

**ANALYSIS OF COMMUNITY SATISFACTION INDEX ON
INTEGRATED LICENSING SERVICE AGENCY OF TEGAL REGENCY
OF CENTRAL JAVA PROVINCE - INDONESIA**

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ABSTRACT

This study aims to explore the Community Satisfaction Index on Integrated Licensing Service Agency (BP2T) of Tegal in 2014, and wants to know people's expectations about the services provided by the Integrated Licensing Service Agency (BP2T) of Tegal. In analyzing community service index (CSI) on Integrated Licensing Service Agency (BP2T) of Tegal, researchers used research indicators listed in Permenpan No. 16 Year 2014 on Guidelines for the Implementation of Societies Satisfaction Survey of Public Service.

Based on the results of questionnaires and interviews with respondents of 100 BP2T Tegal service users, it was obtained that CSI valued 80.08% that was converted into service quality classified as "good" or "B". The result increased from the previous year by 2%. Then to determine the gap between expectation and service reality, researchers used Cartesian diagram analysis or Importance Performance Analysis with the result that the elements belonging to the quadrant A which were Top Priority to optimize included service procedures, and service time, and which belong to the elements of the quadrant B which had to be maintained included service requirements, cost / tariffs, product specifications, executor's competency, executor's behavior, service edict, complaint or suggestion handling, and service input.

Based on the results of research that had been conducted, the researchers provide recommendations for service improvement in the procedures and service time which can get special attention for the process reform in the service business in BP2T Tegal

Keywords: community service, Community Satisfaction Index, BP2T Tegal

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INTRODUCTION

United National Development Program (UNDP, 1997) defines the concept of governance as "the use of the authority of economics, politics and administration to manage State affairs at all levels". Governance includes all the mechanisms, processes and institutions where citizens and community groups expressed interest or all of their needs by using the legal right. In addition, the word *good governance* means good government in the process of management in the provision of community rights. The right of people, one of which is set out in the constitutional, is getting optimal care from the government.

Indonesian government in optimizing public services imposes a regional autonomy system which is local independence-oriented, efficient and effective, as the mandate of Act 23 of 2014 on Regional Government. In the era of regional autonomy, public service function becomes one of attention focuses in improving the performance of local government. The spirit of decentralization requires the best services to the public, more oriented to all needs of the community, so that automatically various public service facilities should be brought closer so that it is accessible by the public.

With the Act No. 32 of 2014 concerning local government, the field which needs to be empowered is public service. That service is the basic one that must be provided by the government to the public.

Local government as the service provider and the service arranger has big authority to fulfill the basic needs of the public service. In accordance with the

mandate of Act No. 25 of 2009 on public services, local government is required to provide basic services to the community. The Act No. 25 of 2009 on public service divides the scope of the services as public goods services, public services, and administrative services.

As the effort to create good local governance, Integrated Licensing Service Agency (BP2T) of Tegal commits to improve the quality of public services. Integrated Licensing Service Agency (BP2T) is a mandate from the Regulation of the Minister of the Internal Affairs No. 24 of 2006 on Guidelines of One Stop Integrated Licensing Service Implementation. With such regulation, the local government is required to make the government agency that specifically deals with public administrative services such as licensing and non-licensing services.

In the evaluation of the quality of public services in BP2T Tegal, the researchers refer to the Decision of Administrative and Bureaucratic Reform Minister No. 16 2014 Guideline of Community Satisfaction Index. Satisfaction Index is an assessment of the community on the services rendered. Evaluation of public services executed by BP2T Tegal is conducted in every year, considering the acquisition of CSI in 2013 amounted to 79. The results of the CSI in 2013 or the previous year are the reference to increase the quality of public services. On a scale of one measurement period, will CSI in 2014 increase? In order to find it out, it is necessary to do the analysis of Community Satisfaction Index of Integrated Licensing Service Agency (BP2T) of Tegal.

MATERIALS AND METHODS

Literature Review

Public Service

In its nature, public service is a major task in the administration of the State carried out by the State apparatus. Development emerging in a number of countries in the field of public service indicates a shift more towards the implementation of the principle of market orientation in the provision of services (Osborn and Gaebler, 1999). In this case, it means that the services provided by the government should give priority to society.

