

Analysis of Community Satisfaction with Public Services in The Bojong Gede District Office, Bogor Regency

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ABSTRACT

This study aims to determine the level of performance of the service District Office BojongGede as well as to know people's satisfaction with services provided by the District Office of BojongGede and to determine what factors should be corrected in order to be the satisfaction of the community District Office Bojong Gede. The population in this study is the community of the applicant in the District Office BojongGede with a total sample of 100 respondents and determined based on the formula Slovin. Data collection techniques are conducted using surveys and questionnaires, while data analysis using the Software Microsoft Excel 2007 and SPSS version 22 to test the Test Validity, Test Reliability, Service Quality (SQ), Customer Satisfaction Index (CSI), and Importance Performance Analysis (IPA).

The results showed overall service quality (SQ) has a negative gap of 9.69 which means the service provided by the District Office of Bojong Gede not good enough. Then for the value of the index of community satisfaction of the applicant in the District Office BojongGede current is found by 67.27%, which means people feel satisfied with the performance of services provided, but still haven't been to a maximum overall, and on the importance-performance analysis (IPA) contained in the factor cost of services, people are still not satisfied. With this already should District BojongGede Bogor Regency pay attention and be honest about the fairness of the fee provided in order to improve the quality of service and the community be satisfied.

INTRODUCTION

The government as a public service provider is responsible and continuously strives to provide the best service to the community. The low quality of public services provided by government officials is a bad image of the government in the community. Some people who have dealt with bureaucracy always complain and are disappointed with the services provided. There are some people until now still underestimate the performance of the bureaucracy. As a result, many service users or the public take shortcuts using the services of brokers to take care of their needs related to the government bureaucracy.

Public services are provided to the community by the government. The government has an important role to provide public services in accordance with what has been mandated in the law. Law 2 Number 25 of 2009 concerning public services article 1 states that "Public services are activities or series of activities in the context of fulfilling service needs in accordance with laws and regulations for every citizen and resident of goods, services and/or administrative services provided by the government. provided by public service providers.

The services provided in general have not been satisfactory to the community. The services provided are too convoluted for various reasons that are not acceptable to the community, so that the services provided tend to be ineffective and inefficient. This situation makes the public as users of public services dissatisfied. All of this resulted in people being reluctant to take care of everything directly related to the government bureaucracy.

One of the government offices whose activities are providing public services to the community is the Bojong Gede District Office, Bogor Regency. The form of services provided relates to population administration and other services related to government at the sub-district level. The services provided are 3 examples of making Family Cards, Identity Cards, and other government service facilities for the community or for the government at the village level.

Table 1. Types of Services at the BojongGede District Office

No	Types of Services
1	Application for Recommendation for Building Permits (IMB)
2	Services for Housing Management Permits
3	Services for Cemetery Land Use Permits
4	Family
5	Card Management ServicesElectronic Identity Card Management Services.
6	Services for managing children's identity cards
7	services for managing resident relocations within the city
8	services for managing residents moving out of town
9	services for managing birth and death certificates
10	Legalizationfor inheritance
11	serviceservicescertificates
12	services for marriage dispensation
13	services for domicile statements
14	services for statement of business domicile

Source: sub-district bojonggede.bogorkab.go.id

Community satisfaction which affects the quality of services provided by the Bojong Gede District Office is an interesting thing to study, because it intends to find out more deeply about the Community Satisfaction Index towards services at the Bojong Gede District Office. Based on the description above, a research will be carried out with the title " Analysis of Public Satisfaction with Public Services at the Bojong Gede District Office, Bogor Regency".

1. Scope

Scope is Limitation. Scope can also be stated in the variables studied, population and research locations. The scope of this research is: The

1. performance of administrative services in BojongGede District including the making of Family Cards, Electronic Identity Cards and the level of community satisfaction with administrative services.
2. The methods used are: *Service Quality (SQ)*, *Customer Service Index (CSI)*, and *Improtance Performance Analysis (IPA)*, using 9 Public Service Assessment Indicators.

2. Problem Formulation

Based on the problems described above, the problem in this study can be formulated as follows:

1. How is the service performance level of the Bojong Gede District Office?
2. How is the community's satisfaction with the services provided by the Bojong Gede District Office, Bogor Regency?
3. What are the elements that must be improved so that community satisfaction at the Bojong Gede District Office, Bogor Regency is met?

