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Analysis of Public Service Survey in West Lampung

Robi Cahyadi K, Rudy, Rudi Wijaya, and Chaidir Ali

Abstract

The performance of local governments in terms of service to the community is rarely assessed by the people who are given the service. As a result, local governments do not have accurate data on how the quality of service has been provided to the service users. This research tries to give analysis to the problem. This research was conducted in West Lampung District with focus to quantitative method by survey to 300 respondents of service user community in West Lampung District selected through random way. The study was conducted from April to May 2018 up to the data and analysis. The study focused only on services at four regional apparatus organizations (OPD) in West Lampung District. The results showed that public services performed by the organization of regional devices to the community of service users is quite good seen from several variables. However, dissatisfaction with services also arises, for example, on the timeliness of services, tariffs paid, professionalism of service personnel, working hours of service and input or criticism of service quality.

Keywords: Public Service, Survey, West Lampung

A. Introduction

The main function of government is serving the people so that the government needs to continue to improve service quality. A measure of success implementation determined by the level of satisfaction service. Service recipient satisfaction is achieved if recipe service gets service according to required and expected. concomitant technology progress and people demand in the service sector, then organizer unit public service be prosecuted to fulfill the expectations of the community in carrying out services.

Publick service carried out by the government apparatus not yet felting to fulfill people's expectation. This can be seen from various complaint people be delivered through mass media and social networks. Naturally, that complaint if not handled, that is will give the adverse impact on the government. Furthermore, it can cause distrust from the community. One effort that must be done in improving public services is conducting a community satisfaction survey for service users by measuring the satisfaction of service users.

Community satisfaction surveys so far have used Ministerial Regulation Number 16 of 2014 concerning Guidelines for Community Satisfaction Surveys Against Organizing public service. This regulation is considered non-operational and technical description in the implementation. This regulation is deemed necessary to be adapted to a survey method that is applicable and easy to implement. This regulation is also intended to provide direction and clear guidelines for public service providers. New regulations then emerge, namely the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Providers Unit

In carrying out people satisfaction surveys, done with due regard to principles. First, transparency is the result of people satisfaction surveys be necessary to publish and easily accessible to people. Second, Participatory is in carrying out the people satisfaction surveys must involve people participation and other related parties to get the actual survey results. Third, Accountable, namely things that are regulated in people satisfaction survey have to implemented and accounted for correctly and consistently to interested parties based on general rules that apply. Fourth; Continuously, the people Satisfaction Survey must be carried out periodically and continue to find out the progress of improving service quality. Fifth; Justice, namely the implementation of the people Satisfaction Survey must reach all

service users without discriminate their economic status, culture, religion, class and geographical location and differences in physical and mental capabilities. Sixth; Neutrality in conducting people Satisfaction Surveys, surveyors should not have personal, class, and impartial interests.

People Satisfaction Survey is a comprehensive measurement activity concerning the level of community satisfaction on the service quality provided of public service organizer. One of them is done in West Lampung Regency. Regency which is directly adjacent to South Sumatra Province has a heterogeneous population and is also quite critical of the level of public services. Another reason is the level of public service in West Lampung is still in the yellow zone (medium) according to the Ombudsman RI survey of Lampung Representatives in previous years.

B. Method

The survey method carried out in this study includes., implementation and survey techniques, steps for preparing people satisfaction surveys, data processing, monitoring, evaluation and reporting mechanisms, analysis of survey results. This survey is comprehensive and The results of the survey analysis are used to evaluate community satisfaction with the services provided. This public satisfaction survey in West Lampung uses a sampling method *Stratified Random Sampling*. This technique is used when the population has heterogeneous members/elements that are heterogeneous (not homogeneous) and stratified, whether proportional or not. (Sugiyono; 2006:93). This technique is suitable for taking samples from diverse populations, both in terms of population type, ethnicity, gender, occupation, education and diverse respondent/sample age.

