Analysis of Public Service Quality on Community Satisfaction at the Sukahati Village Office, Citeureup District, Bogor Regency

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ABSTRACT

This study aims to determine the level of quality of public services at the Sukahati Citeureup Village Office, then to determine the level of satisfaction at the Sukahati Citeureup Village Office and to determine the elements that must be improved so that community satisfaction can be fulfilled. The research method used in this research is descriptive quantitative research. Data collection techniques were carried out by surveys and questionnaires. The results showed that all service quality attributes got agap negative. Then for the value of the community satisfaction index at the Sukahati Citeureup Village Office, it is currently found to be 74.03% which means that the community is quite satisfied but it is not considered optimal as a whole, and in the Importance Performance Analysis (IPA), there are two service attributes that must be prioritized. The main thing to be repaired by the Sukahati Citeureup Village Office is to meet community satisfaction.

INTRODUCTION

Every organization usually carries out several activities and one of the most important is service. Providing good service to the internal and external elements of the organization is a must so that the quality or service quality of the organization can have good value in the eyes of the community.

Organizations themselves have various types, but are generally divided into public or government organizations and privately owned organizations. Public organizations are organizations that have close links with services to the community, so that in providing services they must be fast and accurate. For public organizations, the level of effectiveness and efficiency of service activities carried out is a benchmark for how these public organizations can provide services to the community.

Services provided by public organizations to the community are commonly referred to as public services. Based on the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey for Public Service Providers, it is stated that Public Services are all service activities carried out by public service providers as an effort to fulfill the needs of service recipients, as well as in the context of implementing regulatory provisions. legislation.

One of the government-owned public offices or organizations that organizes public service activities is the Sukahati Village Office, Citeureup District. The form of services provided is related to population administration and other services related to village or kelurahan level government. The following is a table number of people who get service in the Office of the District Sukahati Village Citeureup Bogor regency during the period January to December 2020:

Table 1. Number of Communities Get Services in the Office of
the District Sukahati Village Citeureup Bogor Regency

No	Jenis Pelayanan	Jumlah Pelayanan												Total Pelayanan
		Jan	Feb	Mar	Apr	Mei	Jun	Jul	Agu	Sep	Okt	Nov	Des	
1	SKU	20	14	15	9	2	9	7	15	17	175	117	3	403
2	Pindah Datang	3	7	3	7	2	10	9	3	11	9	4	3	71
3	Pindah Keluar	8	7	10	5	5	19	18	10	13	11	9	1	116
4	Kematian	16	15	6	33	38	23	14	11	15	17	10	9	207
5	Naik Haji	0	2	0	0	0	0	0	0	0	0	0	0	2
	Jumlah Dalam 1 Tahun Pelayanan													799

If seen in the table above, the Office of the District Rural Sukahati Citeureup Bogor Regency receives quite a lot of people who need services, so the Sukahati Village Office, Citeureup District, Bogor Regency should be able to provide good service quality so that it can provide satisfaction to the community. Based on initial observations made by the author at the Sukahati Village Office, Citeureup District, Bogor Regency, there were several problems encountered in the service section. Some problems that occur such as people who still have to wait long enough when making a letter of introduction, then facilities and infrastructure that are still inadequate such as the lack of waiting chairs in the service area and there is not a large enough parking area for people who come with needs at the Village Office. Sukahati, Citeureup District.

Based on the description above, the authors are interested in conducting research with the title "Analysis of the Quality of Public Services on Community Satisfaction at the Sukahati Village Office, Citeureup District, Bogor Regency".

The Theory of Public Service

According to Rahmayanty (2013:85) Public services are all services carried out by public service providers as an effort to fulfill the needs of service recipients and the implementation of statutory provisions. Then based on Law no. 25 of 2009 concerning Public Services, namely that public services are all forms of activities in the context of regulating, fostering, guiding, providing facilities, services and others carried out by government officials as an effort to fulfill the needs of the community in accordance with applicable laws and regulations.

Types of Public Services

Based on KEPMENPAN Number 25 of 2004 concerning General Guidelines for the Implementation of Public Services, there are three types of services from government agencies and BUMN/BUMD. The grouping of these types of services is based on the characteristics and nature of the activities and service products produced, namely:
1. Administrative
2. Services Goods
3. Services

Services Principles of Public Services

Based on Law Number 25 of 2009 concerning Public Services, there are several principles in the delivery of public services, namely :
   a. Public interest;
   b. Legal certainty;
   c. Equality of rights;
   d. The balance of rights and obligations;
   e. Professionalism;

  f. Participatory;

  g. Equality of treatment or non-discrimination;

  h. Openness;

  i. Accountability;

  j. Special facilities and treatment for vulnerable groups;

  k. Punctuality; and

  l. Speed, convenience, and affordability.

