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ANALYSIS OF PUBLIC SATISFACTION WITH PUBLIC SERVICES BASED ON THE PUBLIC SATISFACTION INDEX AT THE BUKIT TEMPAYAN VILLAGE OFFICE, BATU AJI DISTRICT, BATAM CITY

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ABSTRACT

This study aims to assess the services provided by the Bukit Tempayan Village Office in Batu Aji District, Batam City, as measured by the Public Satisfaction Index (IKM). The research is descriptive, utilizing Public Satisfaction Index analysis. The study was conducted at the Bukit Tempayan Village Office, Batu Aji District, Batam City, from January to June 2024. The sampling technique used is non-probability sampling, a type of accidental sampling. Data collection methods include observation, documentation, and questionnaires. The validity test uses Pearson's Product-Moment formula, and the reliability test uses Cronbach's Alpha formula. The study results indicate that the Public Satisfaction Index (IKM) for services at the Bukit Tempayan Village Office, Batu Aji District, Batam City, is 3.442 with a conversion score 86.05. Therefore, the performance of public services falls into the category of good service quality. The results of the measurements based on 9 Public Satisfaction Index indicators are as follows:

(a) Service Requirements with IKM score of 76.42, categorized as Poor, (b) **Service Procedures** with IKM score of 94.40, categorized as **Very Good**, (c) **Service Time**: IKM score of 84.54,

categorized as Good, (d) Service Fees with IKM score of 100, categorized as Very Good, (e) Service Products with IKM score of 80.76, categorized as Good, (f) Service Executor Competence with IKM score of 81.55, categorized as Good, (g) Service Executor Behavior with IKM score of 86.91, categorized as Good, (h) Handling of Complaints, Suggestions, and Feedback with IKM score of 77.60, categorized as Good, (i) Service Facilities and Infrastructure with IKM score of 93.06, categorized as Very Good.

Key Words: Public Services, Public Satisfaction Index

INTRODUCTION

Every human needs services, which have become inseparable and essential in social life. The public constantly demands quality services from government officials who provide them. Service activities significantly influence quality and the smooth functioning of activities within society. The services provided are not merely about meeting customer needs but also about offering exemplary service to the customer. Receiving satisfying services from government officials is a right that belongs to every member of society.

Society requires services to meet various needs. Public services often take the form of public goods or services. With the services they receive, the public is expected to actively participate in supporting the tasks of government officials, creating a balance between citizens' rights and obligations.

Services to the public are one of the duties that must be carried out by both local and central governments. The government plays an important role in providing public services as mandated by law. According to Law Number 25 of 2009 on Public Services, Article 1, public service is defined as a series of activities aimed at fulfilling service needs in accordance with regulations for every citizen and resident regarding goods, services, and/or administrative services provided by public service providers.

The quality of service is a condition where a dynamic relationship is created between users and service providers, whether in terms of goods or human services. If the services provided meet

the expectations of the users, it can be said that the service is of high quality. Conversely, if the services provided do not align with the users' expectations, then the service can be considered of poor quality. The assessment of good or bad service quality is not based on the perspective or perception of the service providers but rather on the perception of consumers and the regulations or standards regarding service quality.

The public generally expects good services. Poor service can create a negative image for the government. The services provided by government bureaucracy in Indonesia are often characterized by slow and convoluted administrative processes. To receive optimal services, the public may feel compelled to provide feedback in the form of payment, which can fall into the category of bribery and is often associated with corruption, collusion, and nepotism (KKN). This indicates that the services provided are not satisfactory. As a result, the public may be reluctant to engage directly with government bureaucracy for any matters.

The sub-district (kecamatan) serves as the frontline of public service and is also referred to as the base of public service. This is not an exaggeration, as in daily activities, the public frequently engages in administrative processes, whether for permits or requests for official documents. Within local government, the lowest level of administration is the sub-district organization, which operates under the supervision of the head of the sub-district (camat). One of the sub-districts actively providing public services to the community is the Bukit Tempayan Village Office in Batu Aji District, Batam City. The services provided include the issuance of Family Cards, Identity Cards, management of Building Permits (IMB), and other government service facilities for the community or for local government at the village level.

Based on initial observations conducted at the Bukit Tempayan Village Office in Batu Aji District, Batam City, several issues were found in the service area. Service facilities are one of the aspects that influence the quality of the services provided. Therefore, fulfilling the service facilities for customers or the community is an important aspect that needs attention. The service facilities at the Bukit Tempayan Village Office are considered inadequate, such as the waiting area being

too small and insufficient seating in the waiting room. This, of course, can hinder the smooth delivery of services. The main objective of public service is to achieve public satisfaction. Public satisfaction will be realized when the services provided meet the established service standards or are better than the set standards.