This survey uses qualitative methods with measurements using a Likert Scale. Likert scale is a psychometric scale commonly used in questionnaires and is the scale most widely used in survey research. This method was developed by Rensis Likert. Likert scale is a scale that can be used to measure attitudes, opinions, and perceptions of a person or group of people towards a type of public service. On the Likert scale, respondents were asked to determine their level of agreement with a statement by choosing one of the available options.

1. Public Service Concept

Donal W. Cowell in Module 1 of the Public Service Policy Paradigm in the Regional Autonomy Era Institution of State Administration(2007:30), that service is an activity or benefit offered by a party to another party and in essence it is intangible and does not produce ownership something, the production process may also not be associated with a physical product.

Lovelock, Christopher H in Module 1 of the Public Service Policy Paradigm in the Regional Autonomy Era Institution of State Administration (2007:30), that service is a product that is intangible,takes place briefly and is felt or experienced, meaning service is a product that has no form so that there is no form that is owned, and lasts for a moment and does not last long, but is experienced and felt by the recipient of the service

Kurniawan in Lijan Poltak (2006:5) that Public Service is the provision of services (serving) the needs of a person or community that has an interest in the organization in accordance with the main rules and procedures that have been established.

The basic elements of public service can be stated by the fulfillment of the sense of satisfaction of the people given by the government in accordance with their expectations. Inu Kencana (2004:100) that service consists of 3 main elements, namely:

1. Relative costs must be lower
2. The time to work is relatively faster
3. The quality provided is relatively better

Institution of State Administration in Module 1 of the Public Service Policy Paradigm in the Era of Regional Autonomy (2007:31), there are 3 important elements in the Public Service, namely:

1. Local government service provider shows that the Regional Government has a strong position as a regulator and as a service monopoly holder and making the Regional Government be static in providing services because the service is needed by a person or community or an organization have an interest. This dual position is one of the factors causing the bad Public Services carried out by the Regional Government because it will be difficult to sort between the interests of running a regulator function and carry out the function of improving service.

2. People, communities, or organizations that have an interest or need services (Service Recipients), basically do not have bargaining power or not in an equal position to receive services, so they do not have access to good service.
3. Customer satisfaction in receiving services, the element of customer satisfaction is the concern of Service Providers (Government).

2. Quality of Public Services

Lijan Poltak Sinabela (2006:6) defining quality is:

“Everything that is able to meet customer desires or needs. Then Sampara Lukman in Lijan Poltak Lijan Poltak stated that basically quality refers to the basic meaning:

1. Quality consists of a number of product features, both direct privileges and attractive features that meet customer desires and provide satisfaction with product use
2. Quality consists of everything that is free from deficiency or damage”

Triguno (1997:76) that Quality is as:

“Standards that must be achieved by a person/group/organization regarding the quality of human resources, the quality of work methods, processes and work or products in the form of goods and services. Quality has a satisfying meaning to those served, both internally and externally in the optimal sense of fulfillment of the demands of the community“

People satisfaction standards according to ministerial regulation PAN & RB Number 14 of 2017 concerned Regarding Guidelines for Preparing Community Satisfaction Data Service Provider Units Publik, consists of nine standards, namely:

1. Requirements; is a requirement that must be met in the management of a type of service, both technical and administrative requirements
2. Systems, Mechanisms, and Procedures, procedures are standardized service procedures for providers and recipients of services, including complaints.
3. Settlement time; is the period of time needed to complete the entire service process from each type of service.

4. Fees / Rates; is the fee charged to the service recipient in managing and obtaining services from the organizer whose amount is determined based on an agreement between the organizer and the people.
5. Product type service specifications; is the result of services provided and received in accordance with the stipulated conditions.
6. Executing Competencies are abilities that must be possessed by the implementer including knowledge, skills, creativity, and experience.
7. Implementing behavior; is the attitude of officers in providing services
8. Handling complaints, suggestions and input is the procedure for the implementation of complaint handling and follow-up.
9. Means are all things that can be used as a tool in achieving goals and objectives. Infrastructure is everything that is the main support for the implementation of a process (business, development, project) Means are used for moving objects (computers, machines) and infrastructure for immovable objects (buildings). (Permen PAN&RB No 14 of 2017, page 8-9)

