

CHAPTER I

A. Background

Nowadays, demands arise for the government to provide public services oriented to society and responsive to the needs of the society. This is in accordance with the paradigm of public administration in the perspective of 'New Public Service' where the role of government is 'serving' the public with the aim of improving service quality (Yusriadi, 2018: 8). However, the demand for these services usually far exceeds the government's ability to fulfill them. This service acceptance is related to the satisfaction received on services provided by the government or service providers where the service performance which in accordance with the needs and expectations of the society will lead to the satisfaction on the service.

As in an article entitled Rapot Merah Pelayanan Publik di Indonesia quoted from <https://tirto.id> in 2016, the Head of the Ombudsman of Republic Indonesia, Amzulian, concluded that "the low level of public services still appears with the high practice of the illegal levies and bribes". Likewise in 2017, quoted from <https://www.aa.com.tr> (2017), it is known that the low level of public service is still the biggest problem for Indonesia and there is a need to increase the use of information technology so that public services are accountable and free of Corruption, Collusion and Nepotism (CCN) actions.

Based on the data above, until 2017, the public still did not receive good public services. Quoted from <http://kompas.com>, throughout 2017, the Ombudsman received 7,999 public reports that are divided into ten types of maladministration. The five most maladministrations were alleged

maladministration of procedural irregularities (1,714 reports), service staff who did not provide services (1,355 reports), incompetent of service staff (802 reports), abuse of authority (666 reports), and maladministration of staff who ask something to the public for money, goods and others (605 reports). From these data, furthermore, the quality of public services that are still low will trigger inaccuracies in public services leading to the emergence of illegal levies practice. The quality of public services in Indonesia is still far from the expectations of the society, causing the citizen dissatisfaction with the services received.

A surveys conducted by World Bank also showed bad report on public services in Indonesia. Based on the World Bank report related to the Ease of Doing Business (EoDB), throughout the four years of Joko Widodo and Yusuf Kalla's administration, Indonesia's EoDB ranking has been increased quite significantly but has not been able to raise Indonesia's position neither at the global nor the Southeast Asian level. From the 106th position on EoDB 2016 to the 91st position on EODB 2017 (<https://databoks.katadata.co.id>, 2016), and then back to the 72nd position on EoDB 2018 (<https://databoks.katadata.co>, 2017). However, in EoDB 2019, Indonesia fell one rank to the 73rd position (with a score of 67.96) from 190 countries. (<https://databoks.katadata.co.id>, 2018). This position is still far from what had been targeted by President Jokowi, which is a 40th ranked on a global level.

At the Southeast Asia level, the competitiveness of the ease of doing business in Indonesia is still lagging behind. The stagnating still as in previous years, in 6th position among other Southeast Asian member

countries. Indonesia is under Singapore (ranked 2 with a score of 85.24), Malaysia (ranked 15 with a score of 80.6), Thailand (ranked 27 with a score of 78.45), Brunei Darussalam (ranked 55 with a score of 72.03), and Vietnam (ranked 69 with a score of 68.36) (<https://databoks.katadata.co.id>, 2018). Thus, the ease of doing business in Indonesia has increased, but it is still not good enough.

The quality of public services in Indonesia is expected to improve while the issuance of Law No. 25 of 2009 dated 18 July 2009 regarding Public Services. This law has become a momentum and concrete steps from the government to bring the best services to the society. Nowadays, society or business world expects to be able to meet service needs, especially administrative services from the government in one place. One of the strategies implemented by the government was the establishment of One-Stop Service at both the central and regional levels. This is in accordance with the Presidential Regulation of the Republic of Indonesia Number 97 of 2014 concerning the Implementation of One-Stop Integrated Services and Number 91 of 2017 concerning Acceleration of Business Implementation.

