

Analysis of Community Satisfaction Index in Medan Tuntungan District Office

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Abstract: This research is motivated by the responses of several complaints from the service system in Medan Tuntungan District Office. Medan Tuntungan District Office also has not conducted periodic community satisfaction index analysis so that in this study it was analyzed the level of community satisfaction with population services and the management of a micro-small business permit at Medan Tuntungan District Office. The sample of the study was 150 respondents who had taken care of a residence certificate and managed micro-small business permit at the Medan Tuntungan District Office that was taken by accidental sampling. The calculation of the results of research data is done by calculating the analysis and provisions of the index of community satisfaction. From the results of the analysis of the calculation of the community satisfaction index for the service of population certificates at the Medan Tuntungan District Office, 7 indicators of the community satisfaction index showed that there was community satisfaction. The seven service indicators are: service requirements, clarity of service officers, ability of service officers, service speed, courtesy and friendliness of officers, certainty of service costs, and service security. There are 6 lowest elements, namely: service procedures, discipline of service officers, responsibility of service officers, justice in getting services, certainty of service schedules, environmental comfort. From the results of the analysis of the calculation of the community satisfaction index for the service of managing a micro-small business permit at the Medan Tuntungan District Office there are 2 service indicators of the community satisfaction index showing good community satisfaction, namely: the ability of service officers and service security. There are 11 lowest elements that must be a concern to be addressed and improved in the service of issuing small micro business licenses in Medan Tuntungan District Office, namely: service procedures, service requirements, clarity of service officers, discipline of service officers, responsibility of service officers, speed of service, justice get service, courtesy and friendliness of officers, certainty of service costs, certainty of service schedules, environmental comfort.

Keywords: Community Satisfaction Index, Community Satisfaction Level, Micro-Small Business Permit

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I. Introduction

Subdistrict is one of the organizations that carries out the general tasks of government as stated in Law Number 23 of 2014 concerning Regional Government. Regarding the general tasks of the government carried out, the performance appraisal for the apparatus of the organization has a very important meaning, especially in the efforts to improve improvements in the framework of improving and improving services to the community. Performance appraisal of the apparatus working in the sub-district office is useful for assessing the quantity, quality and efficiency of services, motivation, and adjustments to the organization's budget.

Civil Servants is an element of the bureaucratic apparatus serving the State, nation and society. As a bureaucratic apparatus, civil servants are a means of government to achieve goals as servants of the state, nation and society in other words civil servants must serve the state, nation and not vice versa. Therefore, civil servants must provide services to the community.

The provision of public services by the government apparatus to the public, is the embodiment and function of the state apparatus as a public servant, in addition to being a servant of the State. In this context the community acts as the main actor in development, while the government is obliged to direct and guide the community, and create an atmosphere that supports the activities of the community.

From the data it can be seen that the service achievement rate in Medan Tuntungan District Office has fluctuated. From the information obtained it is known that the Medan Tuntung Camat office has not conducted regular public satisfaction index analysis. From the pre-survey field observations it is known that the services provided in general have not been able to satisfy the community. The community considers that the services provided are too complicated, so the services provided tend to be ineffective and inefficient. Such conditions make the public as users of public services feel that the services provided by the Medan Tuntungan District Office are still unsatisfactory. So that makes people reluctant to take care of everything related to bureaucracy.

One of the government offices whose activities provide public services to the public is the Medan Tuntungan District Office. The form of services provided relates to population administration and other services relating to government at the sub-district level. The services provided are making letters and introducing residence letters.

Analysis of the community satisfaction index must always be done regularly. This means that at any given time period a research or calculation and analysis of the community's satisfaction with the services must be carried out. However, until now the measurement or analysis of the community satisfaction index carried out at the Medan Tuntungan District Office was not done regularly. In this case the measurement of the community satisfaction index is more specialized in analyzing public satisfaction with the management of population services and micro-small business permits. Public satisfaction that affects the quality of services provided by the Medan Tuntungan District Office is interesting to study, because it intends to find out more deeply about the community satisfaction index for services in the Medan Tuntungan District Office.