The services provided at the Bukit Tempayan Village Office in Batu Aji District, Batam City, will be assessed through the level of public satisfaction. The community provides assessments to determine the performance measurement of public services. The activity carried out to gauge public service is measuring the level of public satisfaction. One of the methods used to evaluate the quality of services provided by a public organization is through the Public Satisfaction Index (IKM). Regulations regarding the Public Satisfaction Index (IKM) are outlined in the Decree of the Minister of Administrative Reform Number KEP/25/M.PAN/2/2004, dated February 24, 2004, concerning the General Guidelines for the Preparation of the Public Satisfaction Index for Government Service Units.

The analysis of the Public Satisfaction Index (IKM) must be conducted periodically. This means that at regular intervals, research or calculations and analyses regarding public satisfaction with the services provided should be carried out. However, the Bukit Tempayan Village Office in Batu Aji District, Batam City, has not yet conducted such assessments on a regular basis. This presents an interesting opportunity for study with the aim of understanding the Public Satisfaction Index regarding services at the Bukit Tempayan Village Office in Batu Aji District, Batam City. Based on the above description, a study will be conducted titled Analysis of Public Satisfaction with Public Services Based on the Public Satisfaction Index at the Bukit Tempayan Village Office in Batu Aji District, Batam City.

Based on identifying the issues above, it is necessary to narrow the scope of the problems. This research focuses on the quality of service at the Bukit Tempayan Village Office in Batu Aji District, Batam City, as measured by the Public Satisfaction Index, which has not yet been determined.

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Based on the issues presented, the problem in this research is formulated as follows: "How is the service at the Bukit Tempayan Village Office in Batu Aji District, Batam City, measured in terms of public satisfaction using the Public Satisfaction Index?"

In accordance with the formulated problem above, the researcher aims to achieve this study's objective of determining the service quality at the Bukit Tempayan Village Office in Batu Aji District, Batam City, as measured by public satisfaction using the Public Satisfaction Index.

LITERATURE REVIEW

A. Definition of Public Service

1. Public Service

a. Definition of service

According to Hardiyansah (2011: 11), "service can be defined as an activity provided to assist, prepare, and manage either in the form of goods or services from one party to another." Essentially, service consists of a series of activities; therefore, the service process occurs routinely and continuously, encompassing the entire life of an organization within society. This process is intended to fulfill the needs of both the service recipients and the service providers.

From this definition, it can be concluded that service is an activity or effort carried out by an individual or a group of people through an interactive relationship between one party and another, utilizing organizational or institutional resources to achieve the satisfaction of the recipient/customer/consumer.

b. Definition of Public

The term "public" comes from the English word "public," which means general, society, and state. The word "public" has been accepted into standard Indonesian as "publik," which means general, many people, and crowded. Inu and colleagues (1999: 18) define the public as a group of individuals who share common thoughts, feelings, hopes, attitudes, or actions

that are deemed right and good based on shared values and norms, and who feel a sense of ownership. According to Gruth and Marsh in Estawara (2010), the public is any group of people who share interests or common values in specific situations, particularly their interests or values that may prompt them to act willingly.

c. Public Services

Based on Law No. 25 of 2009 on Public Services, public service is defined as any form of activity aimed at regulation, guidance, provision of facilities, services, and others carried out by government officials as an effort to meet the needs of the community following applicable laws and regulations. Public service is closely related to issues of public interest. The community requires public services to support various needs. According to Sinambela (Harbani Pasolong, 2010: 199), public service is any activity conducted by the government toward several people that involves activities and offers satisfaction, even if the results are not tied to a physical product.

2 Type of Public Service

Based on the Minister of Administrative Reform Decree No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Provision of Public Services, three types of services provided by government agencies, as well as state-owned enterprises (BUMN) and regional-owned enterprises (BUMD), are categorized as follows:

1. Administrative Services (Pelayanan Administratif)
2. Goods Services (Pelayanan Barang)
3. Service Services (Pelayanan Jasa)

3. Characteristic service

Zeithaml, Berry, and Parasuraman (Fandy Tjiptono and Anastasia Diana, 2003: 27) identified five characteristics used by customers to evaluate service quality, which are:

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1. Tangibles (Bukti langsung)
2. Reliability (Kehandalan)
3. Responsiveness (Daya tanggap)
4. Assurance (Jaminan)
5. Empathy (Empati)

4. Factors Influencing Service

1. Human resources
2. Awareness
3. Organizational Policies (Aturan organisasi)
4. Skills and Abilities
5. Service Suggestion (Sarana pelayanan)
6. Customer Experience

Definition of Public Service

As cited in Fandy Tjiptono (2005: 59), Lovelock states that service quality is a level of excellence expected and controlled to meet customer expectations. Service quality refers to how well the service provider can deliver services that align with customer expectations.