3. Research Objectives The

Objectives to be achieved by researchers in conducting this research are as follows: To

1. determine the level of service performance of the Bojong Gede District Office.
2. Knowing the community's satisfaction with the services provided by the Bojong Gede District Office.
3. Knowing what elements must be improved so that it becomes the satisfaction of the people of the Bojong Gede District Office.

LITERATURE REVIEW

1. Theoretical Basis for

a. Understanding Public Public Services

Services are needed by the community to support their various needs. Basically people need service every day. Because according to Kotler (Lijan Poltak Sinambela, 2011:4-5), service is "any activity that is profitable in a group or unit, and offers satisfaction even though the results are not tied to a physical product". Still according to Lijan Poltak Sinambela (2011: 5), the term public comes from public English which means general, community, state. Based on the definition of service and public above, public service can be interpreted as a profitable activity in society that offers satisfaction and the results are not tied to a particular product.

Public service according to Sinambela (Harbani Pasolong, 2010: 199) is as "Every activity carried out by the government to a number of people who have every activity and offer satisfaction. although the results are not tied to a physical product.

The definition of public services according to KEPMENPAN Number 14 of 2017 concerning General Guidelines for the Implementation of Public Services is "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 the provisions of laws and regulations.". The essence of public service is the provision of excellent service to the community which is the embodiment of the obligations of the state apparatus as public servants.

According to Article 5 of Law Number 25 of 2009 concerning Public Services, "The scope of public services includes public goods and public services as well as administrative services regulated in laws and regulations". The scope includes education, teaching, work and business, housing, communication and information, environment, health, social security, energy, banking, transportation, natural resources, tourism, and other strategic sectors.

b. Definition of Service Quality Customer

Satisfaction on service, service performance and service quality are interrelated with one another. Service quality will determine how much customer satisfaction and reflect the performance of the service. Goetsch and Davis (Fandy Tjiptono and Anastasia Diana, 2003: 4), state that quality is "a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations". The concept of quality includes efforts to meet customer expectations, including products, services, people, processes and the environment.

In addition, quality is a condition that is always changing, for example, what is considered quality today may be considered less qualified in the future.

Meanwhile, Vincent Gaspersz (2011: 6) states that: There are two definitions of quality, namely conventional and strategic definitions. The conventional definition of quality describes the direct characteristics of a product such as performance, reliability, ease of use, aesthetics, and so on. While the definition of quality from a strategic point of view is everything that is able to meet customer needs (meeting the needs of costumers).

According to Kasmir (2005:15), said that "Services are provided as an act or act of a person or organization to provide satisfaction to customers or customers". These actions can be done by directly dealing with customers or placing something where the customer or customer already knows the place or service indirectly. This action is taken to fulfill the customer's desire for a product or service that they need.

Gronroos (Ratminto and Atik Septi Winarsih, 2005:2) defines the waiter as follows: Service is an activity that is invisible (cannot be touched) that occurs as a result of interaction between consumers and employees or other things provided by the agency government service providers intended to solve consumer/customer problems.

c. Understanding Customer

Satisfaction Consumer satisfaction can be shown through consumer attitudes after consuming the products obtained. Customer satisfaction will be seen from how good the product is obtained and felt. The better the quality of the product obtained, the better customer satisfaction will be. The word satisfaction (satisfaction) according to Fandy Tjiptono and Gregorius Chandra (2005: 195) comes from the Latin "satis" which means good enough, adequate, and "factio" which means to do or make. Satisfaction can be interpreted as "efforts to fulfill something" or "to make something adequate". The following is the definition of customer satisfaction according to several experts, including:

Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for buyers (re-use) , creating loyalty from customers and the formation of word of mouth recommendations, all of which benefit government agencies.

2. Operational Definitions

Table 2. Operational Definition

Dimensions	Elements	Indicators
Responsiveness	Requirements	Services convenient
	Systems, Mechanisms and Procedures	Procedures are simple
reliability	Completion Time	Service time corresponding
	Cost /Rates	Costwere reasonable and certainly Services
Assurance	Competence Implementation	Services Executive Competenceskilled and skilled
	Product Specifications service type	Results services provided and received in accordance with the provisions of

Empathy	Behaviors Implementing	attitude Officers both in providing services
	complaints, Suggestions and Feedback	Procedure for Implementing the handling of complaints was good
evidence of Physical	Infrastructures	Infrastructures adequate

Source: Data processed (2021)

