



Analysis of Public Satisfaction Level in Public Services at Rontu Village Office, Raba District, Bima City

Hijri

Mbojo University Bima, Indonesia

hjriahjadiini@gmail.com

Author correspondence: hjriahjadiini@gmail.com

Abstract. *The research objectives: 1) To determine the implementation of the principle of simplicity in public services for community satisfaction at the Rontu Village Head Office, Raba District, Bima City. The results of the research obtained are: 1) based on the application of the principle of simplicity in public services to increase community satisfaction at the Kelurahan Office, the results are very simple and are in accordance with the Regulation of the Minister of Administrative Reform Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units. 2) Based on the application of the principle of accuracy in public services to increase community satisfaction at the Rontu Village Office, the results are very accurate and are in accordance with the Minister of Administrative Reform Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units. 3) Based on the application of the principle of completeness of facilities and infrastructure in public services to increase community satisfaction at the Rontu Village Office, the results are very complete and are in accordance with the Minister of Administrative Reform Regulation Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units.*

Keywords: *Analysis, Satisfaction Level, Community, and Service*

1. INTRODUCTION

Whether the service process provided is successful or not can be known in this way. measuring public perception between needs and expectations (Kabu Khadka, 2017). In process service public, government must own unit measuring Which can used as a guideline in achieving quality service. This is in line with opinion from (Singapore & Muhammad, 2020) that standard service can used as a guideline in providing quality services in accordance with commitment and promise from the service implementer. As an implementer in the service process, the government must have integrity and commitment that is directed towards protecting and serve public with good/quality (Yuningsih, 2016). Quality meant is ability give service Which Good (Son & Arsyad, 2019). Good quality service is a service process that is not complicated so that... the community gets fast treatment, has a clear process flow, does not there is mistakes as well as public get service enjoyable (Wachruroji et al., 2019). Further explained by Ramseook-Munhurrun et al., (2010) quality service is evaluation overall Which similar with attitude to service and acceptable to customers in this case society.

Based on Law Number 25 of 2009 concerning *Public Services*, the principles of public services are as follows: the principle of simplicity; the principle of clarity; the principle of certainty of time; the principle of accuracy; the principle of security; the principle of responsibility; the principle of completeness of facilities and infrastructure; the principle of

ease of access; the principle of discipline, politeness and friendliness; and the principle of comfort. The principles of excellent public services consist of: better; faster; newer; and cheaper. From this principle, it can provide consumer satisfaction in the aspects of needs, desires, and expectations.

The abbreviation of Excellent Service above actually contains the dimensions of excellent service as stated by Zeithaml, Parasuraman & Berry. 2018, namely: "*tangible* (real), *reliability* (appropriate), *responsiveness* (easy, willingness to serve), *competence* (expert), *courtesy* (polite and friendly words), *credibility* (confident), *security* (safe), *access* (easy), *communication* (information), and *understanding* (empathy). The difference lies only in the order."

There are findings at the research location, namely at the Rontu Village Office, Raba District, Bima City, which can be used as a basis for analysis. The findings are: *first*, the code of ethics for services, many efforts have been made, but are still lacking and low awareness of officers when viewed from: sincerity in providing services (there are still officers who expect mercy); services according to the established rules (there are still many officers in providing services who violate existing procedures and provisions and many service users use service bureaus to take care of their needs). *Second*, honesty in service efforts have been maximized, but are still lacking when viewed from: not abusing authority in services (there are still deviations made by bureaucratic officers); transparency in services (officers have not provided clear and correct information to service users). *Third*, service responsibility in general has not shown encouraging results, in other words, awareness of responsibility is still lacking when viewed from: accuracy in services (many cases of delayed or slow services); throwing off responsibility (many service users feel disadvantaged in terms of time, cost, and energy). *Fourth*, discipline in service, the low awareness of officers towards discipline in service when viewed from: obedience to applicable regulations (there are still actions by officers that deviate from the rules); implementation of duties according to working hours (there are employees in the canteen, playing truant, and picking up their children from school during office hours). And *fifth*, discrimination in service, there are acts of discrimination by officers when viewed from: acts of favoritism in service (there are acts of discriminating between service users by bureaucratic officers both in terms of material, ethnicity, social status, and kinship); position of the community in service (service users do not have a bargaining position in the service process, so their position is always made difficult).

According to Westbrook & Reily (Fandy Tjiptono, 2015) define satisfaction public is response emotional to experiences related with product or service certain Which purchased,

outlet retail, or even pattern behavior (like behavior shopping And behavior buyer), as well as market overall. Response emotional triggered by process evacuation cognitive Which comparing perceptions (or belief) towards an object, action or condition certain with values (or need, desire And desire) individual". According to the opinion of Selnesin (Endah, 2008), states that satisfaction public is level overall satisfaction, suitability service in accordance with hope society, and level satisfaction public during to weave connection with agencies or organizations.