In the context of a sub-district office (kantor kecamatan), the office, as a service provider, is expected to offer pleasant and comfortable services to the community. This involves understanding and meeting the specific needs and expectations of the citizens it serves. When the quality of service is high, it leads to greater customer satisfaction and enhances the overall perception of the government's effectiveness in serving its constituents.

5. Benefit of Service Quality

Fandy Tjiptono and Gregorius Chandra (2005: 115) state that there are several benefits that a company can gain from having service quality, namely:

Quality is closely related to customer satisfaction.

1. Quality is closely related to customer satisfaction
2. Companies can increase their market share by meeting customer-driven quality.
3. Quality can reduce costs.

6. Dimensions of Service Quality

Parasuraman et al. (Fandy Tjiptono, 2005: 690) identified ten dimensions of quality, which are:

1. Reliability
2. Responsiveness
3. Competence
4. Access
5. Courtesy
6. Communication
7. Credibility
8. Security
9. Understanding/Knowing the Customer
10. Tangibles

Definition of Customer Satisfaction

3. Definition of Customer

According to Nasution M. N. (2001: 45), customer satisfaction is a state in which the needs, desires, and expectations of customers are fulfilled through the products consumed. Gerson in Arief (2007: 167) states that customer satisfaction is when expectations have been met or exceeded. From these expert opinions, it can be concluded that customer satisfaction is the

level of consumer feelings after comparing the alignment or misalignment between customer expectations and the perceptions/services received (the reality experienced)

4 Level of Public Satisfaction

Public satisfaction with public organizations is essential because it relates to public trust. Harbani Pasolong (2010: 221-222) states that the better the governance and the quality of service provided, the higher the public trust will be. Public trust will increase further when the community receives good service and feels satisfied with that service.

Every service provider needs to measure customer satisfaction to gather feedback and input that the provider can use to develop and implement strategies to enhance customer satisfaction. According to KEPMENPAN Number 63 of 2003 on General Guidelines for Public Service Provision, the success of service provision is determined by the level of satisfaction of the service recipients. Service satisfaction is achieved when the recipients receive services that meet their needs and expectations. Therefore, every service provider periodically conducts a Community Satisfaction Index survey. Customer satisfaction can be measured using various measurement methods. Kotler (Fandy Tjiptono, 2003: 148) simply outlines four methods that can measure customer satisfaction, as follows: Complaint and Suggestion System, Customer Satisfaction Survey, Ghost Shopping, and Lost Customer Analysis.

B. Public Satisfaction Index

1. Definition of Public Satisfaction Index

The Public Satisfaction Index (IKM) according to KEPMENPAN No: KEP/25/M.PAN/2/2004 is data and information about the level of community satisfaction obtained from quantitative and qualitative measurements of public opinion regarding the services received from public service providers by comparing their expectations and needs.

The purpose of measuring the Public Satisfaction Index (IKM) according to KEPMENPAN No: KEP/25/M.PAN/2/2004 is to monitor the performance development of service units within government agencies, conducted by the respective agencies periodically. For service units in

government agencies, the measurement results can be used as a basis for policy formulation to improve public service quality. For the community, the IKM can reflect the performance of the respective service unit.

2 Components of Public Satisfaction Index

Based on the Regulation of the Minister for State Apparatus Utilization and Bureaucratic Reform Number 14 of 2017, 9 service components must be measured, namely:

1. Service Requirements
2. Service Procedures
3. Service Time
4. Cost/Tariff
5. Service Product
6. Competence of Implementers
7. Behavior of Implementers
8. Handling of Complaints, Suggestions, and Input
9. Facilities and Infrastructure

3 Steps for Formulating the Public Satisfaction Index

1) Preparation, six working days
2) Data collection implementation, six working days
3) Index data processing, six working days;
4) Preparation and reporting of results, six working days

4 Data Processing

The calculation of the Public Satisfaction Index for the nine service components being assessed involves each service component having the exact weighting with the following