3. Thinking Framework

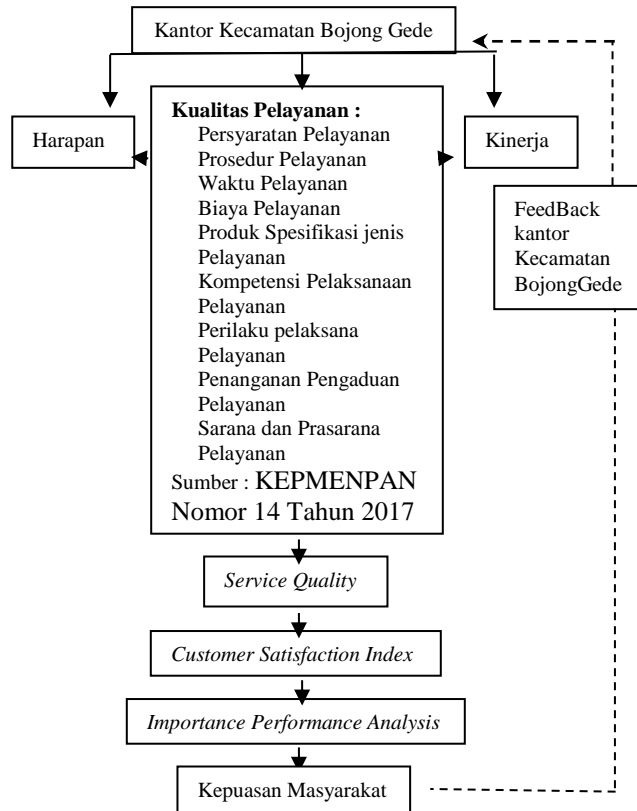


Figure 1. Thinking Framework

RESEARCH METHODOLOGY

The type of research used in this research is descriptive research with quantitative data approach. This study aims to describe the level of community satisfaction with the quality of public services in Bojong Gede District, Bogor Regency. The variables in this study consisted of service quality.

This research was conducted in Bojong Gede District, Bogor Regency, which is located at Jalan Raya Bojong Gede No. 316, Bojonggede, Kec. Bojong Gede, Bogor, West Java 16320. The time of the study is 5 months from December 19, 2020 - May 11, 2021.

The population in this study is the people who receive services in Bojong Gede Subdistrict as many as 342,693. The sample in this study was 100 people who received services in Bojong Gede District.

The data analysis technique in this study uses the methods *Service Quality*, *Customer Satisfaction Index*, and *Importance Performance Analysis*.

RESULTS AND DISCUSSION

1. Validity Test

Based on the results of data processing, it was found that the rcount value of all statements or indicators was greater than the value of rtable = 0.196, so it could be concluded that all statements in the questionnaire in this study, both performance levels and expectations were valid.

Table 3. Validity Test Results of Performance Level

Questions	r table	r arithmetic	Information
P1	0.196	0.869	Valid
P2	0.196	0.863	Valid
P3	0.196	0.811	Valid
P4	0.196	0.762	Valid
P5	0.196	0.893	Valid
P6	0.196	0.852	Valid
P7	0.196	0.839	Valid
P8	0.196	0.853	Valid
P9	0.196	0.817	Valid

Source: processed data (2021)

Table 4. Validity Test Results Expectation Level

Question	r table	r count	Information
P1	0.196	0.749	Valid
P2	0.196	0.782	Valid
P3	0.196	0.861	Valid
P4	0.196	0.821	Valid
P5	0.196	0.894	Valid
P6	0.196	0.803	Valid
P7	0.196	0.839	Valid
P8	0.196	0.875	Valid
P9	0.196	0.857	Valid

Source: processed data (2021)

2. Reliability Test

Table 5. Reliability Test Results

Cronbach's Alpha	N of Item
0.789	9

Source: processed data (2021)

Based on the results of data processing above, the reliability value obtained is 0.789 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.

Table 6. Reliability Test Results

Cronbach's Alpha	N of Item
0.788	9

Source: processed data (2021)

Based on the results of data processing above, the reliability value obtained is 0.771 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.

3. Test Results Average Data Scoring

Table 7. Average Test Data Scoring

No	Indicators	Performance	Expected
1	Service Requirements	3,34	4,44
2	Service Procedures	3,22	4,31
3	Service Time	3,35	4,42
4	Service Fees	3,33	4,54
5	Service Results	3,36	4,41
6	Service Implementation Competence	3,44	4,36
7	Attitude of Service Officers	3,47	4,54
8	Service Implementation Procedures	3,33	4,41
9	Facilities and Infrastructure Service	3.44	4.54

Source: processed data (2021)

Based on the scoring results from the data in the table above, it shows a minimum score of 3.22 and a maximum score of 4.54. Based on this, it can be concluded that service quality is (in the range of values greater than 3 and less than 5), namely satisfied to very satisfied (performance dimension) and important to very important (expectation dimension).

