

Analysis Of Community Satisfaction Index On Public Services In Dealing With Industrial Revolution 4.0 In BBTKLP Surabaya

Wanda Gema Prasadio Akbar Hidayat

Universitas Multimedia Nusantara

Correspondence Email: wanda.hidayat@umn.ac.id

Abstract

This study aims to knowing and analyze the community satisfaction index for public services; and proposed priority improvements to public services as an effort to increase public satisfaction in the face of the Industrial Revolution 4.0 at ths Center for Environmental Health and Disease Control Engineering Surabaya. Samples in this study were taken as many as 90 samples, namely 90 people (community) users of public services at the Center for Environmental Health and Disease Control Engineering Surabaya. This type of research is qualitative research with data analysis methods using descriptive analysis. The conclusions of this study are: (1) the value of the Community Satisfaction Index for public services of 3,211 with an Community Satisfaction Index conversion value of 80.275% this means that the assessment of the performance of public servants is included in both categories; (2) the quality of public services is not appropriate or unsatisfaction to the community, shown from the level of conformity, where the average of each variable or element in public service is still below the level of conformity (<100%); and (3) based on Importance Performance Analysis (IPA), proposed priority improvements to public services a, namely improvements to the simplicity of service mechanisms, clarity in the flow of procedures, the level of conformity of procedures adopted by established procedures, the level of employee ability, the level of speed of service complaints, the level of speed in resolving complaints, and the functioning of the electronic / online service system.

Keywords: Public Services, Community Satisfaction Index, Importance Performance Analysis (IPA)

INTRODUCTION

The industrial revolution 4.0 is the fourth phase of the history of the industrial revolution which began in the 18th century, experiencing its peak at this time with the birth of digital technology which had a massive impact on human life throughout the world. The latest industrial revolution or fourth generation encourages automation systems in all activity processes. Increasingly massive internet technology not only connects millions of people around the world but has also become the basis for online trade and transportation transactions. The industrial revolution 4.0 also has a complex influence on the Government Bureaucracy, where every agency must be ready to follow its developments.

The Surabaya Environmental Health Engineering Center for Disease Control (BBTKLPP) is a Technical Implementation Unit in the technical field of environmental health under and responsible to the Directorate General of Disease Prevention and Control, BBTKLPP which has the task of carrying out epidemiological surveillance, technology studies and screening, referral laboratories, quality control, calibration, education and training, development of appropriate models and technologies, early warning and prevention of outbreaks in the field of disease control and environmental health as well as dimensional health.

In accordance with applicable regulations, the community service satisfaction rating index must be carried out every year. A pre-survey was carried out to assess community service satisfaction from BBTKLPP Surabaya using tools that were adjusted at that time. The implementation of customer satisfaction assessment from BBTKLPP Surabaya has been carried out every year. From the results of the community satisfaction index assessment that has been carried out, it illustrates the level of community satisfaction with public services at BBTKLPP Surabaya is unsatisfactory. This is due to the not yet optimal implementation of the services that have been provided. Therefore it is necessary to evaluate the community satisfaction index using new guidelines according to applicable regulations. With this research it is expected to know the elements that must be improved so that the service becomes optimal and satisfying.

The level of society in public services is measured through a Community Satisfaction Survey (SKM) or in accordance with the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Community Satisfaction Surveys for the Implementation of Public Services. The minimum element that becomes a measure in the SKM is the development of the 10 service principles contained in the Decree of the Minister of Administrative and Bureaucratic Reform no. 63/Kep/M.PAN/7/2003. The service elements measured in the SKM are 9 elements that are relevant, valid and reliable, which consist of requirements; systems, mechanisms and procedures; turnaround time; fees/tariffs (information); product specification type of service; Implementing needs; executor behavior; handling complaints, suggestions and feedback; as well as facilities and infrastructure.