Based on the regulations above the implementation of good public services at the regency/city level is also the responsibility of the government for society. Then, the existence of Ombudsman as an institution that oversees the implementation of public services can conduct surveys about the level of compliance of public service providers throughout Indonesia, both central and regional towards service standards based on Law No. 25 of 2009. This is done with the aim of monitoring the implementation of public services that

should be in accordance with what has been explained in the law. As quoted from <http://jejakrekam.com>, on 2018, Ombudsman of Republic Indonesia has determined five regencies/city in South Kalimantan obtain the high compliance or green zone. The five regencies/city are Banjarbaru City, Banjar, Hulu Sungai Selatan, Hulu Sungai Tengah, and Kotabaru Regency. However, there are still two regencies that have not been involved in a survey, because the regencies just will be involved in the survey in 2019, namely Balangan and Tanah Bumbu Regency (<http://jejakrekam.com>, 2019).

Tanah Bumbu Regency is a young regency formed from the expansion area of Kotabaru Regency on April 8, 2003. Related to investment in the region, Tanah Bumbu Regency is a young regency with the quite promising regional potential. The potential of the area is in the plantation and mining sectors in which these two sectors are the most potential investment fields that have an impact on regional economic development. Increasing the purchasing power of domestic investment and foreign direct investment will continue to have a tremendous effect on the regional economic growth of Tanah Bumbu Regency, only if access to public services and ease of doing business can be felt by the society or businessman. Service Implementation at the Investment and One-Stop Service Agency of Tanah Bumbu Regency must provide the best service to them. The success of service delivery is determined by the level of satisfaction of service users. The satisfaction of service users can be achieved if they obtain services in accordance with what is needed and expected. Therefore, citizen satisfaction surveys must be carried out in the implementation of public services.

In addition, public services (especially One-Stop Service implementation) not only can influence the rankings of Ease of Doing Business, but also the Global Competitiveness and the Corruption Perception Index of Indonesia. It is conducted by the survey institution of the World Bank, World Economic Forum and Transparency International. Therefore, better public service delivery in this era must be pursued by both the central and regional governments. To accelerate the improvement of the quality of services, the implementation of public services in the regions must be improved towards better. Administrative Reforms of public services are directed at optimizing the implementation of services at the level of service closest to the society, namely through the implementation of public services in the context of regional autonomy.

In the context of regional autonomy, the existence of One-Stop Service in regency/city is expected to encourage economic growth through increased investment by giving greater attention to the micro, small and medium enterprises actors. The aim to be achieved is to improve the quality of public services that lead to citizen satisfaction. Besides, it gives wider access to society to obtain public services. Thus, based on the explanation above, to ensure the realization of public expectations for good public services, the researcher feels the importance of assessments related to the level of citizen satisfaction and analysis related to factors that can be influencing citizen satisfaction in getting public services by conducting studies at the Investment and One-Stop Service Agency in Tanah Bumbu Regency in the year 2018. This citizen satisfaction assessment is one of the

benchmarks for service units to conduct evaluations to improve the quality of public services.

B. Research Question

Based on the background above, the formulation of problems in this study, among others, is as follows:

1. How is the level of citizen satisfaction on public service provided by the Investment and One-Stop Service Agency in Tanah Bumbu Regency in the year 2018?
2. What are the factors that influence citizen satisfaction in getting public service at the Investment and One-Stop Service Agency in Tanah Bumbu Regency in the year 2018?

C. Objectives of Study

Based on the formulation of the problem above, the objectives to be achieved in this study are as follows:

1. To explain how the level of citizen satisfaction on public service provided by the Investment and One-Stop Service Agency in Tanah Bumbu Regency in the year 2018 is.
2. To explain the factors that influence citizen satisfaction in getting public service at the Investment and One-Stop Service Agency in Tanah Bumbu Regency in the year 2018.