Lijan poltak Sinabela (2006:6) that the features of excellent service include:

1. Transparency, which is a service that is open, easy and accessible to all parties who need it and is provided adequately and easily to understand.
2. Accountability, namely services that can be accounted for in accordance with the laws
3. Conditional, namely services that are in accordance with the conditions and capabilities of the service provider and recipient by sticking to the principles of efficiency and effectiveness.
4. Participatory, which is a service that can encourage community participation in the delivery of public services by taking into account the aspirations, needs, and expectations of the community.
5. Equal rights, namely services that do not discriminate from any aspect, especially ethnicity, race, religion, class, social status.
6. The balance of rights and obligations, namely services that take into account aspects of justice between providers and recipients of public services.

Tjiptono (1997:14) that the principle of quality public service is:

1. Direct evidence, including physical facilities, equipment, employees, and means of communication.
2. Reliability, is the ability to provide promised services immediately, accurately, and satisfactorily.
3. Responsiveness (responsiveness), is the desire of the staff to assist customers and provide services responsively.
4. assurance, including the knowledge, ability, politeness, and trustworthiness of the staff; free from danger, risk or doubt
5. Empathy, including ease in making good communication relationships, personal attention, and understanding the needs of customers

Quality is a standard of service that must be provided in accordance with the dimensions of quality which include reliability, responsiveness, empathy, assurance and direct evidence to achieve customer satisfaction.

C. Discussion

The people satisfaction survey was conducted in May 2018 in West Lampung Regency, on four regional device organizations (OPD), namely; Investment Office, PTSP and Labor, Department of Transportation, Department of Population and Civil Registration, and Alimuddin Umar Hospital. The survey was conducted on three hundred (300) respondents from West Lampung Regency who received services from the four OPD.

Table 1. Community understanding of the tasks and functions of DPO or agencies surveyed in West Lampung Regency

No	Understanding of OPD	Understanding the tasks and functions of OPD	Partial Understand
1	Investment Office, PTSP and Labor	3 %	35,6%
2	Department of Transportation	18 %	57,7 %
3	Department of Population and Civil Registration	36,7 %	49,3 %
4	Alimuddin Umar Hospital	31,7 %	47,3 %

Based on the data in table 1 above the understanding of community respondents on the duties and functions of the Population and Civil Registration Office (36.7%) was higher than the understanding of the tasks and other OPD functions surveyed. Many respondents only understood part of the tasks and functions of the OPD surveyed with an answer range of 35.6% to 57.7%.

Table 2. Amount of respondents who received services from OPD or agencies surveyed in West Lampung Regency

No	Service Quantity	Often get service	Ever (even though only once)
1	Investment Office, PTSP and Labor	1,4 %	75,3 %
2	Department of Transportation	38,3 %	50,7 %
3	Department of Population and Civil Registration	34 %	55 %
4	Alimuddin Umar Hospital	14 %	47,7 %

Based on respondents' answers, respondents most often received services from the Department of Transportation (38.3%) then the Department of Population and Civil Registration (34%) and only 1.4% of respondents who often received services from the

Investment Service, PTSP, and Labor. If traced back even though only one time received service, the respondent's answers ranged from 47.7% to 75.3%.

Table 3. The level of service from OPD or agencies surveyed in West Lampung Regency

No	Service Level	GOOD Answer	Answer QUITE GOOD
1	Investment Office, PTSP and Labor	32,7 %	39,4 %
2	Department of Transportation	31,6 %	43,6 %
3	Department of Population and Civil Registration	38,7 %	32,3 %
4	Alimuddin Umar Hospital	44,3 %	35,3 %

Based on Table 3 in rank, Alimuddin Umar Hospital gets the first rank of the four OPDs surveyed in terms of service levels in good categories. Respondents gave a choice of 44.3% to give good value to Alimuddin Umar Hospital. Alimuddin Umar Hospital defeated the assessment of the Population and Civil Registry Service (38.7% of respondents rated it GOOD), Department of Investment (32.7% of respondents rate GOOD) and Transportation Agency (31.6% of respondents rate GOOD).