Dimensions of Public Service

According to Parasuraman, et al. in Rangkuti (2016:310) service quality only has five dimensions, namely:

1. *Tangibles* (Physical Evidence), including the physical appearance of equipment facilities, employees and communication tools.
2. *Reliability* , namely the ability to carry out services that have been made consistently and reliably (accurate).
3. *Assurance* , includes the knowledge and friendliness of employees and their ability to generate trust and confidence, courtesy and trustworthiness of staff, free from danger, risk or doubt.
4. *Empathy* (Empathy), includes understanding individual attention to customers, ease of doing good communication, and understanding customer needs.
5. *Responsiveness* (Quick Respond), namely the willingness to help customers (consumers) and provide fast and appropriate services or services.

Elements of Public Service

A Based on the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017, several indicators for public services related to community satisfaction have several elements, namely:

1. Requirements
2. System, Mechanisms, and Procedures for
3. Completion of
4. Fees/Tariffs *)
5. Product Specification Service Type
6. Implementing Competence **)
7. Implementing Behavior **)
8. Handling Complaints, Suggestions and Inputs
9. Facilities and Infrastructure

Research Objectives

The objectives of this study are as follows:

1. To determine the quality of public services at the Sukahati Village Office, Citeureup District, Bogor Regency.
2. This study aims to determine the level of community satisfaction at the Sukahati Village Office, Citeureup District, Bogor Regency.
3. To find out the service elements that must be improved so that community satisfaction at the Sukahati Village Office, Citeureup District, Bogor Regency can be fulfilled.

RESEARCH METHODS

Based on the chosen title, the research location is at the Sukahati Village Office, Citeureup District, Bogor Regency. This research was conducted using primary data. This research was conducted from October 2020 to March 2021.

Data CollectionData

   Techniquescollection techniques in this study were using surveys and questionnaires.

Data Analysis Techniques
Validity Test

   According to Ghozali (2016: 53) validity test to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire.

   To find out whether an instrument is valid or not, it must be tested first with the following conditions:

   If r arithmetic r table, then the instrument is said to be valid,

   If r arithmetic r table, then the instrument is said to be invalid.

   The validity test in this study was carried out using analysis, the questionnaire was said to be valid seen in the table r statistics where the value of df = n-2 then df = 100-2 = 98. So we see the value of df 98 = 0.1966 (0.196), if the item value less than 0.196 then the item is invalid and vice versa.

Reliability Test Reliability

   Is an index number that shows the consistency of a measuring instrument in measuring the same symptoms. The smaller the measurement error, the more reliable the measuring instrument and vice versa. The size of the measurement error can be known, among others, from the correlation index between the results of the first and second measurements (Umar, 2011:86).

   In this study, the reliability test was carried out using themethod *Cronbach Alpha* measured based on thescale *Cronbach* 0 to 1. If the scale was grouped into five classes with *range* the same, then thestability measure *Alpha* could be interpreted as follows: (Arikunto in Wahyuni, 2016:34)

1. value of *Cronbach's Alpha* 0.00 to 0.20, very less reliable.
2. value of *Cronbach's Alpha* 0.21 to 0.40, less reliable.
3. value is *Cronbach's Alpha* 0.41 to 0.60, quite reliable.
4. value *Cronbach's Alpha* 0.61 to 0.80, reliable.
5. value is *Cronbach's Alpha* 0.81 to 1.00, very reliable.

The Average Data Scoring Method

   According to Nababan (14:2018) the first thing to do is to find the average value of each question indicator both on the performance dimension (P) and the expectation dimension (I). The formula used is:

$$\underline{QX_{iv}} = \frac{\sum_{i=1}^{n} QX_{iv}}{n}$$

$$and$$

$$\underline{QY_{iv}} = \frac{\sum_{i=1}^{n} Qy_{iv}}{n}$$

Description:

$\underline{QX_{iv}} =$ Rata-rata skor setiap jawaban responden ke-i pada indikator ke-v pada variabel kinerja (P)

$\underline{QY_{iv}} =$ Rata-rata skor setiap jawaban responden ke-i pada indikator ke-v pada variabel harapan (I)

$QX_{iv} =$ Skor setiap jawaban responden ke-i pada indikator ke-v pada variabel kinerja (P)

QY$_{iv}$ = Skor setiap jawaban responden ke-i pada indikator ke-v pada variabel harapan (I)

n = Total respondents

Service Quality (SQ)

According to Nababan (14:2018) *Service Quality* (SQ) or often called *Servqual* to find out how customers' perceptions and expectations of the services provided.score calculation *Service Quality:*

$$SQ = PI$$

Note:
SQ = *Quality of Service* (quality of service)
P = *Preceived Service* (perception of service performance)
I = *Expectation* (customer expectations)
The calculation result is expressed as a service quality gap.