II. Literature Review

2.1 Public Services

Public service is the obligation and responsibility of the government in fulfilling the rights of every citizen. According to Mindarti (2016), a model of public service is needed to facilitate the delivery of government services to the public. Meanwhile, the term public comes from the English "public" which means general, community, country. The word public has actually been accepted into standard Indonesian to be public, which means general, multitude, crowded. Inu et al (2003), defining the public is a number of people who have a together thought, feeling, hope, attitude or action that is right and good based on the values of norms that feel they have. Besides Sinambela (2016), defines public service as every activity carried out by the government to a number of people who have every activity that is beneficial in a collection or unity, and offers satisfaction even though the results are not tied to a physical product (Tjiptono, 2014).

2.2 Service Characteristics

In general, the characteristics of a service in which service characteristics have the power to influence every level of satisfaction and work performance of employees. This can be seen from the various formulations of characteristics that have been made by experts. Fandy (2014) identifies five characteristics that can be used by customers to evaluate and measure service quality, as follows:

a. Tangible is a factor that affects the satisfaction of each customer in terms of visual (directly related to the physical environment). A good tangible will positively influence customer perception. At the same time this tangible aspect is also a source that influences customer expectations. Tangible aspects include physical facilities, equipment, employees, and communication facilities.

b. Reliability is the ability to provide services that have been promised immediately and satisfactorily. Reliability means that public services keep what is promised, both regarding service acceleration, problem solving, and price. Reliability includes two main aspects, namely the consistency of performance and trustworthiness. Public services must be able to deliver their services fully and correctly from the beginning of the service to the public, fulfill their promises accurately and reliably, submit data accurately and send accurate bills.

c. Deptive responsiveness, namely the desire of the staff to consciously help customers and provide services responsively. Such responsiveness such as, timeliness of service, speed of calling back customers, and being able to deliver services quickly. This emphasizes the dexterity of service (attention and speed of time) with customer requests, service, complaints from any problems that occur.

d. Guarantee referred to is, the behavior of employees or service personnel must be able to foster customer trust in the services provided and must be able to create a sense of security and comfort for its customers. Guarantees also mean that employees are always polite and master the knowledge and skills needed to respond to any questions or problems of the community. This guarantee covers the ability, courtesy, and trustworthiness of the public service providers, free from danger, risk or doubt.

e. Empati, empathy means the public service provider understands the problems of each community and acts in the interests of the community, as well as giving special attention to the community and having comfortable operating hours. Empathy in service includes ease of relationships, good communication, and understanding the needs of customers. Based on this description, it can be concluded that the services provided by the Camat Office might affect the level of customer satisfaction in terms of direct evidence, reliability, responsiveness, assurance and empathy provided during the service process.

2.3 Establishing a Micro Business License

Business license is written evidence given by an authorized official based on the provisions of the legislation as proof of legality stating that the micro, small and medium enterprises have fulfilled the requirements and are allowed to carry out certain business activities .

Micro and small business operators or PUMKs are people who conduct micro-small businesses in designated locations. The micro-small business permit location is a place for running micro and small businesses that are in locations according to the domicile of business actors.

2.4 Level of Community Satisfaction

Public satisfaction of public organizations is very important because of the relationship of public trust. According to Pasolong (2016), "The better governance and quality of services provided, the higher the trust of the community". Community trust will be higher if people get good service and feel satisfied with the service received (Cahyadi, 2014).

KEPMENPAN No. 63 of 2003 concerning general guidelines for public service delivery states that, "the measure of the success of service delivery is determined by the level of satisfaction of service recipients. Service satisfaction is achieved if the recipient of the service gets the service as needed and expected ". Thus, each service provider must regularly conduct surveys related to the community satisfaction index for the services provided.

2.5 Community Satisfaction Index

Public satisfaction with the performance of government services must be continuously measured and compared. One way that can be done is to use the Community Satisfaction Index. Decree of the Minister of Administrative Reform (KEPMENPAN) Number 25 of 2004 concerning general guidelines for the preparation of a community satisfaction index. Service units of government agencies state that the community satisfaction index is: Data and information about the level of community satisfaction obtained from quantitative and qualitative measurements of public opinion in obtaining services from public service providers by comparing their expectations and needs (Nasution, 2001).