METHOD

This type of research is qualitative research with a descriptive analysis approach. Descriptive analysis method aims to provide a detailed and thorough description of the reality and facts of the nature of the research population. The research data used the Community Satisfaction Survey (SKM) Measurement Instrument in accordance with the Regulation of the Minister for Administrative Reform and Bureaucratic Reform Number 14 of 2017 which explicitly mandates that the aspects assessed in the SKM include:

1. Requirements;
2. Systems, Mechanisms, and Procedures;
3. Completion Time;
4. Fees/ Tariffs;
5. Product Specifications Type of Service;
6. Executor Competency;
7. Executor's Behavior;
8. Handling of Complaints, Suggestions and Feedback;
9. Facilities and Infrastructure.

Data collection techniques were carried out by means of literature studies and questionnaires. The sample in this study was determined to be 90 samples, namely the community, in this case business actors who use the Surabaya BBTKLPP public service. The sampling technique is a census (population study) or saturated sample, which is based on the number of people who use the Surabaya BBTKLPP public service for three (3) months, namely April - June 2020. To obtain the Community Satisfaction Index (IKM) value for the service unit, the average value approach is used weighted average with the following formula (Germas, 2018: 5)

RESULT AND DISCUSSION (11pt)

The results of the calculation or assessment of the Community Satisfaction Index (IKM) at BBTKLPP Surabaya Public Services, are shown in Table 3 that the average value (NRR) of perception (performance) for the indicator (element) requirements (X1) is 3.389; systems, mechanisms and procedures (X2) of 3.122; completion time (X3) of 3.317; announcement (X4) of 3,200; product specification type of service (X5) of 3.044; executor competence (X6) of 3,344; implementing behavior (X7) of 3.458; handling of complaints, suggestions and input (X8) of 3.144; and facilities and infrastructure (X9) of 3.175.

The sum of the average values per element is 29.188, then when multiplied by the weight of 0.11, the weighted IKM value is 3.211. Then, when viewed from the sum of the average IKM values per element, a weighted IKM value of 3.211 is also obtained. The IKM value is obtained after being converted with a base value of 25 and a value of 80.275% is obtained with the service quality category B. The IKM value is included in the value interval between 62.51 – 81.25 which shows the performance of the service unit or the Community Satisfaction Index (IKM) of BBTKLPP Surabaya in 2020 is in the Good category.

Conformity level analysis was carried out to determine the achievement of public service performance in BBTKLPP Surabaya, based on the assessment of service user communities (respondents). The value of the conformity level describes the quality of public services which are assessed in the form of percent (%) conformity.

This shows that the respondents (community) assess the quality of public services BBTKLPP Surabaya has in fact not as expected. Because the average indicator of the nine elements or aspects of public service is still below the conformity level of 100%. This means that these service indicators are considered to have unsatisfactory quality for service users, so it is necessary to prioritize improvements by BBTKLPP Surabaya.

Importance performance analysis (IPA) is performed by calculating the average value for each indicator (statement/P) of performance variables or elements (X) and importance variables (Y). Cartesian diagram generated as IPA mapping in BBTKLPP Surabaya

CONCLUSION

The results showed that public services at BBTKLPP Surabaya were in a good category, with a Community Satisfaction Index (IKM) score of nine elements or instruments (variables) of 3.211 with an IKM conversion value of 80.275%. This means that the community using public services at BBTKLPP Surabaya considers that the service they receive is good. After the

IKM analysis was carried out, it was continued by analyzing the level of conformity (Tki), the results obtained were in the form of the level of suitability of achieving the quality of public services at BBTKLPP Surabaya for each element (variable) of public services.