Harbani Pasolong (2010) said satisfaction public to organization the public is considered very important because existence connection trust public. In this case the governance is getting better and the quality of service provided by officer, so will the more tall trust public. In line with previous opinion earlier satisfaction according to Kotler (2014) is feeling like or flavor disappointed somebody Which appear after He compare between perception to performance (results) a product Which obtained And his hopes. Based on a number of understanding on can concluded that public satisfaction is a level feeling a when accept something Which offered with compare the performance of something accepted with the hopes that are held.

Public Services

Public service is all service activities carried out by the public service provider as an effort to fulfill the needs of service recipients, or in the framework of implementing the provisions of laws and regulations. The essence of public service is to improve the quality and productivity of the implementation of the duties and functions of government agencies in the field of public services; and encourage efforts to make the service system and procedures more effective, so that public services can be organized more efficiently and effectively. Implicit quality improvement means that there are two interrelated factors or elements, namely first, the existence of an effort made to enable the improvement of the intended quality, then second, the existence of an object whose quality is improved.

Providing a definition of quality improvement as a reference in the analysis framework, in the General Dictionary of the Indonesian Language by WJS Poerwadarminta (2017 : 321), the word improvement is defined as follows: '1. Raise (degree, level and so on); 2. Raise oneself; boast". While the word quality is defined as "good or bad (something); condition There are several advantages obtained in the service process, namely: public satisfaction; communication networks with the community; the image of the institution concerned is truly maintained; harmonious reciprocal relationships; and providing fast and precise services. In relation to the development of organizations that are responsive to the needs of the community,

Glen in Rukminto Adi (2001: 111) refers to four levels of organizational *responsiveness* put forward by Kotler, namely: "(1) Unresponsive organizations ; (2) Organizations that are sometimes responsive (*casually responsive organizations*); and (3 and 4) organizations that are very and fully responsive (*highly or fully responsive organizations*)."

Unresponsive organizations are characterized by an impersonal bureaucratic mentality *that* values the standard command structure of the organization more than it values and meets the needs of the community. Organizations tend to act as 'knowers' about what the community needs. Staff who deal with the community are often too formal and unfriendly to input from the community. While managerial staff tend to be too 'busy' and do not have enough time to deal with and handle issues that develop in the community. This makes it difficult for recipients to express and *provide* honest feedback to the organization. Therefore, clients of such organizations often feel uncomfortable, disappointed and also angry with the services provided by the organization. For example, a community service organization engaged in education is more concerned with fundraising and building new buildings than improving the quality of its teachers or problems related to the transfer of information from teachers to students, including input from students and their parents. In the delivery of services/services must be timely, accurate, with attention and friendliness. All of this is important, because services are intangible and are a function of perception. According to Fandy Tjiptono (2015 : 132), "Customer service attributes can be summarized in the acronym *COMFORT* , namely *Caring* , *Observant* , *Mindful* , *Friendly* , *Obliging* , *Responsible* , and *Tactful* ." *These attributes are highly dependent on interpersonal skills, communication, empowerment, knowledge , sensitivity, understanding, and various external behaviors.*

2. METHODS

The type of research used in this study is a qualitative type , Key informants are people who understand the problems being studied. The key informants in this study were the village head, village secretary, LPM chairman, community leaders, education leaders, youth leaders, and 10 people. Technique Collection Data used: a) Observation techniques are data collection tools that are carried out by systematically observing and recording the symptoms being investigated , b) *Interview* techniques are a way of obtaining data by asking direct questions to respondents, and c) Documentation techniques are data collection tools by making direct records through documents, archives, daily reports and so on.

3. RESULTS AND DISCUSSION

Application of the principle of accuracy in public services

The results of the study regarding the application of the principle of simplicity in public services to increase public satisfaction at the Village Office, the results are very simple and are in accordance with the Ministerial Regulation. Utilization Apparatus Country Number 14 Year 2017 about Guidelines Compilation Survey Satisfaction Public Unit Organizer Public Service . Both regarding the elements of the service being uncomplicated, easy to understand the service, and easy to implement the service.

From the overall interview results, the public is not really satisfied with the public service at the Rontu Village Office, Bima City. Satisfaction is the level of a person's feelings after comparing the performance or results they feel with their expectations. So the level of satisfaction is a function of the difference between the performance they feel and their expectations. According to Kotler (2002:42) in Susatyo Herlambang (2018:105) consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between their impressions of the performance or results of a product and their expectations. Meanwhile, Harbani Pasalong, 2016:145) argues that the better the quality of service provided, the higher the level of public trust and the public feels satisfied with the service.

