency has a service quality of **"A"** and it is in the service category of **"Very Good."**

Keywords: Community Satisfaction Index

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1. Introduction

Good service is a service that can understand the needs of those served, is fast in providing services, on time, and the ladder will fulfill the needs served. The quality of service in various aspects is one of the main links of public trust in government. For this reason, efforts to improve the quality of service must be carried out consistently by paying attention to the needs and expectations of the community, so that government services to the community can be provided transparently, quickly, precisely, cheaply, simply, and easily implemented and not discriminatory.

To determine the quality of public services, it is necessary to have data on the assessment of service performance based on public opinion, one of which is through the Community Satisfaction Index (IKM) survey. This is by the Decree of the Minister of Administrative Reform Number: KEP/25 / M.PAN / 2/2004 concerning General Guidelines for the Preparation of the Public Satisfaction Index for Government Agency Service Units.

Community satisfaction survey activities need to be carried out on an ongoing basis, with the intention of knowing the development of the service unit's IKM value from year to year. For this reason, the Rokan Hulu Regency Government, in this case the Population and Civil Registration Office, carries out activities to measure the Community Satisfaction Index (IKM) through surveys carried out in 2 (two) service areas, namely the population and civil registration in Rokan Hulu Regency.

STIESIA — Sekolah Tinggi Ilmu Ekonomi Indonesia Surabaya
COBUSS — INTERNATIONAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES
e-ISSN 2746-5667

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2. Literature Review

Along with advances in technology and community demands in terms of services, public service delivery units are required to meet community expectations in making service improvements. Public services provided by government officials currently do not meet public expectations. This can be seen from various public complaints conveyed through mass media and social networks, thus having a negative impact on government services, which gives rise to public distrust. One of the efforts that must be made to improve public services is to conduct Community Satisfaction Surveys among service users. Considering that the types of public services are very diverse with different properties and characteristics, the Public Satisfaction Survey can use appropriate survey methods and techniques.

The data processing method used to obtain the IKM value is the "weighted average value" of each service element. In calculating the Community Satisfaction Index on the 14 service elements studied, each service element has the same weight with the following formula:

$$\text{Weighted Average Value} = \frac{\textit{Total Perceived Value per Element}}{\textit{Total Elements Filled}}$$

After the value of the service element is known, the Index Value of each service element is sought using the formula:

WEIGHTED VALUE INDEX VALUE PER ELEMENT = ELEMENT X WEIGHTED SERVICE AVERAGE

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

CONVERSION INDEX VALUE PER ELEMENT = INDEX VALUE PER ELEMENT x 25

Manual data processing was carried out as follows:
After the questionnaire data from each respondent is entered in the form starting from element 1 to element 14. The next steps are:

1. Finding the average value per service element The value of each service element is summed up according to the number of questionnaires filled out by the respondent, then to get the average value per service element, the total value of each service element is divided by the number of respondents who fill out.
2. Finding the Weighted Average Value To get a weighted average value per service element, the sum of the average values per service element is multiplied by 0.071 as the weighted average value.
3. Finding the Index Value Per Service Element To get the index value per service element, by multiplying the average value per service element, with a weighted average value.
4. Finding the Conversion IKM Value Per Service Element.
   To get the conversion IKM value per service element, by multiplying the index value service element by the base value of 25.
5. Determining the IKM Value of an SKPD
   To find out the value of the service unit IKM obtained by summing up the elements of the conversion IKM value.