The CSI (method*Customer Satisfaction Index*)

According to Nababan (14-15:2018) The *Customers Satisfaction Index* (CSI) is needed to determine the overall level of customer satisfaction by paying attention to the level of importance of the elements of a product or service in the form of the percentage of happy customers in a satisfaction survey customer.

Unsur	Harapan (I)	Kinerja (P)	Skor (S)
	Skala 1 – 5	Skala 1 - 5	(S) = (I) x (P)
Skor Total	Total (I) = Y		Total (S) = (T)

The value 5 (at 5 Y) is the maximum value used on the measurement scale. CSI is calculated by the formula:

$$CSI = \frac{T}{5Y} \, x \, 100\%$$

Note:
a. The CSI value is 100% or more, meaning that the customer is very satisfied with the company's performance.
b. CSI values >80% to 100% indicate that customers are satisfied with service performance.
c. CSI values >50% to 80% indicate that customers are quite satisfied with service performance.
d. A CSI value of 50% or lower indicates poor service performance.

Importance Performance Analysis

According to Nababan (2018:15), this analysis relates the level of(*importanceimportance*) of an element owned by a particular object to the reality/performance (*performance*) perceived by consumers. The steps for conducting this analysis are as follows:
a. Calculating the average level of importance and level of consumer satisfaction for each element.

$$\overline{Xi} = \frac{\sum_{i=1}^{k} x i}{n} \quad and \quad \overline{Yi} = \frac{\sum_{i=1}^{k} Yi}{n}$$

b. Calculate the average level of interest and the level of overall satisfaction items.

$$\overline{Xt} = \frac{\sum_{i=1}^{k} \underline{x\,i}}{n} \quad and \quad \overline{Yt} = \frac{\sum_{i=1}^{k} \underline{Yi}}{n}$$

c. The average value of the interest rate of the overall item cut perpendicular to the vertical axis and the average value of overall satisfaction item horizontal axis perpendicular cut.

d. The average value of importance and customer satisfaction for each item is plotted into andiagram *Importance Performance Analysis.*
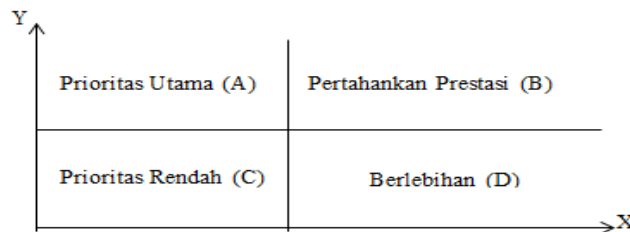

Figure 1. Quadrant Division *Importance Performance Analysis*

RESULTS AND DISCUSSION

Validity Test Performance Level

Table 2. Validity Test Results Performance Level

Statement	r table	r arithmetic	Description
1	0.196	0.550	Valid
2	0.196	0.613	Valid
3	0.196	0.752	Valid
4	0.196	0.718	Valid
5	0.196	0.738	Valid
6	0.196	0.797	Valid
7	0.196	0.668	Valid
8	0.196	0.809	Valid
9	0.196	0.613	Valid

Based on the results in the table above, it can be seen that the calculated r value obtained from 9 statements is greater than the r table. So it can be concluded that all questionnaire statements based on the level of performance are valid.

Validity Test Expectancy Level

Table 3. Validity Test Results Performance Level

Statement	r table	r arithmetic	Description
1	0.196	0.633	Valid
2	0.196	0.690	Valid
3	0.196	0.801	Valid
4	0.196	0.634	Valid

5	0.196	0.773	Valid
6	0.196	0.788	Valid
7	0.196	0.796	Valid
8	0.196	0.762	Valid
9	0.196	0.825	Valid

Based on the results in the table above, it can be seen that the calculated r value obtained from the 9 statements is greater than the r table. So it can be concluded that all questionnaire statements based on the level of expectation are valid.