In addition to the application of the principles of accuracy, simplicity, and completeness of facilities and infrastructure in public services, there are also other service principles, such as: first, clarity and certainty. In the procedures and methods in carrying out services must be clear and there is certainty in them, especially in terms of service requirements, both technical and service provider work units and responsible for providing a service, details of service costs or rates and service completion time periods. Second, security. During the provision of a service, a service provider must emphasize a sense of security, comfort, and legal certainty for the community as users of this service. Third, openness. For procedures, service procedures, completion time, and other matters related to the service, it is mandatory to be informed openly so that later it can be easily understood and known by the community. Fourth, efficiency. In the implementation of services, it is limited to achieving the targets of the service but do not forget to also pay attention to the integration between the requirements and the service products. Fifth, economical: for services that require costs in their handling, they must be set fairly in accordance with the community's ability to pay for the service itself, and also pay attention to the value of the goods or services provided and the applicable laws. Sixth, justice and equality. In fulfilling services in all levels of society, these services must be distributed widely and evenly across the community, so that later all people can feel the service. Also

punctuality. In carrying out services, it is appropriate to complete them according to the time that has been determined at the beginning.

Application of the principle of simplicity in public services

The results of the study regarding the application of the principle of accuracy in public services to increase public satisfaction at the Rontu Sub-district Office, Bima City, were very accurate and in accordance with the Ministerial Regulation. Utilization Apparatus Country Number 14 Year 2017 about Guidelines Compilation Survey Satisfaction Public Unit Organizer Public Service. Both regarding the elements of truth, timeliness, and elements of courtesy. The results of this study also show that the public is not really satisfied with the public service at the Rontu Urban Village Office, Bima City, especially in relation to the application of simplicity in service.

The public satisfaction index or IKM is data and information about the level of public satisfaction that can be obtained from qualitative and quantitative measurement results of public opinion in obtaining services from service officers. Along with technological advances and public demands in terms of services, public service delivery units are required to meet public expectations in providing services. The new paradigm of public service *is* to place the public as service users and the government as service providers in an equal position, based on its purpose, public service is of course based on user satisfaction. In accordance with its role as a civil servant, the government should monitor and pay attention to public satisfaction and opinions as parties receiving services. The elements of the public satisfaction index as stated in the Regulation of the Minister of PAN RB Number 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Delivery Units, include nine elements, namely: (1) requirements, (2) procedures, (3) completion time, (4) costs/tariffs, (5) product specifications of service types, (6) implementer competence, (7) implementer behavior, (8) handling and complaints, suggestions and input, (9) facilities and infrastructure.

Application of the principle of complete facilities and infrastructure in public services

The results of the study regarding the application of the principle of completeness of facilities and infrastructure in public services at the Rontu Sub-district Head's Office, Bima City, Bima Regency, the results are very complete and are in accordance with the Ministerial Regulation. Utilization Apparatus Country Number 14 Year 2017 about Guidelines Compilation Survey Satisfaction Public Unit Organizer Public Services. Both regarding the availability of work facilities, the availability of work infrastructure, the availability of work equipment, the availability of other adequate support including the provision of telecommunications technology facilities, the availability of informatics facilities (telematics).

According to Lupiyoadi (2006: 155), satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, the public will be disappointed. If performance is in accordance with expectations, the public will be satisfied. While if performance exceeds expectations, the public will be very satisfied. The main factor determining public satisfaction is the perception of service quality. If reviewed further, the achievement of public satisfaction through service quality can be improved with several approaches, namely reducing the gap between management and the public, public organizations must be able to build a shared commitment to create a vision in improving the service process, providing the public with the opportunity to convey complaints by forming a system of criticism and suggestions, developing services for public satisfaction and expectations.

Satisfaction level according to Lupiyoadi (2006: 158), in determining the level of public satisfaction, there are five indicators that must be considered by service organizations, namely product or service quality, service quality, emotional, price and cost. Public satisfaction is a response to the performance of a public organization that was previously perceived. The level of satisfaction is a function of the difference between perceived performance and expectations. The public can experience one of three general levels of satisfaction. If performance is below expectations, the public will be dissatisfied. If performance is in accordance with expectations, the public will be satisfied. If performance exceeds expectations, the public will be very satisfied, happy, or happy.

The above opinion is in accordance with Moenir's explanation (2010: 76) that the response and expectations of the customer community towards the services they receive, whether in the form of goods or services will create satisfaction in themselves. This is in line with the general purpose of public services, namely to prepare the public services desired or needed by the public, and how to properly state to the public regarding their choices and how to access them which are planned and provided by the government to create satisfaction in the public. Service efforts taken in order to create public satisfaction are generally carried out by determining the public services provided, what are the types, treating service users as customers, trying to satisfy service users, according to what they want, finding the best and quality way to deliver services. These efforts start from the issue of public satisfaction with what is given by the servant in this case, namely public administration is the government itself with what they want, meaning to what extent the public hopes what they ultimately receive. Based on several opinions above, it can be stated that in accordance with the context, public

services prioritize public interests, facilitate public affairs, shorten the time for implementing public affairs and provide satisfaction to the public (society).