The Act No. 25 of 2009, about the service, defines the public service as an activity or series of activities in order to meet the needs of the service in accordance with the laws and regulations for every citizen and resident in the goods, services, and / or administrative services provided by the public service provider who is the government.

In other words, the services are the main tasks and functions of local government. This relates to three (3) government functions namely, (AtikSepti&Ratminto, 2012):

(1) *Servicing function*

The presence of the government in its function of servicing to meet the needs of the community is not discriminatory and not burdensome. Government provides services and treats all people with equal rights: the right to be served, the right to be respected and recognized.

(2) *Regulating Function*

A policy should be made more dynamically that governs public life and minimizes state intervention in their lives. So, the government function is to regulate and provide protection to the public in living their life as citizens.

Government services can be classified into the administration and construction services (Hoesein, 1995). But, based on the function of government in the public service, there are 3 service functions. The first is the Environmental Service. This includes the provision of facilities and infrastructure such as the ones in the fields of education, health, religion, spatial planning, etc. The second service function is the Developmental Service. This service has the characteristics of enabling and facilitating. This can also be in the forms of infrastructure that can support the increase of economic growth, including those like administrative services concerning legalizing possession or presence of an individual in the community in the forms of license services, ID cards, birth certificates, etc. The third service is Protective Service. This kind of service is the provision of security and protection service conducted by the civil service police, the military, the police, etc. Nurcholis Hanif (2007) divides the functions of public service into the ones in relation to Education, Health, Religious, Environment, Recreation, Social, Residence, Cemetery, Civil Registration, Drinking Water, and Legality of the document.

Measurement of Community Satisfaction Index

The quality of service has become one of the important issues in the provision of public services in Indonesia. Therefore, all providers of public services periodically improve the service quality. The first step to improve

public services is conducting an evaluation of the public service, so that the elements to be optimized can be found out. This evaluation can be also done to see the response of public satisfaction on the service.

MENPAN Regulation No. 16 of 2014 on Guidelines for Measuring Public Satisfaction Index, is used to measure the level of public satisfaction on public services. There are nine are relevant, valid and reliable elements that must be evaluated in the public service. The elements are as follows.

(1) Requirements

These are terms which must be fulfilled in the execution of a type of service, both technical and administrative ones.

(2) Procedure

It is a standardized procedure of services for providers and customers of services, including service of complaints.

(3) Service Time

It is the length of time needed to complete the whole process of service of each type of service.

(4) Cost / Rates

It is the cost charged to the customers of services. The cost is determined through an agreement between the executors and the public

(5) Product Specifications Service Type

It is the service provided and accepted in accordance with the conditions set. This service product is the result of any type of service specifications.

(6) Executor's Competence

This is the ability to be possessed by the executors, including knowledge, expertise, skills and experience.

(7) Executor's Behavior

It is the official's behavior in providing public services.

(8) Service Notice

This is a statement of capability and obligation of the executors to carry out the service based on the service standard.

(9) Handling of Complaints, Suggestions and Feedbacks

This is a procedure for handling and following-up of the various opinions that are conveyed by society.