D. Benefits of Study

Based on the objectives of the study to be achieved, this study is expected to have benefits both theoretically and practically. The benefits of this study include the following:

1. Theoretical Benefits

Theoretically, the results of this study are expected to be a contribution to the development of science, especially governmental studies in Indonesia. In accordance with the theme raised, the results of this study will provide a scientific explanation about the level of citizen satisfaction on public service providing and the factors that influence citizen satisfaction in getting public services. In addition, this study aims to add insight and reference for scientific knowledge, so as to arouse the interest of the next researchers with topics related to public service in more depth. This will bring forth new academic writing which at the same time have an impact on development or renewal in the study of governmental studies.

2. Practical Benefits

Practically, this study is expected to provide benefits to the local government in general and the government of Tanah Bumbu Regency in particular. The results of this study will provide information or a more realistic illustration of the condition of public service provided by the Investment and One-Stop Integrated Service Agency and the level of satisfaction received by the public. This discussion can be useful for the public service provider in knowing the level of citizen satisfaction and the

factors that have caused the un-optimal service providing. Thus, this study can be used as an evaluation reference and the basis for consideration of the government and related parties in formulating policies, as an effort to provide optimal public service, especially in the administration service sector.

E. Literature Review

There are several literature reviews taken from the previous research that can become a reference to this research. The literature review was conducted to provide an overview of previous studies on the level of citizen satisfaction and factors that influence citizen satisfaction in getting public services. The purpose of this literature review to explain the differences between previous researches with this research. This literature review consists of journals and previous scientific works published in the last 5 years. Besides, the selected journals and scientific works are studies that have titles and discussions related to the theme raised. The contents of this literature review will present two broad outlines of research topics. The first is the level of citizen satisfaction on public services and the second is about the factors that influence citizen satisfaction in getting public services.

In its development, during the implementation of public services and the fulfillment of one of the government functions, which is serving the society, the government continues to make innovations and strategies. This shows that the awareness and demands of society for satisfying service are more increasing. To see the extent of the government's success in that, a study

is conducted. There are several regulations governing the implementation or as guidelines for conducting surveys/research on satisfaction, such as 1) the Decree of Indonesian Minister of Administrative Reform No. KEP/25/M.PAN/2/2004 concerning General Guidelines for Preparation of the Citizen Satisfaction Index of Government Agency Service Units; 2) the Regulation of Indonesian Minister of Administrative and Bureaucratic Reform Number 16 of 2014 concerning Guidelines for Satisfaction Survey on Public Service Unit, and; 3) the Regulation of Indonesian Minister of Administrative and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Satisfaction Survey on Public Service Unit.

There are some research applying the regulation in his/her research, as what has been written by Heri Wahyudianto B.P. (2015). In the result of his study, he presented a comprehensive measurement method about citizen satisfaction with shows the elements of citizen satisfaction applicatively into 28 items of research instruments that can be used as one of the guidelines for satisfaction surveys on public service units. It represented the elaboration of 14 elements of citizen satisfaction index which are presented in the Decree of Indonesian Minister of Administrative Reform No. KEP/25/M.PAN/2/2004. The author stated that what he exemplifies is more complete than what is stated in the Regulation of Indonesian Minister of Administrative and Bureaucratic Reform Number 16 of 2014. The author also emphasized that it is very important to conduct satisfaction surveys on the implementation of public services. In line with this statement, Handyan Prasetyo Dwi (2018) also conducted a satisfaction survey on one of the public service units. He

analyzed the quality of licensing services in the Investment and One-Stop Service Agency (DPMPTSP) of Semarang Regency according the elements of citizen satisfaction survey based on the Indonesian Minister of Administrative and Bureaucratic Reform Number 14 of 2017 which includes: requirements; system, mechanisms and procedures; completion time; fees/rate; service type specifications product ; staff competency; staff behavior; handling complaints, input, and suggestions, and; facilities and infrastructure. For the results of study, he described it based on these nine principles and also explained some of shortcomings that occur in the implementation, such as the lack of socialization, procedures that are less effective and efficient for employees, lack of human resources, and lack of facilities and infrastructure for employees of DPMPTSP in Semarang Regency.