VALUE OF IKM = SUM OF 14 ELEMENTS VALUE OF IKM CONVERSION

The results of the service unit index value are then classified into four intervals as follows:

Table 1. Service Unit Index Value

Perception Value	IKM Interval Value	IKM Convertion Interval Value	Service Quality	Service Performance
1	1,00 – 1.75	25,00 – 43,75	D	Tidak Baik
2	1,76 – 2,50	43,76 – 62,50	C	Kurang Baik
3	2,51 – 3,25	62,51 – 81,25	B	Baik
4	3,26 – 4,00	81,26 – 100,00	A	Sangat Baik

Sources: Keputusan Menteri Pendayagunaan Aparatur Negara Nomor : KEP/25/M.PAN/2/2004

3. Method

This research was conducted at the Population and Civil Registration Office of Rokan Hulu Regency, where the respondents were the people who made arrangements for population administration and civil registration. The selection of respondents was carried out by applying proportional random sampling techniques, namely using respondents selected randomly (random) and determined according to the coverage area of each service unit. The sample size was taken proportionally based on the total population in each public service unit. In terms of time and cost considerations, the researcher determined the number of respondents, namely 150 people for all service units. The data collection process was carried out at the location, namely in each service unit, such as the service office, and secondly in the neighborhood where the respondent lives, for certain service recipients considering that at the time the survey of service activities has been carried out, the survey of service activities has been carried out or due to the limited number of service users who come to the Population and Civil Registration Office of Rokan Hulu Regency in the survey conducted.

4. Result and Discussion

The value of the Community Satisfaction Index at the Population and Civil Registration Office of Rokan Hulu Regency in 2022 is fully displayed in table below:

Table 2. Community Satisfaction Index Value

Service Element	Service Element Value	Index Value	IKM Convertion Value	Service Quality
1	2	3=(3)X0,071	4=(4)X25	5
U1	3,4133	0,2423	6,0587	A
U2	3,4800	0,2471	6,1770	A
U3	3,2667	0,2461	6,1533	A
U4	3,1667	0,2248	5,6208	B
U5	3,3067	0,2438	5,8693	A
U6	3,4333	0,2438	6,0942	A
U7	3,4733	0,2466	6,1652	A
U8	3,2067	0,2277	5,6918	B
U9	3,4067	0,2419	6,0468	A
U10	3,8067	0,2703	6,7568	A
U11	3,7867	0,2689	6,7213	A
U12	3,4600	0,2457	6,1415	A
U13	3,4467	0,2447	6,1178	A
U14	3,3733	0,2395	5,9877	A
IKM DISDUKCAPIL			**85,6023**	**A**

Sources: Processed Data, 2022

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e-ISSN 2746-5667

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The results of the Community Satisfaction Index assessment survey of service recipients of the Rokan Hulu Regency Population and Civil Registration Office in 2022 obtained a score of **85.6023**, which means that the service performance of the Rokan Hulu Regency Population and Civil Registration Office with service quality **"A"** and in the **"Very Good"** service category.

The results of the IKM assessment survey of the Rokan Hulu Regency Integrated Licensing and Investment Agency, which are fully displayed in table 2, show that the IKM value of the Rokan Hulu Regency Integrated Licensing and Investment Agency in 2022 is 85.6023, which means that it is included in the qualitative value category of "Very Good" satisfaction with the letter grade "A". This shows that internal improvement efforts, especially matters that are in direct contact with the community, which have been carried out so far have been right on target and need to be maintained and even improved. Of the 14 service elements assessed as in table 2 for all types of services provided, the lowest IKM performance value is the discipline of service officers (U4), namely with a service element value of 3.1667 and with a qualitative value of "Good" satisfaction with a letter grade of "B", then the element of justice to get services (U8), namely with an element value of 3, 2067, while the remaining 12 other elements are at the "Very Good" level of satisfaction with the letter grade "A" with the highest value found in the element of Fairness of service costs (U10) with a service element value of 3.8067 and the element of Certainty of service costs (U11) with a service element value of 3.7867.

Based on the data above, it can be interpreted that the quality of public services provided by assessing 14 service elements as stated in the Decree of the Minister of Administrative Reform Number KEP/25 / M / PAN / 2/2014 concerning General Guidelines for Preparing the Public Satisfaction Index for Government Agency Service Units, to determine the Public Satisfaction Index at the Integrated Licensing and Investment Agency of Rokan Hulu Regency in 2022, there are only 2 elements of assessment that have not received a qualitative value of "Very Good" satisfaction with a letter grade of "A", namely the elements of the Dispensability of Service Officers (U4) and Fairness in Getting Services (U8). The existence of two service elements that are perceived to be different from other service elements by service recipient respondents, although they are still included in the "Good" category with a service quality value of "B", of course, as a step of introspection and as input for improving public services, this difference must be examined further.