III. Research Methods

3.1 Research Type

The research design used in this research is descriptive research. This research is called descriptive research because researchers produce data in the form of images with sentences about community satisfaction with services in the Medan Tuntungan District Office. This study uses an analysis of the community satisfaction index. Data that has been collected in the form of numbers will then be calculated in accordance with the provisions of the calculation of SMIs. The conclusion from the definition of descriptive research using community satisfaction index analysis is a study that uses community satisfaction index analysis in the form of numbers which are then interpreted into sentences.

3.2 Research Location and Research Time

The location of this research is in the office of the Medan Tuntung District Head and the Medan Tuntung District Head. When the research will be conducted in November 2018-December 2018.

3.3 Research Population and Samples

Population is a collection of objects which are the center of research, which have information that they want to know. The population in this study were all people who did the registration of population and management of micro-small business permit in Medan Tuntungan District Office. The size of the population in the study and taking into account the factors that support the success of the implementation of the research then in this study conducted sampling. The population in this study are all people who have taken care of their residence papers and administered the micro-small business permit at the Medan Tuntungan District Office.

Samples were taken through respondents based on the Decree of the Minister of Administrative Reform Number: KEP / 25 / M.PAN / 2/2004 concerning Guidelines for Preparation of Government Institution Service Unit community satisfaction index, where the research sample is the number of elements plus one multiplied by ten.

So the number of respondents in this study was 150 respondents with accidental sampling technique.

3.4 Data Analysis Techniques

This study uses SMI data analysis techniques in accordance with KEMENPAN No. 25 of 2004 concerning general guidelines for preparing the community satisfaction index of service units of government agencies. The data analysis technique was carried out using the value of the community satisfaction index which was calculated using the weighted average value of each service element. Research data management is done by editing, tabulating, drawing conclusions.

IV. Results and Discussion

4.1 Analysis of Permit Micro-Small Business Public Satisfaction Index Value

From the results of the analysis of the calculation of the satisfaction index of the community towards the issuance of micro-small business permit services at the Medan Tuntungan District Office, it can be seen that there are 2 indicators with community satisfaction index values above 3.25 and 11 indicators of community satisfaction index values below 3.25.

A total of 2 service indicators for the community satisfaction index show that community satisfaction values for SMIs are above 3.25. Among the 2 service indicators are:

a.Capability of Service Officers

The ability of service officers relates to the level of expertise and skills possessed by officers in providing complete services to the community. The tie of the results of the analysis of the community satisfaction index calculation of the level of satisfaction of the community towards the population services of the Medan Sub-district office. The people's fortune is satisfied in terms of the indicators of the ability of the service officers. This can be seen from the results of the calculation of the SMI value indicator of the ability of service personnel at 3.32. The community hopes that the service in the Medan Tuntungan District Office will be maintained and it will be better for next year the value of SMIs from the indicator of the ability of service personnel to continue to increase.

b.Security services

Service Security, i.e. the guaranteed level of security of the environment of the service provider unit or the means used, so that the public feels calm to get services against the risks resulting from the implementation of the service. Service convenience calculated from the community satisfaction index shows the level of community satisfaction satisfied with the value of the community satisfaction index of 3.35. From the results of this community satisfaction index calculation, the community considered that they were satisfied and felt safe and comfortable during the process of arranging the issuance of micro-small business permit at the Medan Tuntungan District Office.