RESEARCH METHOD

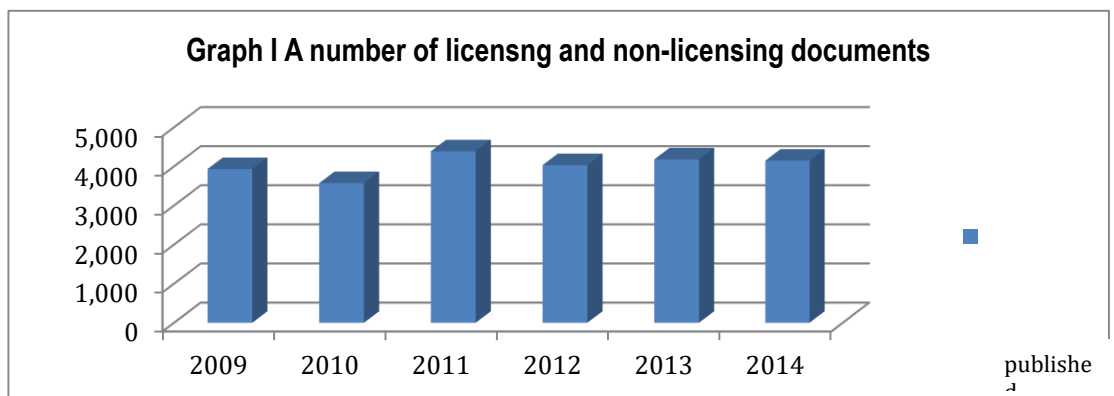
The analysis of the research of community satisfaction index and analysis of people's expectations about public services used the approach of mix methodology by combining the methods of quantitative and qualitative data analysis. (Creswell, 2012: 99)

The IKM was analysed by the guidelines on PERMENPAN No. 16 of 2014 on guidelines for measuring IKM by setting 9 elements used as a parameter to assess the level of community satisfaction towards public services. Then to see all slack between the expectations and values of community satisfaction index, the researcher uses the Cartesian diagram.

A. RESULTS AND DISCUSSION

Integrated Licensing Service Agency (BP2T) Tegal is a body established to deal with matters of administration services. What meant by public service is the service of licensing and non-licensing. Type of licensing services handled by BP2T is totaling 49 types of licensing and 6 types of non-licensing.

Service activities from year 2009 - 2014 BP2T Tegal has realized a number of 4300 documents as shown in the graph below.



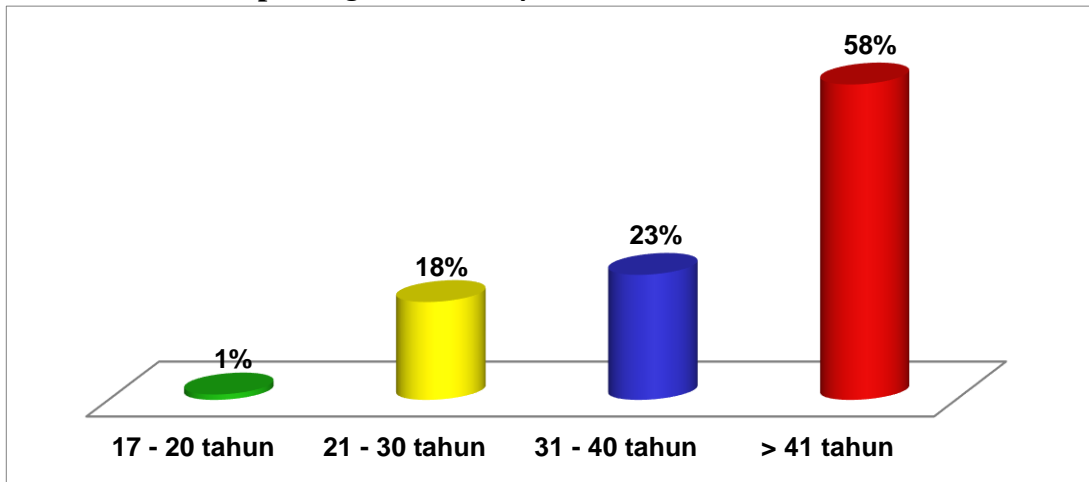
Source : reseacher data analysis 2015

Respondent Characteristic

The sample communities to assess the IKM BP2T Tegalare users or consumers of BP2T Tegal by the number of 100 respondents.

Based on the respondent's age, group is dominated by > 41 years reaching 58%, then the age group of 31-40 years is 23%, age group 21-30 years is 18%, and the remaining 1% is the age group of 17-20 years. The graph of age characteristics is presented below.