Public satisfaction is a positive response from the public as service users to the performance or results of the services provided. Indriani, Rusmiwari, & Suprojo (2017) stated that public satisfaction is realized if the implementation of services is in accordance with applicable standards. Tjiptono (2012) mentioned several objectives of implementing customer satisfaction measurements, including: 1) To identify aspects that influence customer satisfaction and dissatisfaction; 2) To assess the level of customer satisfaction with the services provided; 3) To compare customer satisfaction with one type of service with another type of service; 4) As a way to measure the customer (public) satisfaction index to monitor improvements in service quality. One way to find out the level of satisfaction is to conduct a public satisfaction survey. Muslim & Irwandi (2017) stated that "Public satisfaction survey, namely the activity of measuring the level of public satisfaction with the implementation of public services

4. CONCLUSION

The conclusion of the research results is as follows: both based on the application of the principle of simplicity in public services to increase public satisfaction, the application of the principle of accuracy in public services to increase public satisfaction, and the application of the principle of completeness of facilities and infrastructure in public services to increase public satisfaction at the Rontu Sub-district Office, Bima City, the results are... very complete and in accordance with Ministerial Regulations Utilization Apparatus Country Number 14 Year 2017 about Guidelines Compilation Survey Satisfaction Public Unit Organizer Public Service. The suggestions put forward by the author are as follows: by looking at the quite significant results regarding the application of the principle of simplicity in public services to increase public satisfaction, the application of the principle of accuracy in public services to increase public satisfaction, and the application of the principle of completeness of facilities and infrastructure in public services to increase public satisfaction at the Rontu Urban Village Office, Bima City with very complete results, it is recommended that at least it be maintained and should be improved.

REFERENCES

- Agung, Kurniawan. 2015. *Transformasi Pelayanan Publik*. Yogyakarta: Pembaharuan.
- Arikunto, Suharsimi, 2017. *Prosedur Penelitian : Suatu Pendekatan Praktek*, Jakarta, Rineka Cipta.
- Barata, Atep Adya. 2003. *Dasar-dasar Pelayanan Prima*. Jakarta : Yudhistira
- Basrowi dan Suwandi. 2008. *Memahami Penelitian Kualitatif*. Jakarta: Rineka Cipta.
- Bevola dan Nuh Muhamad. 2012. *Reformasi Birokrasi Publik di Indonesia*. Pusat Studi Kependudukan dan Kebijakan (PSKK) UGM : Yogyakarta.
- Dwiyanto, Agus, dkk. 2008. *Reformasi Birokrasi Publik di Indonesia*. Gadjah Mada University Press. Yogyakarta.
- Dwiyanto, Agus. 2006. *Mewujudkan Good Geovernance Melalui Pelayanan Publik*. Yogyakarta: UGM Press
- Hardiansyah. 2018. *Kualitas Pelayanan Publik*. Yogyakarta: Penerbit Gava Media.
- Haryatmoko. 2011. *Etika Publik Untuk Integritas Pejabat Publik dan Politis*, Jakarta: PT. Gramedia Pustaka Utama.
- Lukman, Mediya. 2013. *Badan Layanan Umum: Dari Birokrasi Menuju Korporasi*. Jakarta: PT. Bumi Aksara.
- Mahmudi. 2010. *Manajemen Kinerja Sektor Publik*. Yogyakarta: Sekolah Tinggi Ilmu Manajemen YKPN.
- Putra, Fadillah dan Arif, Saiful. 2001. *Kapatilasime Birokrasi, Kritik Reinventing Government Osborne-Gaebler*. LKIS : Yogyakarta.
- Sinambela, Lijan Poltak. 2006. *Reformasi Pelayanan Publik: Teori, Kebijakan, dan Implementasi*. Jakarta: PT. Bumi Aksara.
- Sugiyono, 2017, *Metode Penelitian Administrasi*, Alfabeta, Bandung.
- Sutrisno, Edy. 2016. *Manajemen Sumber Daya Manusia*. Jakarta: Kencana.
- The Liang Gie. 2006. *Etika Administrasi Pemerintahan*. Jakarta: Universitas Terbuka.
- Tjiptono, F. 2012. *Service Management*. Yogyakarta: Cv. Andi Offset.
- Undang-Undang Nomor 25 Tahun 2009 tentang *Pelayanan Publik*.
- Yuniarsih, T., & Suwatno. 2013. *Manajemen sumber daya manusia*. Bandung: Alfabeta.