4.2 The Micro-Small Business Permit Publishing Community Satisfaction Index is Below 3.25

The eleven lowest elements that must be a concern to be addressed and improved in Medan Tuntungan District Office Services, namely:

a.Service Procedures

Regarding the ease of the stages of service provided to the community in terms of simplicity of service flow. From the data it can be seen that the people of the Medan Tuntung sub-district who took care of the issuance of micro-small business permit considered it was not easy to fulfill and follow the service procedures at the Medan Tuntungan District Office. This is considered less easy when compared to other indicators with community satisfaction index values above 3.25.

b.Terms of Service

This indicator concerns the technical and administrative requirements needed to obtain services according to the type of service. From the results of the data and calculation of the community satisfaction index, the indicator of high service requirements for community satisfaction based on the calculation of SMIs is 3.19. The value of the community satisfaction index shows that the community feels less satisfied with the service requirements provided by the Medan Tuntungan District Office. The results of the study showed that the community was satisfied with the service of the Medan Tuntungan District Office in terms of providing administrative technical requirements, especially the micro-small business permit publishing service.

c.Clarity of Service Personnel

Clarity of service officers, namely the existence and certainty of officers who provide services (name, position and authority and responsibilities). From the calculation of the community satisfaction index analysis the clarity of service officers has a community satisfaction index value of 3.08. From this data, it is described that the people of Medan Tuntung who administered the population certificate felt less satisfied with the clarity of officers providing services by the Medan Tuntung District.

d.Discipline of Service Personnel

Concerning the seriousness of the officers in providing services especially to the consistency of work time in accordance with applicable regulations. From the data analyst regarding micro-small business permit

issuance service, it is seen from the disciplinary indicators of community service officers feeling less satisfied with the consistency of Medan Tuntungan District Office office working time.

e.Responsibilities of Service Personnel

The responsibility of service officers relates to the clarity of authority and responsibility of officers in the administration and completion of services. From the results of the calculation of the community satisfaction index the indicator of service worker responsibility has an SMI value of 2.96. This SMI value shows the level of satisfaction of the Medan Tuntung community in terms of the community satisfaction index feeling less satisfied with the Medan Tuntung sub-district in terms of the community satisfaction index indicator of service personnel responsibility.

f.Speed of Service

Speed of service is the target time for services to be completed within the time determined by the service delivery unit. The people who use the population registration service at the Medan Tuntungan District Office still think the service is not fast enough. From the calculation of the community satisfaction index, the community satisfaction index value of service speed indicator at the Medan Tuntung District Head office is 3.

g. Justice Gets Service

Justice gets services related to the implementation of services by not distinguishing the groups / status of the people served. From the research results, the number of SMIs in terms of fairness indicators get services of 3.15. This shows that the dominant respondent answered that he was not satisfied with population services in the Medan Tuntungan District Office, as seen from the indicators of justice in getting services. The community considered and felt unfair about the services provided by Medan Tuntungan District Office staff.

h. Fair Service Fees

Reasonableness of service costs, namely community affordability to the amount of costs set by the service unit. In this case, the level of satisfaction of the Medan Tuntung sub-district community was assessed as assessing the services provided when taking care of the issuance of micro-small business permit in terms of fairness indicators of service costs. From the community satisfaction index calculation the level of community satisfaction assesses the fairness indicator of service costs by 2.99.

i.Determination of Service Costs

The certainty of service costs is related to the compatibility between the fees paid and the fees that have been set. From the results of research data and calculation of the community satisfaction index expressed satisfaction with the service of Medan Tuntungan District Office in terms of certainty of service schedule. From the calculation of the community satisfaction index, the community satisfaction index value is an indicator of service schedule certainty of 3.16.

j.Determination of Service Schedule

The certainty of the service schedule concerns the suitability of the schedule set with the time that the completion of the micro-small business permit issuance. From the results of research data and calculation of the community satisfaction index stated that they were not satisfied with the service of the Medan Tuntungan District Office in terms of the certainty of the service schedule. From the calculation of the community satisfaction index, the community satisfaction index value is a certain indicator of service schedule of 3.07. The results of the calculation of community satisfaction index shows the level of community satisfaction in terms of certainty of the service schedule of the unsatisfied community. This service satisfaction relates to the period of service of the residence certificate in accordance with the predetermined service time target. Society wants the completion of the settlement of the residence certificate to be completed on time with what has been determined.

k.Environmental Safety

Environmental comfort concerns the condition of service facilities and infrastructure that are clean, neat, and orderly so that it can provide comfort to the recipient of the service. From the results of the calculation of the community satisfaction index from the indicators of environmental comfort stated that the community considered less satisfied with the comfort of the environment in the service of the Medan Tuntungan District Office. The calculation of the value of the community satisfaction index from environmental comfort indicators is 3.08. This shows that the public is not satisfied with the atmosphere of the Medan Tuntungan District Office.