4. Results *Service Quality* (SQ)

Table 8.Results *Service Quality*

No	Indicators	Performance	Expectations	Gap
1	Service Requirements	3.34	4.44	-1.1
2	Service Procedures	3.22	4.31	-1.09
3	Service Time	3.35	4.42	-1.07
4	Service Costs	3.33	4.54	-1.21
5	Service Results	3.36	4.41	-1.05
6	Service Implementation Competencies	3.44	4.36	-0.92
7	Attitudes of Service Officers	3.47	4.54	-1.07
8	Implementation Procedures Services	3.33	4.41	-1.08
9	Facilities and Infrastructure Service	3.44	4.53	-1.1
Average		3.36	4.44	-1.07

Source: processed data (2021)

In Gap Analysis the highest minus is in Cost Service is (-1.21), while the smallest minus is in Service Implementation Competence of (-0.92). The value generated from the researcher's calculation (negative) means that there is still a lack of quality of service carried out at the Bojong Gede District office.

5. Results of Customer Satisfaction Index (CSI)

Table 9. Results of *Customer Satisfaction Index*

No	Indicator	Performance	Expected	Score P x I
1	Service Requirements	3,34	4,44	14,82
2	Service Procedure	3,22	4,31	13,87
3	Service Time	3 ,35	4,42	14,80
4	Service Fee	3,33	4,54	15,11
5	Service Outcome	3,36	4,41	14,81
6	Service Implementation Competence	3,44	4,36	14,99
7	Attitude of Service Officer	3 , 47	4.54	15.75
8	Procedure Executor Services	3.33	4.41	14.68
9	Facilities and Infrastructure Services	3.44	4.54	15.61
Total			39.97	134.44

Source: processed data (2021)

$$\begin{aligned} \text{CSI} &= \frac{134.44}{5(39.97)} \times 100\% \\ &= 67.27\% \end{aligned}$$

Based on the above calculation, the *Customer Satisfaction Index* (CSI) value is 67.27%, this illustrates that customers are satisfied with the performance of the services provided but still not optimal overall. In order to provide a higher level of satisfaction in the future, government agencies must improve their service performance which according to the community is not satisfactory.

6. Results Importance Performance Analysis (IPA)

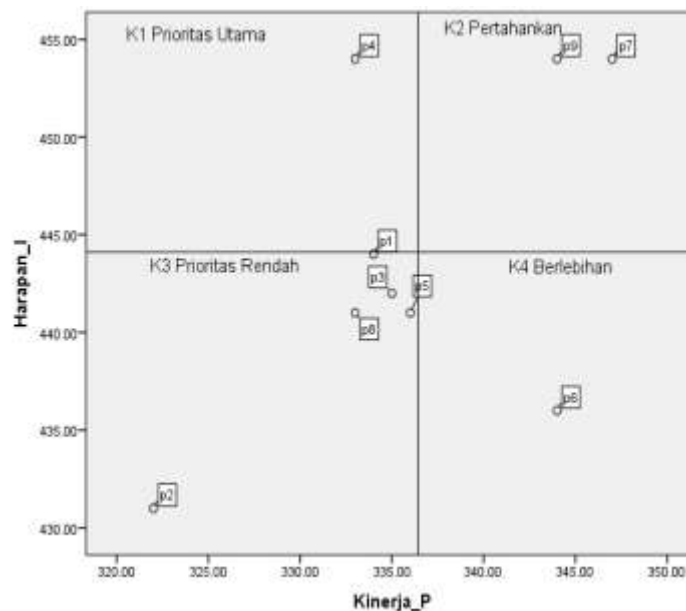


Figure 2. Results *Importance Performance Analysis*

From the Cartesian diagram above, there are 4 quadrants whose results are known, that way we will know which factors must be improved and maintained. The following is the explanation:

a. Quadrant 1 (Main Priority)

The main priority includes service elements that are considered important for the community, but the Bojonggede District Office, Bogor Regency has not implemented it in accordance with the wishes or expectations of the community.

In Quadrant 1, there is one element that becomes the main priority, namely Service Costs, where Service Fees are incurred by the community, actually because the community does not come to take care of their own Family Card (KK) management services, but they are taken care of by other people. So that those who were ordered to help ask for an additional number of service fees, how should there not be.

b. Quadrant 2 (Preserve)

Maintain, which is to maintain the elements that have been carried out by the Bojonggede District Office, Bogor Regency well so that they can satisfy the community. So the Bojonggede District Office, Bogor Regency needs to maintain the quality of this service, because it is in accordance with the expectations of the community.