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formula :

$$\text{Bobot Rata-Rata Tertimbang} = \frac{\text{Jumlah Bobot}}{\text{Jumlah Unsur}} = 0{,}111$$

To obtain the value of the Public Satisfaction Index (IKM) for the service unit, a weighted average approach is used with the following formula :

$$\text{Total dari nilai persepsi per Unsur IKM} = \text{Total unsur yang berisi} \times \text{Nilai Penimbang}$$

To facilitate the interpretation of the IKM assessment, which ranges from 25 to 100, the assessment results are converted using a base value of 25, with the following formula:

$$\text{IKM Unit Pelayanan} \times 25$$

The following are the perception values and IKM intervals used in the assessment of the 9 IKM components, as shown in Table 1 below:

Table 1. Perception Values, IKM Intervals, IKM Conversion Intervals, Service Quality, and Service Unit Performance

Perception Value	IKM Interval	IKM Conversion Interval	Service Quality	Service Unit Performance
1	1,00 – 1,75	25 - 43,75	A	Not Good
2	1,76 – 2,50	43,76 - 62,50	B	Poor
3	2,51 – 3,25	62,51 - 81,25	C	Good
4	3,25 – 4,00	81,26 - 100,00	D	Very Good

RESEARCH METHOD

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This research design is descriptive research with a quantitative approach. It will be conducted from January to June 2024 at the Bukit Tempayan Village Office, Batu Aji District, Batam City.

The population in this study consists of all community members who are customers at the Bukit Tempayan Village Office, Batu Aji District, Batam City. The sampling technique used in this study is non-probability sampling, a type of accidental sampling. Following KEPMENPAN Number 25 of 2004, the sample for this study is set at 150 respondents, the minimum number of respondents required for the formulation of the community satisfaction index, selected randomly based on the formula ((number of components + 1)).

To obtain the necessary data for this study, the researcher uses several data collection techniques as follows:

1. Observation
2. Documentation Method
3. Questionnaire

Before the obtained data is analyzed, a data quality test is conducted, which includes validity and reliability tests. The management of the research data is carried out as follows:

1. Editing
2. Tabulation
3. IKM Analysis dan Interpretation
4. Conclusion

C. RESEARCH RESULT AND DISCUSSION

I. Result of the Data Description of the Research

The following are the results obtained in this study, which consist of:

Characteristics of Respondents

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Table 2. Distribution of Public Service Users by Age

Age	Frequency	Percentage (%)
17 - 20	60	19 %
21 – 30	103	32 %
31 – 40	98	31 %
41- 60	56	18 %
Total	**317**	**100%**

Source: Processed primary data

Characteristics of respondents based on Education

Table 3. Distribution of Public Service Users by Education

Educations Level	Frequency	Percentage (%)
Elementary School	6	2 %
Junior High School	20	6 %
High School	125	39 %
Diploma	83	26 %
Bachelor’s Degree	83	26 %
Total	**317**	**100%**

Source: Processed primary data

Characteristics of respondents based on Type of employment

Table 4. Distribution of Public Service Users by Type of Employment

Type of Employment	Frequency	Percentage (%)

PNS/TNI/Polr	32	10%
Private sector employee	112	35%
Entrepreneur	98	31%
Farmer/Hunter	15	5%
Student	35	11%
Other	25	8%
Total	**317**	**100%**

Source: Processed primary data

1. Analysis of Public Satisfaction Index

The following is data and information about the level of community satisfaction obtained from quantitative and qualitative measurements of public opinion regarding the services received from public service providers by comparing their expectations and needs. Service satisfaction is achieved when the recipients receive services that meet their needs and expectations. Therefore, every service provider periodically conducts a Community Satisfaction Index survey.

The following is statistical data analyzing community satisfaction with public services at the Kantor Lurah Bukit Tempayang Subdistrict Office.

Table 5. Statistical Data Analysis of Public Satisfaction with Public Services at the Bukit Tempayan Village Office

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
data sampel	317	1	3	4	3.06	.013	.232	.054
Valid N (listwise)	317							

Source: Processed primary data

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Based on measurements of 9 service elements (U), the calculation of the Public Satisfaction Index (IKM) of the Bukit Tempayan Village Head Office, Batu Aji Subdistrict, Batam City refers to the data processing of the Community Satisfaction Index per service element, which can be seen in Table 6 below:

Table 6. Data Processing of Community Satisfaction Index per Service Element

Unsur	Total	NRR	NRR Average
U1	969	3,057	0,339
U2	1197	3,776	0,419
U3	1072	3,382	0,375
U4	1268	4,000	0,444
U5	1024	3,230	0,359
U6	1034	3,262	0,362
U7	1102	3,476	0,386
U8	984	3,104	0,345
U9	1180	3,722	0,413
Total	9830	31,01	3,442
IKM			**86,051**

Source: *Processed primary data*

IKM Convertions = 3,442 x 25 = 86,051

Based on the service quality categories in Table 6, the Bukit Tempayan Head of Village Office, Batu Aji Subdistrict, Batam City obtained an IKM Conversion result of 86.051, which means it is in the “B” service quality with the “GOOD” category.