Citizen satisfaction on services, service performance, and service quality are interrelated with each other. Therefore, there are some researchers who use service quality indicators as a benchmark to determine citizen satisfaction with public services held by a government agency. Their study used SERVQUAL models from Zeithaml, et al. Here are four researchers who use service quality study on measuring citizen satisfaction. The first researchers are Aldri Frinaldi and Muhammad Ali Embi (2015). They conducted a study about the influence of service quality toward citizen satisfaction in Padang private hospital, West Sumatra Province with the use eight dimensions of SERVQUAL model. The eight dimensions are as follows: 1) tangibles, 2) access, 3) reliability, 4) responsiveness, 5) assurance,

6) empathy, 7) delivery, 8) timeliness. They stated that the perception generated by the customer is the effect of interaction between patient and service providers. Failure to meet patient expectations is one reason that the level of the hospital's customer satisfaction is still good enough. They suggested that the hospitals must prioritize the increasing competency of health workers, especially doctors and nurses in communication skills. It is for increasing patient trust and loyalty and for the sake of increasing the number of hospital customers. The second researcher is Siti Husna Ainu Syukri (2014), where she used five dimensions of the SERVQUAL model in her study about the application of Customer Satisfaction Index (CSI) on the service quality of Trans Jogja. The five dimensions are as follows: 1) tangibles, 2) reliability, 3) responsiveness, 4) assurance and 5) empathy. Measuring the satisfaction of Trans Jogja customers is very important to know the service quality so the company can provide a more satisfactory service than other transportation businesses as competitors. The third researcher is Yayat Rukayat (2017) who conducted study about service quality in the Population Administration Unit. In his study, he used the five dimensions of SERVQUAL model as an independent variable and he concluded several obstacles faced in improving the quality of public services, namely: apparatus resources (limited number of employees and / or in accordance with required abilities), public awareness (awareness to prepare all requirements to carry out services), as well as facility and infrastructure to facilitate services. Then, the next is a study conducted by three researchers from Spain, namely Roxana Alean, Raon Gutierrez-Sanchez and

Francisco L ebana-Cabanillas (2017) entitled Determinant Factors of Satisfaction with Public Services in Spain. In their study, the measures were related variables and concepts that can determine citizen satisfaction on public services. For the first, the author described the components of the SERVQUAL model which are commonly used as attributes or variables that contribute to satisfaction with public services. Next, the author also displayed elements called Key drivers, as a service element that is used as a measure of citizen satisfaction in the Citizen Index Satisfaction (CIS) conducted by the Spanish Sociological Research Center. In their study, the key drivers of public services quality in Spain were analyzed and compared with the five dimensions of SERVQUAL model which the results of which showed that the key drivers were related as a whole. Another study was done by Edy Haryanto (2013), who wrote about the satisfaction of service users in One Roof System Office at Manado. He used service quality, service facility, and price as indicators determining the satisfaction of service users in the office. Service quality aspect that used are the five dimensions of SERVQUAL model. The results obtained are the service quality, facilities and price have a positive influence on citizen satisfaction. This study is different from the previous study above, which is the researcher not only adopting the SERVQUAL model but add them with the indicator of service facility and price.

Below are some studies that used several factors that affect or influence citizen satisfaction on public service unit with the differences of variables. First is study written by Untung Sartini, Maria Magdalena