1. Requirements (X1), are conditions that must be met by the applicant (community) in managing a type of service, both technical requirements and administrative requirements at BBTKLPP Surabaya. The average percentage of the overall conformity level for the requirements variable (X1) is 89.62%. This means that the community assesses that the reality (performance) of the requirements (X1) is not as expected or has not satisfied the community. Because the average variable is still below the appropriate level (<100%), it means that the quality of the service provided is lacking/does not meet what is considered important by the community, meaning that the quality of service is not satisfactory.
2. Systems, Mechanisms and Procedures (X2), are service procedures at BBTKLPP Surabaya that are standardized for service providers and recipients, including complaints. The average percent of X2 is 82.02%, meaning that the community assesses that the reality (performance) of the system, mechanism and procedure (X2) variables is not as expected or has not satisfied the community.
3. Completion Time (X3), is the period of time needed to complete the entire service process required by BBTKLPP Surabaya from each type of service provided to the community. The average percent of X3 is 88.45%, meaning that the community considers the reality (performance) in the completion time variable (X3) to be unsatisfactory.
4. Notice (X4), is an effort to openly convey a commitment by BBTKLPP Surabaya to fulfill service obligations. The average X4 percentage is 86.49%, meaning that the public considers that the reality (performance) of the information elements is not as expected or not satisfactory.
5. Service Type Specification Products (X5), are product specifications or service results provided by BBTKLPP Surabaya in accordance with predetermined conditions. The average X5 percent is 80.67%, meaning that the community assesses the reality (performance) of the product variable, the specification of the type of service, is not as expected or has not satisfied the community.
6. Executor Competency (X6), are competencies or abilities that must be possessed by BBTKLPP Surabaya implementers or employees, including knowledge, expertise, skills, and experience. The average X6 percent is 87.85%, meaning that the community assesses the reality (performance) of the implementing competency variable as not as expected or not satisfying the community.
7. Executor's Behavior (X7), is the attitude of BBTKLPP Surabaya officers or employees in providing services. The average percent of X7 is 90.05%, meaning that the community assesses that the reality (performance) of the implementing behavior variable is not as expected or does not satisfy the community.
8. Handling of Complaints, Suggestions and Feedback (X8), are procedures for implementing complaint handling and follow-up in BBTKLPP Surabaya. The average X8 percent is 81.89%, meaning that the public assesses the reality (performance) of the variable handling of complaints, suggestions and input not as expected or not satisfying the community.
9. Facilities and Infrastructure (X9), is anything that can be used as a tool in achieving the aims and objectives of BBTKLPP Surabaya. The average percent X9 is 82.81%, meaning

that the community assesses that the reality (performance) of the facilities and infrastructure variables has not met expectations or has not satisfied the community.

REFERENCES

- Keputusan Menteri Pendayagunaan Aparatur Negara Nomor 63 Tahun 2003, pelayanan publik
- Republik Indonesia. Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Nomor 14 Tahun 2017 tentang Pedoman Survei Kepuasan Masyarakat Terhadap Penyelenggaraan Pelayanan Publik, 2017; 1-30.
- Moenir, H., Manajemen Pelayanan Umum di Indonesia, Jakarta: Bumi Aksara, 2010; 1-30.
- Supranto, J., Pengukuran Tingkat Kepuasan Pelanggan untuk Meningkatkan Pangsa Pasar, Jakarta: Rineka Cipta, 2011.
- Gerakan Masyarakat Hidup Sehat (Germas), Analisis Penilaian Kepuasan Masyarakat pada Pelayanan Publik di BBTKLPP Surabaya, Kementerian Kesehatan Republik Indonesia, 2018; 5-10.
- Supranto, J., Pengukuran Tingkat Kepuasan Pelanggan untuk Meningkatkan Pangsa Pasar, Jakarta: Rineka Cipta, 2011.
- Ismail, Yulinda, Analisis Kualitas Pelayanan Publik Pada Dinas Tata Kota dan Pertamanan Kota Gorontalo, UNG Repository, 2015; 1-15.
- Novianto, Efri, Analisis Pelayanan Publik di Kabupaten Kutai Kertanegara, Jurnal Ilmu Administrasi, 2018; 15(2): 212-226.