Table 4. The level of satisfaction with the services of OPD or agencies surveyed in West Lampung Regency

No	Level of Satisfaction with Service	PUAS Answer	Answer QUITE SATISFIED
1	Investment Office, PTSP and Labor	22 %	44,7 %
2	Department of Transportation	30,3 %	39,4 %
3	Department of Population and Civil Registration	37 %	36,4 %
4	Alimuddin Umar Hospital	38,4 %	40,3 %

Based on Table 4 by ranking, Alimuddin Umar Hospital ranked first among the four OPDs surveyed in terms of the level of satisfaction with services in the PUAS answer

category. Respondents gave a choice of 38.4% to give a PUAS assessment to Alimuddin Umar Hospital. Alimuddin Umar Hospital defeated the assessment of the Population and Civil Registry Service (37% of respondents answered PUAS), the Investment Office (22% of respondents answered PUAS) and the Transportation Agency (30.3% of respondents answered PUAS).

Table 5. Place of respondent's complaint (for dissatisfaction or service satisfaction) from OPD or service surveyed in West Lampung Regency

No	place of complaint against Service	The highest % answer	Answer No. 2 % highest
1	Investment Office, PTSP and Labor	25 % (confide in others)	13,7 % (storing by myself)
2	Department of Transportation	28,7 % (Head of related services or PNS)	24,7 % (confide in others)
3	Department of Population and Civil Registration	28,7 % (Confide in others)	27 % (Head of related services or PNS)
4	Alimuddin Umar Hospital	27,3 % (Mass media)	27 % (confide in others)

Based on table 5 above, the place for complaints about the quality of OPD services (regarding satisfaction or dissatisfaction with services provided by OPD) is diverse. The highest respondent's response to the Investment Service, PTSP, and the labor complained to others (25%). The highest respondent's response to the Department of Transportation was to complain to the Head of the Transportation Service or his PNS (28.7%). The highest response of respondents to the Population and Civil Registry Service was to confide in others (28.7%). The highest response of respondents to Alimuddin Umar Hospital regarding complaints about the level of satisfaction or dissatisfaction with the quality of service is quite unique. Respondents chose to complain to Alimuddin Umar Hospital to the mass media (27.3%), even though the respondent's answer is only 0.3% greater than the answer to confide in others.

D. Conclusion

The people of West Lampung Regency who were represented by 300 respondents in this study did not understand the duties and functions of the four regional device organizations (OPD) that were used as objects in this study, only a part of the community

understands the tasks and functions of the OPD that are researched. Lack of understanding of the institution's performance also influences their assessment of OPD performance.

The transportation department is the OPD that most often provides services to the people in West Lampung Regency according to the results of this survey, followed by Department of Population and Civil Registration. Services, infrastructure services, and roads are most often carried out by the Department of Transportation followed by the service of making a resident card, and population documents carried out by the Department of Population and Civil Registration

The best level of service from the four OPD surveyed was Alimuddin Umar Hospital, followed by Department of Population and Civil Registration, Investment Office and Department of Transportation. Alimuddin Umar Hospital is considered to have fulfilled nine service standards including requirements, systems, procedures, time, rates, services, advice, facilities, and infrastructure addressed in the Ministerial regulation PAN & RB Number 14 of 2017.

The level of community satisfaction with the services of OPD was also won by Alimuddin Umar Hospital, followed by Department of Population and Civil Registration, Department of Transportation, and Investment Office. The response of the people who are dissatisfied with the services of OPD is channeled by the community to the mass media or directly report to the official superior or head of service where the community receives service.

The results of this survey became a benchmark for conducting similar surveys in other regional device organizations in other places, and also as an evaluation of the performance of civil servants in terms of doing the best service for the community of service users. The survey results are also used for policy materials on public services and to see trends in public services that have been provided by the organizers to the community and the performance of public service providers.

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