Minarsih, and Heru Sri Wulan (2016) about factors affecting citizen satisfaction in arranging e-identity cards and population documents in Population and Civil Registration Agency of Semarang City. In this study, the authors examined three factors related to services, namely: facility; public service; employee professionalism on citizen satisfaction. Secondly, it is a previous study conducted by Zaini Rohmad (2017). In his study, he tried to identify the factors that influence citizen satisfaction by using four factors, namely: planning; coordination; supervision, and; transactional leadership. With the results of the analysis obtained, it was known that the factor of planning, supervision and transactional leadership have a significant positive influence on citizen satisfaction in public services of Magetan Regency, meanwhile the coordination factor has less apparent influence. The results of this study are in line with the stakeholder theory, namely the existence of a close relationship and influence among good planning, careful supervision and capable leadership on the level of satisfaction felt by stakeholders. Another study was done by Tubagus Arif (2013) about factor influencing the user of service toward citizen satisfaction of licensing service in one-stop service of investment and promotion agency at DKI Jakarta province. Here, he identified three factors that give an effect on citizen satisfaction, namely that: system and procedure; capacity and capability of staff in providing services; and reasonableness of service charge. The conclude of his study is all three variables showed a significant effect on the level of user satisfaction of the agency.

Table 1.1
Literature Review

No	Writer	Title	Methodology	Result
1.	Heri Wahyudia nto B.P. (2015)	Pengukuran Tingkat Kepuasan Masyarakat terhadap Pelaksanaan Kebijakan Pelayanan Pemerintah	Qualitative method and theory that were used were elements of citizen satisfaction index which presented in the Decree of Indonesian Minister of Administrative Reform No. KEP/25/M.PAN/2/2004.	<ul style="list-style-type: none"> - Describing concepts and thoughts related to citizen satisfaction and public service. - Displaying a comprehensive way of measuring citizen satisfaction levels. - Displaying the elements of citizen satisfaction applicatively into 28 items of research instruments that can be used as one of the guidelines for satisfaction surveys on public service delivery.
2.	Handyan Prasetyo Dwi (2018)	Analisis Kualitas Pelayanan Perizinan Pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Semarang	Descriptive qualitative method with interview and observation as data collecting techniques. Theory that is used is elements of citizen satisfaction surveybased on the Regulation of Indonesian Minister of Administrative and Bureaucratic Reform Number 14 of 2017.	<ul style="list-style-type: none"> - The results of the study showed that the quality of licensing services in DPMPTSP of Semarang Regency has met nine principles of service quality. - Some of shortcomings occurred in the implementation, such as lack of socialization, procedures that are less effective and efficient for employees, lack of human resources, and lack of facilities and infrastructure for employees. - Recommendations, are the need of socialization of the dissemination of requirements to the society, simplification of procedures for

				licensing services for employees, addition number of employees and renewal of facilities and infrastructure for employees.
3.	Tubagus Arif (2013)	Faktor-faktor yang Mempengaruhi Pengguna Layanan Terhadap Kepuasan Pelayanan Perizinan di Pelayanan Terpadu Satu Pintu Badan Penanaman Modal dan Promosi Provinsi DKI Jakarta.	Type of study is correlation causality research. It used secondary data for analysis service different test and primary data for analysis the service satisfaction index. Samples is were service user of june-july 2013.	<ul style="list-style-type: none"> - All three variables showed a significant influence on the level of user satisfaction of the agency, namely system and procedure, capability of staff, and the reasonableness of the cost. - The most influence and significant variable towards the level of user satisfaction of one-stop integrated service is system and procedure, followed by the variable of capability of staff. In other words, to increase user satisfaction and further improve of the one-stop service, so both variables should be the focus of service improvement in the one-stop service.
4.	Roxana Alemán, Ramón Gutiérrez-Sánchez and Francisco Liebana-Cabanillas	Determinant Factors of Satisfaction with Public Services in Spain	Qualitative method, using 'secondary data' as type of data, which is written sources.	<ul style="list-style-type: none"> - The analysis results showed that the Key Drivers of CIS in Spain were related as a whole with the SERVQUAL Theoretical Model. - The Theoretical SERVQUAL Model which are five dimension of SERVQUAL model and the Key Drivers, namely 9 service elements that are used as a measure of