In quadrant 2 there are two indicators in it, namely: The

- a) attitude of service officers, where the attitude of the Bojonggede District Office officers is polite and friendly in serving the community is one important factor, because people will feel appreciated and comfortable when doing services. This must be maintained by the officers of the Bojonggede District Office so that the people who provide services feel satisfied with the hospitality provided by the service officers.
- b) Service facilities and infrastructure where there are adequate facilities make the community more comfortable when providing services. This needs to be maintained and improved if there are facilities that are lacking for the convenience of the community when providing services at the Bojonggede District Office, Bogor Regency.

c. Quadrant 3 (Low Priority) Low

Priority, which is an element that affects community satisfaction but is considered less important for the community and the Bojonggede District Office, Bogor Regency, carries out it normally and even less.

In quadrant 3 there are five indicators included in it, namely:

- a) Service requirements, this indicator is actually less important for the community, because the requirements given should be easy and not difficult for the community and the Bojonggede District Office is also used to providing services. But still, the Bojonggede District Office, Bogor Regency, must continue to pay attention and improve the quality of its services so that the community becomes satisfied.
- b) The service procedure, this procedure is simple and less important for the community, which should not be complicated. However, this must still be improved by the Bojonggede District Office to be more effective and efficient and provide the best for the community.
- c) The service time, the service time provided by the Bojonggede District Office has been determined and does not change, for the community this service is less important because the time given should have been scheduled so that it is easier for people to come anytime when they want to do services. However, this needs to be improved again in managing and dividing the time of service to suit the expectations of the community.
- d) The results of the service, for some people, this service is not too important, because the results of the services provided should be in accordance with what is expected by the community. However, the Bojonggede District Office must continue to pay attention and improve again, in order to provide the best quality service for the community.

- e) The procedures for implementing services, the implementing procedures given should be easy, uncomplicated and in accordance with the wishes of the community. Although for the community this is normal, but this needs to be considered in order to improve the quality at the Bojonggede District Office, Bogor Regency.

d. Quadrant 4 (Excessive)

Excessive, namely things that affect community satisfaction, which are considered less important for the community, but are carried out excessively and are very satisfying by the Bojonggede District Office, Bogor Regency.

There is one indicator in quadrant 4, namely the competence of service implementers, officers who are alert and fast when providing services, the Bojonggede District Office, Bogor Regency, should do it so that the community feels satisfied, but this is considered excessive by the community, because in fact there are still many things. There are other things that must be considered, but the Bojonggede District Office is too focused on the competence of service officers.

CONCLUSIONS AND SUGGESTIONS

1. Conclusion

Based on the results of data processing in analyzing public satisfaction with public services at the BojongGede sub-district office, Bogor Regency which has been discussed in the previous chapter, the results of this study can be concluded as follows:

1. The level of service performance in BojongGede District has not met the expectations of the community. This is evident from the results of the analysis using the method *Service Quality (SQ)*, which is that there is still a gap with an average of -1.07, which means that according to 9 service elements, it has not met the community's expectations of the service performance of the Bojonggede sub-district.
2. The level of community satisfaction in bojonggede sub-district based on the analysis method *Customer Satisfaction Index (CSI)* is at a value of 67.27%, which means that it is included in the category of satisfied with the service performance of bojonggede sub-district, but has not reached the very satisfied category.
3. Elements of public services that must be the main priority to be involved based on the according *Importance Performance Analysis (IPA)*, namely those in quadrant I, namely Service Fees, should be free to applicable regulations. Same with the other 8 elements, namely 2 elements must be maintained, namely the Attitude of Officers and Facilities & Infrastructure, quadrant 3 elements of Service Requirements, Service Procedures, Service Time, Service Results, Service Procedures are low priority, and 1 element is excessive, because it does not need to be prioritized in the service performance of Bojonggede District.

2. Suggestions

Based on the description above, suggestions can be put forward that can be used as input that is useful in improving the quality of public services at the BojongGede District Office, Bogor Regency.

All services in the Bojonggede sub-district are free of charge, by coming directly to the bojonggede sub-district without asking for help to provide services to other people who are not on duty in the bojonggede sub-district. Making a banner that the Bojonggede sub-district office area is an integrity zone that does not charge any fees.

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