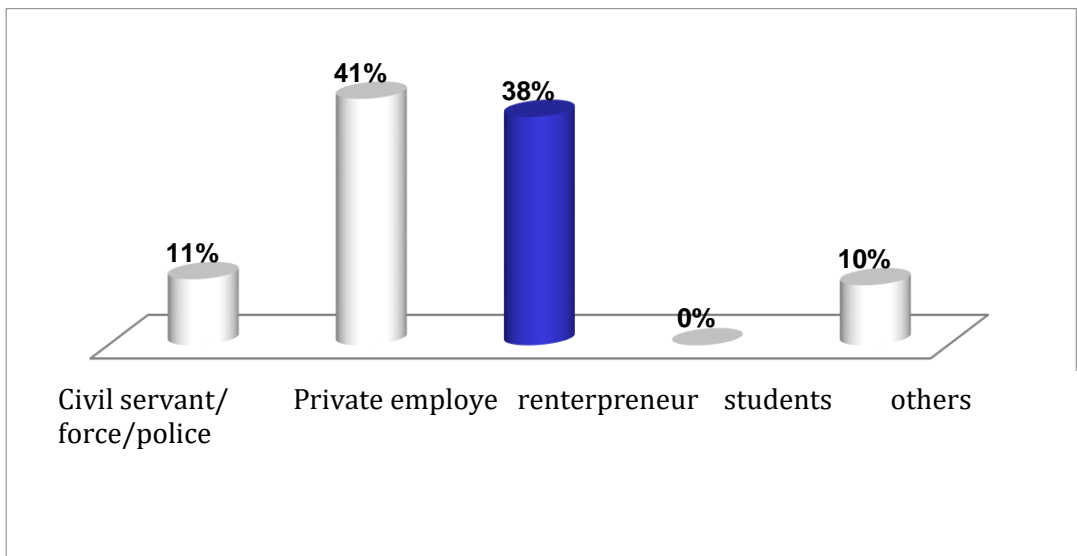
Graph II Age-based Respondent Chararacteristic



17-20 years old 21-30 years old 31-40 years old >41 years old
Source : Reseacher data analysis 2015

People who enjoy services of BP2T Tegalare dominated by the private employees by the amount of 41%, entrepreneur/businessman by 38%, Civil Servant/force/police by 11% and the remaining 10% of others. The graph of work-based respondent characteristic can be seen in the following chart.

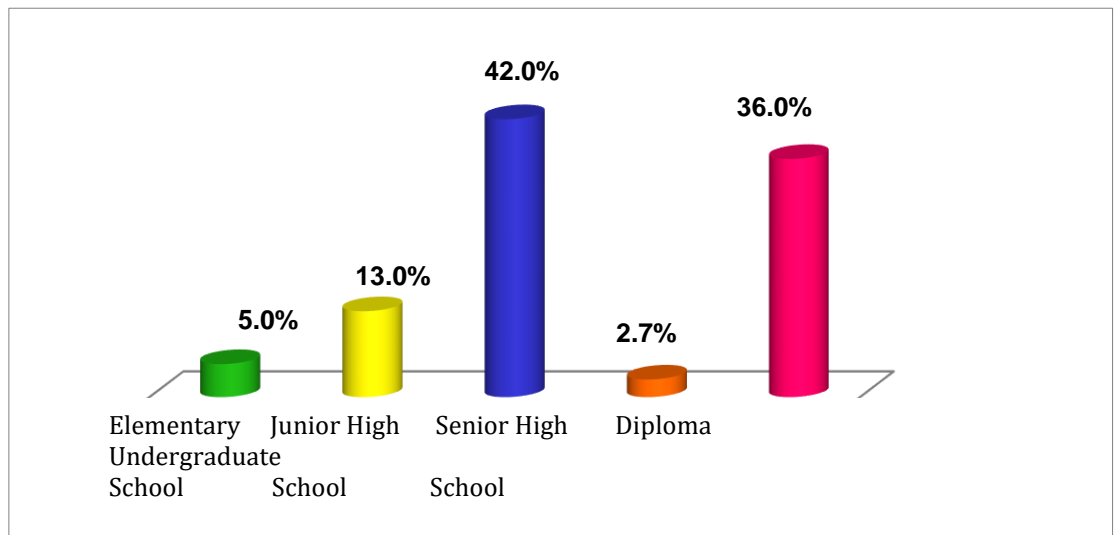
Graph III. Work-based respondent characteristic



Source : Researcher data analysis 2015

Respondents in the IKM analysis of BP2T Tegalare mostly educated persons of senior high school/equal by 42%, S1 (undergraduate) by 36%, Junior high school/equal by 13%, elementary school (SD) by 5%, and diploma by 2.7% as seen in the chart below.