When viewed from each element of the Community Satisfaction Index, which refers to the categorization of service quality in Table 1, the IKM value of each service element can be seen in Table 7 below.

Table 7. Result Public Satisfaction Index

No	Type of Service	Value of IKM	Conversion Value	Service Quality	Service Unit Performance
1	Service Requirements	3,057	76,42	B	Good
2	Service Procedures	3,776	94,40	A	Very Good
3	Service Time	3,382	84,54	B	Good
4	Cost/Tariff	4,000	100,00	A	Very Good
5	Service Product	3,230	80,76	B	Good
6	Competence of Implementers	3,262	81,55	B	Good
7	Behavior of Implementers	3,476	86,91	B	Good
8	Handling of Complaints, Suggestions, and Input	3,104	77,60	B	Good
9	Facilities and Infrastructure	3,722	93,06	A	Very Good

Source: Processed primary data

The table above shows that each element of the Public Satisfaction Index is categorized as good. This means that the quality of service at the Bukit Tempayan Village Head Office, Batu Aji Subdistrict, Batam City is good.

Discussion

The results showed that the Bukit Tempayan Village Head Office services, Batu Aji Subdistrict, Batam City, were in the good category. This is indicated by the value of the Public Satisfaction Index (IKM) of 9 elements of IKM, amounting to 3.442, and with an IKM conversion value of 86.051. This means that the quality of service at the Bukit Tempayan Village Head Office, Batu Aji Subdistrict, Batam City is declared good. However, some people consider services at the Bukit Tempayan Sub-District Head Office of Batu Aji City, Batam, to be less good or not good;

therefore, it is necessary to make improvements in several elements that are still considered lacking.

The indicator with the highest IKM value is the cost element, with an IKM value of 4.00 and an IKM conversion value of 100. This cost's IKM value gets a perfect score because all types of services at the Bukit Tempayan Sub-District Head Office of Batu Aji City, Batam are free of charge.

The indicator with the lowest IKM value is the requirements indicator, which has an IKM value of 3,057 and an IKM conversion value of 76.42. This indicator has the lowest IKM value compared to the others and is at a poor service level. Based on this description, the service requirements at the Bukit Tempayan Village Head Office, Batu Aji Subdistrict, Batam City, need to be reviewed.

CONCLUSION

The Public Satisfaction Index refers to the Decree of the Minister of Administrative Reform Number KEP/25/M.PAN/2/2004, is calculated with an index number of 86.051, which is in the interval 76.61 - 88.30. Thus, the quality of public services is at the “B (Good)” level. This shows that the overall service performance of the Bukit Tempayan Village Head Office, Batu Aji Subdistrict, Batam City, is in the good category.

Based on the 9 service elements studied, Cost is the element with the highest index value, with an IKM value of 100, and is at a very good level. While the element with the lowest index value is the element of service requirements, with an IKM value of 76.42, which is at a reasonable level.

D. SUGGESTION

1. The service of the Bukit Tempayan Village Office, Batu Aji Subdistrict, Batam City is classified as good. For the future, the services provided are maintained, or if possible, can continue to be improved to be even better.
2. The cost element with the highest IKM value must be maintained.
3. Service requirements have the lowest SMI value compared to other elements; therefore, the Bukit Tempayan Head Office must strive to simplify the requirements.
4. Bukit Tempayan Village Office Sub-District Office of Batu Aji Batam City needs to increase the number of service officers so that the service process improves and speeds up.
5. Bukit Tempayan Village Head Office Sub-district, Batu Aji District, Batam City must provide every community with clear service information. For example, information boards should be shown regarding procedures, requirements, costs, and service times for each type of service that can be seen directly by the community.
6. Bukit Tempayan Village Head Office, Batu Aji Subdistrict, Batam City needs to add security officers so that people feel safe when they are at the Bukit Tempayan Village Office

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