Performance Level Reliability Test

Table 4. Performance Level Reliability Test Results

Cronbach's Alpha	N of Items
.770	9

Based on the reliability test results above, the reliability value is 0.770 which means that the value is above the minimum value of *Cronbach's Alpha* (> 0.60). So it can be concluded that each statement based on the level of performance in this study is very reliable.

Expectancy Level Reliability Test

Table 5. Reliability Test Results

Cronbach's Alpha	N of Items
.777	9

Based on the reliability test results above, the reliability value obtained is 0.777 which means that the value is above the minimum value of *Cronbach's Alpha* (> 0.60). So it can be concluded that each statement based on the level of expectation in this study is very reliable.

Results of Average Data Scoring

Table 6. Average Results of Data Scoring

Statements	Performance(P)	Expectations (I)
Conformity of requirements with types of services	3.63	4.26
Easy service procedures	3.67	4.38
Speed of time in providing services	3.72	4.36
Reasonable fees/tariffs in service	3.63	4.24
Conformity of service products between those listed in service standards and the results provided	3.57	4.2
Officers are able to serve well	3.76	4.43
Officers polite and friendly in serving	3.89	4.44 Good
handling of complaints	3.63	4.34 The
facilities and infrastructure available are in good condition.	3.8	4.31
Average	3.7	4.33

In the table above, it can be seen that the data scoring results with a minimum score of 3.57 and a maximum score of 4.44. Based on this value, it is concluded that service quality is in the position > 3 and < 5, which can be interpreted as being in the range of quite satisfied to satisfied (for the performance dimension) and quite important to important (for the expectation dimension).

Results *Service Quality* (SQ)

Table 7. Results of *Service Quality* (SQ)

Performance (P)	Hope (I)	*Gap*	Tki
-0.63-0.71	4.26		85.21
3.67	4.38	3.63	83,
		79 3.72	
		4.36 -	
		0.64	
		85.32	
		3.63	
		4.24 -	
		0.61	
			84.88
3.89	4.44	-0.55	87.61
3.63	4.34	-0.71	83.64
3.8	4.31	-0.51	88.17
3.7	**4.33**	**-0 ,63**	**85,47**

Based on the table above, it can be seen that all statement indicators have *gaps* that show negative values. As an explanation, if the value is 0, then there is no *gap* service, then if the value is positive then the service is good enough, but if the value is negative it can be said that the service has not been satisfactory to the community. The overall average of services can be seen from the average total value of each performance indicator (P) and expectation indicator (I). The resulting negative value means that there is a problem with service quality.

Results of *Customer Satisfaction Index* (CSI)

Table 8. Results of *Customer Satisfaction Index* (CSI)

Performance (P)	Expectations (I)	Score = P x I
3.63	4.26	15.46
3.67	4.38	16.07
3, 72	4.36	16.22
3.63	4.24	15.39
3.57	4.2	14.99
3.76	4.43	16.66
3.89	4.44	17.27
3.63	4.34	15 ,75
3.8	4.31	16.38
	38.96	144.20

$$CSI = \frac{144.20}{5(38.96)} \ x \ 100\%$$

$$= 74.03\%$$

Based on the above results, the *customer satisfaction index* (CSI) value is 74 0.03%. This can be interpreted that as a whole the community only feels **quite satisfied** in terms of service quality, so that service performance still needs to be improved in order to provide satisfaction for the community in the future.
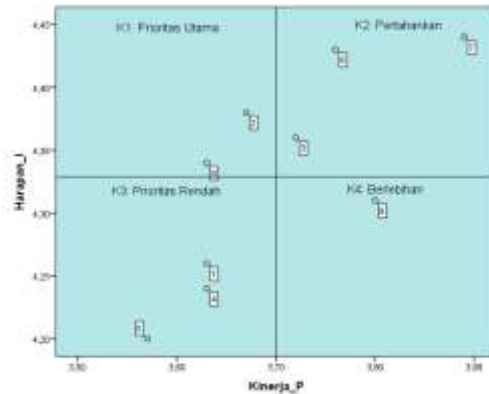
Results of *Importance Performance Analysis* (IPA)

Figure 2. Results of *Importance Performance Analysis* (IPA)

For an explanation of the results of the analysis of *Importance Performance Analysis* (IPA) above, can be seen in the following explanation:

1. Quadrant 1 (Main Priority)

   Quadrant 1 is a position to show elements that are very important for the community, but the Sukahati Village Office, Citeureup District, Bogor Regency has not carried out according to the expectations and wishes of the community. In this study, there are two elements included in quadrant 1, these elements are:

   a. Easy service procedures

      For the community, easy service procedures are the most important thing in public service activities, so the Sukahati Village Office, Citeureup District, Bogor Regency needs to provide procedures that easy. However, based on the results above, the community considers that the service procedures at the Sukahati Village Office, Citeureup District, Bogor Regency are not easy enough so that the Sukahati Village Office, Citeureup District, Bogor Regency needs to improve service procedures in order to make it easier for people who need services. As a suggestion for improvement, it is better if the service procedure is not complicated and if the community needs a cover letter or so, they should be able to go directly to the Sukahati Village Office, Citeureup District, Bogor Regency by bringing their Identity Card and Family Card without having to go to the local RT or RW first. That way, it will be easier for the community to carry out administrative management activities at the Sukahati Village Office, Citeureup District, Bogor Regency.

   b. Good complaint handling

      Based on the results of the Cartesian diagram above, this element still does not have a good enough value. The community considers that the handling of complaints at the Sukahati Village Office, Citeureup District, Bogor Regency is not good enough. Therefore, the Sukahati Village Office, Citeureup District, Bogor Regency needs to improve the quality of complaint handling so that in the future the community can feel satisfied with the handling of complaints at the Sukahati Village Office, Citeureup District, Bogor Regency. As a suggestion for improvement, the Sukahati Village Office, Citeureup District, Bogor Regency should provide a special officer for handling public complaints, so that people who have complaints can express their complaints clearly and are expected to have a solution directly from the Sukahati Village Office, Citeureup District, Bogor Regency.

2. Quadrant 2 (Maintain achievement)

Quadrant 2 is a position that shows the elements that are considered important by the community and have been implemented well and have satisfied the community. So that the Sukahati Village Office, Citeureup District, Bogor Regency needs to maintain the quality of services related to this element. In this quadrant, there are three elements that must be maintained, the elements included in this quadrant are:

a. Speed of time in providing services;

In this element, the community assesses that the speed of time for service officers from the Sukahati Village Office, Citeureup District, Bogor Regency in providing services is fast enough so that there is no need to wait long enough to be served by officers.

b. Officers are able to serve well;

For the community, service officers from the Sukahati Village Office, Citeureup District, Bogor Regency have been able to serve things that are needed by the community. So that the Sukahati Village Office, Citeureup District, Bogor Regency needs to maintain achievements and if necessary continue to improve services on this element.

c. Officers are polite and friendly in serving;

The community considers the service officers of the Sukahati Village Office, Citeureup District, Bogor Regency to have a good level of politeness and friendliness at every service for the community, service officers must maintain this and further improve it in the future.

3. Quadrant 3 (Low priority)

In quadrant 3, it shows elements that are less important for the community, but the implementation is mediocre and even less so. There are 3 elements included in this quadrant, namely:

a. Conformity of requirements with the type of service;

For the community, this element is not an important thing in terms of service at the Sukahati Village Office, Citeureup District, Bogor Regency. However, in terms of service, the community considers it still not good, so this should be a concern for the Sukahati Village Office, Citeureup District, Bogor Regency to be able to improve this element even though the community considers it less important, it is still good for each service element to have a good assessment in the eyes of the community.

b. Reasonable fees or rates for services;

For this element, indeed not all services at the Sukahati Village Office, Citeureup District, Bogor Regency require money so that the community response feels that this is not an important and main element in considering whether or not the quality of service is good.

c. The suitability of the service product between those listed in the service standard and the results provided;

This element compares the service product with the service standard provided. For the community, the suitability of the service products listed with the service standards provided is not an important aspect in service activities, the main focus is only how services are provided to the community.

4. Quadrant 4 (Excessive)

This quadrant shows a satisfactory element but the implementation is too excessive and is considered less important by the community. In this study, there is one element that is included in quadrant 4, namely the elements of facilities and infrastructure that are available in good condition.

CONCLUSION

1. In the method of *service quality* (SQ), visible *gaps* on all elements of the service performed, the *gap* negativeamounted to - 0.63, which means the quality of service*(servicequality* - SQ) awarded Coventry Village Office Sukahati District of Bogor Regency society has not been satisfactory.

2. For the value of the *customer satisfaction index* (CSI) obtained by 74.03%. This illustrates that the community is satisfied with the performance of the services provided, but overall the community still feels that the services provided have not reached the maximum/very satisfactory.

3. In themethod *importance performance analysis* (IPA), the main priorities that need to be considered are two elements, namely easy service procedures and good complaint handling. This element is a priority that really must be improved in order to increase community satisfaction with the service quality of the Sukahati Village Office, Citeureup District, District. Bogor in the future.

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