V. Conclusion and Suggestion

5.1 Conclusion

1. In terms of population certificate services, there are six lowest indicator elements that must be a concern to be addressed and improved in Medan Tuntungan District Office services, namely:

- a. Service procedure
- b. Discipline of service personnel
- c. Responsibilities of service personnel
- d. Justice gets service
- e. Certainty of service schedule
- f. Environmental comfort

2. From the results of the analysis of the calculation of the community satisfaction index for the service of population certificates at the Medan Tuntungan District Office, it can be seen that 7 service indicators of the community satisfaction index show good community satisfaction with SMIs above 3.25. Among the 7 service indicators are:

- a. Terms of service
- b. Clarity of service personnel
- c. The ability of service personnel
- d. Speed of service
- e. Fairness of service costs
- f. Certainty of service costs
- g. Security of service

3. In terms of the micro-small business permit issuance service, the eleven lowest indicator elements that must be a concern to be addressed and improved in Medan Tuntungan District Office Services are:

- a. Service procedure
- b. Service requirements
- c. Clarity of service personnel
- d. Discipline of service personnel
- e. Responsibilities of service personnel
- f. Speed of service
- g. Justice gets service
- h. Fairness of service costs
- i. Certainty service costs
- j. Certainty service schedule
- k. Environmental safety

4. From the results of the analysis of the calculation of the community satisfaction index for micro-small business permit issuance services at the Medan Tuntungan District Office, it can be seen that 2 indicators of the community satisfaction index service show that community satisfaction is good with SMIs above 3.25. Among the 2 service indicators are:

- a. The ability of service personnel
- b. Security of service

5.2 Suggestion

Based on data processing in the research that has been done, several suggestions related to the analysis of community satisfaction on the service of population certificates and the issuance of micro-small business permit are based on the community satisfaction index at the Medan Tuntungan District Office as follows:

1. For Medan Tuntungan District Office:

- a. This research is expected to be a material consideration in making decisions, especially in increasing community service satisfaction and evaluating services in the Medan Tuntungan District Office so that they can improve and improve the quality of human resources, employee management, Medan Tuntungan District Office in the future.
- b. In connection with service procedures, it is recommended that subdistrict office staff keep the rules in force.
- c. Regarding discipline, service personnel should continue to work at the allotted time and be responsive in providing services.
- d. It is expected that in providing services, officers continue to act fairly without the existence of nepotism.
- e. Regarding the convenience of the service environment, it is hoped that the Medan Tuntungan District Office will increase parking security staff to provide security for the security during the population service process.
- f. Regarding the responsibility for services, it is better for service personnel to provide certainty about the cost of services, service and environmental security.

g. Concerning the certainty of the service schedule, the officer is expected to provide a complete explanation for the requirements for the handling of the letter so that in the process of making service products and determining the time for the completion of the service product as specified.

h. For further research, other researchers can develop this study in more detail, for example by adding factors or deepening the discussion of existing factors.

i. Medan Tuntungan District Office is expected to increase the socialization of micro-small business permit to the community and increase synergy with related agencies for the settlement of population documents and micro-small business permit in a timely manner.

j. Medan Tamat District Office is expected to increase service acceleration towards online-based service technology so that the registration process and service can be implemented faster.

2. For further researchers

As a reference material for conducting the same or continued research on community satisfaction analysis of population certificate services and the issuance of micro-small business permit based on the community satisfaction index.

3. For Academics

In addition to the literature as well as contributing to further research, it can be used as a basis for a research model on the topic of community satisfaction analysis for population certificate services and the issuance of micro-small business permit based on a more comprehensive community satisfaction index with broader objects.

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