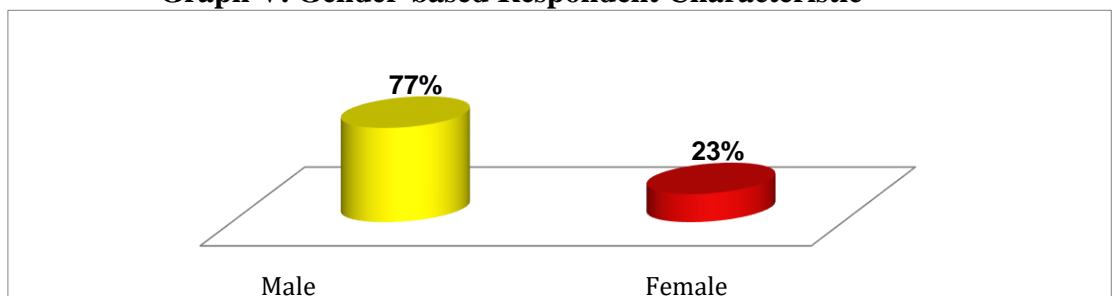
Graph IV education-based Respondent characteristic



Source: researcher data analysis 2015

The study says that the respondents in the IKM analysis of BP2T Tegal majority of respondents using the services is dominated by male by 77%, and female by 23% as can be seen in the following chart.

Graph V. Gender-based Respondent Characteristic



Source: Researcher data analysis 2015

IKM Analysis of BP2T Tegal

Analysis of Community Satisfaction Index (IKM) in the Integrated Licensing Service Agency (BP2T) Tegal is based on the PERMENPAN RB No. 16 of 2014 on Community Satisfaction Index measurement guidelines with utilizing 9 elements as a parameter for assessing the level of IKM. The elements are requirements, procedures, service time, cost/rates, product specification type of service, executor's competence, executor's behavior, service notice, handling of complaints, suggestions and feedback.

The calculation result of the level of community satisfaction on services of Integrated Licensing Service Agency (BP2T) Tegal 2014 becomes a base evaluation of the process of service to the public. In the calculation of the IKM of BP2T Tegal, it is given equal weight to IKM of BP2T Tegal overall index is the average achieved by each service element. Recapitulation IKM value and quality service in each service element can be seen in the following table.

Table I. IKM per Element of BP2T Kota Tegal

Element	IKM Per Element	Conversion score of IKM	Quality Service
Requirements	3,22	80,5	B
Procedures	3,08	77	B
Time Service	3,29	82,37	A
Cost/Rate	3,26	81,73	A
product specification type of service	3,15	78,78	B
Executor's Competence	3,40	85	A
Executor's Behaviour	3,31	82,77	A
Service Notice	3,12	78,28	B
handling of complaints, suggestions and feedback	2,97	74,34	B
Total of NRR Measured	3,20		B
IKM service Element		80,08	B

Source: Researcher data analysis 2015

The table above shows that the average community satisfaction index (IKM) of Integrated Licensing Service Agency (BP2T) Tegal 2014 is 80.08 then converted to the value of quality service category B (good performance) overall.

Related to the results of the IKM of BP2T Tegal of people's expectations, it is necessary to do a comparative analysis between expectations and reality through the Importance Performance Analysis. The analysis is performed to determine the priority order of service elements that the performance of its services needs to be improved. The efforts are done to increase community satisfaction of public services. The results of the analysis of the expectation and reality in BP2T Tegal 2014 are presented in the following table.