Of the 14 elements assessed, there are 3 service elements, namely the Fairness of Service Costs (U10) and Certainty of Service Costs which are considered very satisfying by all respondents. It is interesting when the element of Reasonableness of Service Costs gets a satisfactory and very satisfying assessment because until now the perception that has developed in the community is extortion from government officials in serving the community. This is supported by conditions at DISDUKCAPIL Rokan Hulu Regency which have implemented transparency in services, a strong commitment from employees, and adequate information facilities needed by customers to find out the amount of service costs/retributions.

5. Conclusions

In closing, some conclusions that can be drawn from the report on the results of the Community Satisfaction Index Survey of the Population and Civil Registration Office of Rokan Hulu Regency in 2022 show that the Community Satisfaction Index assessment collected data from 150 respondents representing 2 types of services, namely population services 75 respondents (50%) and civil registration services 75 respondents (50%). Based on statistical analysis,

namely the F test with a confidence level of 95%, it is known that there is no significant correlation between the DISDUKCAPIL IKM assessment of Rokan Hulu Regency 2022 and the background of the respondents.

Overall, the IKM value of DISDUKCAPIL Rokan Hulu Regency 2022 is **85.6023** which means that the service performance of DISDUKCAPIL Rokan Hulu Regency with service quality **"A"** and in the **"Very Good"** service category. The elements of service officer discipline (U4) and fairness in getting services (U8) are still considered unsatisfactory by service users. Of the 14 service elements assessed, it is known that the lowest IKM performance value is the element of the discipline of service officers (U4), namely with a service element value of **3.1667** and an element of fairness in getting services (U8) with a qualitative value of **"Good"** satisfaction with a letter grade of **"B"**, while the remaining 12 other elements are at the **"Very Good"** level of satisfaction with a letter grade of **"A"** with the highest value contained in the element of the reasonableness of service costs (U10) with a service element value of **3.8067**. The lowest satisfaction value of service elements, especially the element of discipline of service officers (U4), is found in the type of civil registration service with an element value of **3.1733** with a qualitative value of **"Good"** satisfaction with a letter grade of **"B"**. While the lowest element value on the element of fairness in getting services (U8) is found in population services with an element value of 3.1600 with a qualitative value of "Satisfactory" satisfaction with a letter grade of "B". Of the 14 elements assessed, there are 9 (nine) service elements, namely the elements of Service Requirements (U2), Clarity of Service Officers (U3), Service Officer Ability (U6), Service Speed (U7), Reasonableness of Service Fees (U10), Certainty of Service Fees (U11) Service Unit Environmental Comfort (U13) and Security at the Service Unit (U14) which are rated satisfactory with a score of 3 and very satisfying with a score of 4 by all respondents.

Acknowledgements

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Keputusan Bupati Rokan Hulu Nomor 10 Tahun 2010 tentang Pelayanan Penertiban Kutipan Akta Kelahiran Gratis bagi Penduduk di Kabupaten Rokan Hulu;

Keputusan Bupati Rokan Hulu Nomor 69 Tahun 2010 tentang Pelayanan Kartu Keluarga (KK) dan Kartu Tanda Penduduk (KTP) Gratis bagi Penduduk di Kabupaten Rokan Hulu;

Peraturan Daerah Kabupaten Rokan Hulu Nomor 4 Tahun 2013 tentang Perubahan Peraturan Daerah Kabupaten Rokan Hulu Nomor 5 Tahun 2009 tentang Penyelenggaraan Administrasi Kependudukan.

Profil Dinas Kependudukan dan Pencatatatn Sipil Kabupaten Rokan Hulu Tahun 2014.