Table II. Result of the expectation and reality analysis in BP2T Tegal

Quadrant A : Main Priority	Quadrant B : Achievement Maintenance
Service Procedure Service Time	Requirement Cost/Rate product specification type of service, executor’s competence, executor’s behavior, service notice, handling of complaints, suggestions and feedback
Quadrant C : Sub Priority	Quadrant D : Element of inimportant service

Source: Researcher data analysis 2015

The table above shows that there are complaints of people who want to have some changes in some elements of service in BP2T Tegal. These elements are as Procedures and Time element which are a condition that people expect to be the focus of improvement in servicing public. It arises because the response from the public responding to the given service processes. The following is the factor causing the emergence of the procedure and service time elements.

Table III. Factors causing elements improvement

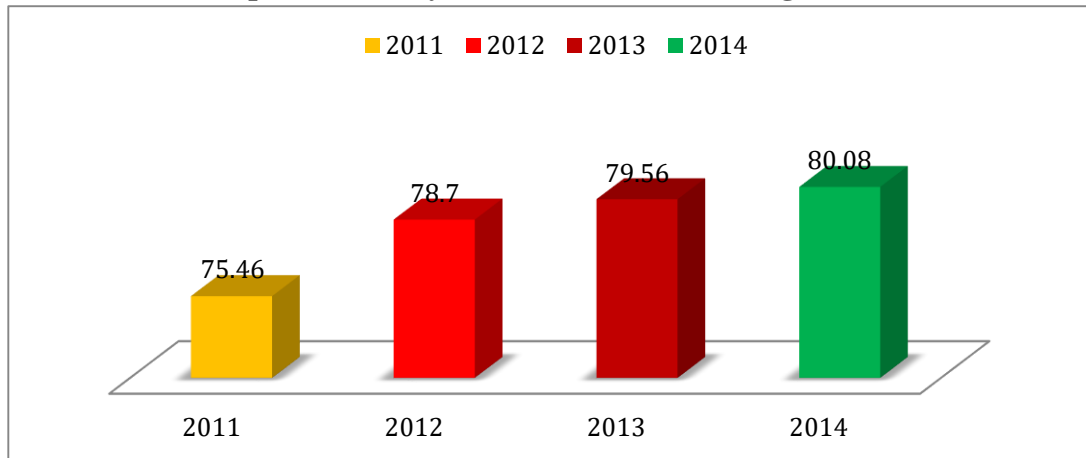
Servie Procedures	Service Time
<ul style="list-style-type: none"> • Optimalization of queue machine • License service depended on the authority of institution/other offices. 	<ul style="list-style-type: none"> • The time needed in average is more about 5 work-day.

source: researcher data analysis 2015

The dynamics of IKM BP2T Tegal

To be able to see the dynamics of change in the quality service in the Integrated Licensing Service Agency (BP2T) Tegal years 2011 to 2014, then the comparative analysis is carried out of the year as shown in the graph below.

Graph VI. The Dynamics of IKM BP2T Tegal 2011 – 2014



Source: researcher data analysis 2015

The chart above shows that there is a development of the IKM value in BP2T Tegal in 2014. The average value of the development is 1.2% each year. It can be concluded that in general, the services in BP2T Tegal scored **Good** in the performance of public services.

CONCLUSION

Based on the results of the discussion described above, it can be concluded that:

- (1) Community Satisfaction Index (IKM) in the Integrated Licensing Service Agency Tegal 2014 as a whole amounted to 80.08 increased 1.2% compared with the IKM value in the previous year. Therefore, the value of IKM in 2014 after being converted to the quality service score then it is classified in category **B**, which means an average performance in BP2T Tegal is rated "**Good**".
- (2) Of the nine (9) elements tested the service in BP2T Tegal which get the quality service in the category A (excellent performance) are the time of service,

executor's competence, executor's behaviour, and cost/rate, while others like pre-service requirements, procedures, product specifications types service, service notice, and handling complaints, suggestions and inputs are classified in category B (good performance).

(3) Based on the Importance Performance Analysis, there are several elements that make a top priority in improving services in BP2T Tegal. The elements are service procedures and service time. Then the elements are rated as good performance of the services that are the requirements, the cost/rate, product specification types, executor's competency, executor's behavioral, service notice, and handling complaints, suggestions and feedback

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