	(2017)			<p>citizen satisfaction in the Citizen Index Satisfaction in the Spanish Sociological Research Center.</p> <ul style="list-style-type: none"> - The main limitation of this study concerns how information is obtained, ie analysis is based on secondary data.
5.	Yayat Rukayat (2017)	Kualitas Pelayanan Publik Bidang Administrasi Kependudukan di Kecamatan Pasirjambu	Using 'descriptive research' with the 'qualitative approach'. Study used 'the five dimensions of SERVQUAL model' with the data analysis technique is an 'interactive model analysis'. Research informants were selected by 'purposive sampling'.	<ul style="list-style-type: none"> - For the tangibles: Pasirjambu sub-district office has not fulfilled adequate service facilities to provide services to the society, such as still few seats in the waiting room, a desk for writing in the waiting room and a means of information that is not yet available. - For reliability: society was satisfied with the services providing regarding being reliable in handling every public complaint, in terms of time and accuracy of the service process. - The responsiveness: employee responsiveness in terms of helping society who need services, especially who are confused by the services can be seen between officers and visitors who communicate with each other. - For assurance: especially security, Pasirjambu sub-district office has

				<p>been shown effort to improve the quality services in provide a sense of security for the society.</p> <ul style="list-style-type: none"> - For empathy: the Pasirjambu sub-district office had given a pleasant impression. This can be seen from the attitude of the officer who explained clearly about the service procedure and received criticism or advice wholeheartedly as an interopection for better service.
6.	Siti Husna Ainu Syukri (2014)	Penerapan Customer Satisfaction Index (CSI) dan Analisis Gap Pada Kualitas Pelayanan Trans Jogja	Quantitative method, the study used 'the five dimesions of SERVQUAL model'and the result showed by Customer Satisfaction Index (CSI) with 'gap analysis'.	<ul style="list-style-type: none"> - The results of the study showed that citizen satisfaction of Trans Jogja as a whole is still low. Showed by the CSI calculation results, it is known that the CSI value generated from the study was 68.75420687%. The results of gap analysis obtained a negative value from the gap between customer expectations and perceptions. - Based on the results of the analysis, the low of citizen satisfaction is caused by several things, including: <ul style="list-style-type: none"> 1) The arrival time of the bus that is less than the time previously scheduled; 2) Bus operation schedules that are not in accordance with passenger needs; 3) Lack of level of company concern for passenger complaints;

				4) Lack of passenger confidence in the reliability of Trans Jogja; 5) The company's lack of understanding of things that make passengers feel comfortable using Trans Jogja; 6) And others.
7.	Aldri Frinaldi dan Muhammad Ali Embi (2015)	Influence of Public Service Quality in Citizen Satisfaction (Study in Private Hospital Y in Padang, West Sumatra Province)	Quantitative methods. The study use 'the eight dimesions of SERVQUAL model' from Zeithaml. Survey conducted by using 'questionnaire' and analyzed using 'TCR analysis' (Level of Performance Analysis).	<ul style="list-style-type: none"> - The results of this study indicated that there is a positive correlation or a significant relationship between service quality (X) and the level of citizen satisfaction (Y). - Of the eight indicators used to measure service quality, the results are: Overall, this study found that the level of patient satisfaction in hospital Y is still in category "good enough". It means that hospital Y still needs improvement; The hospital Y perceived as good enought for indicator tangibles, access, realibility, responsiveness, and assurance; and for indicator of empathy, delivery, and timeliness, hospital Y perceived as good.
8.	Edy Haryanto (2013)	Kualitas Layanan Fasilitas dan Harga Pengaruh terhadap Kepuasan Pengguna Jasa	This study is 'associative research' with the 'survey method' as the data collecting technique.	<ul style="list-style-type: none"> - Service quality, facility and price in this study become the indicators to measure the citizen satisfaction. - The results showed that the service quality, facility and price

		Layanan pada Kantor Samsat Manado	Respondents surveyed are all vehicle owners, taxpayers and the vehicle documents. The data analysis technique used is 'multiple linear regression'.	simultaneously positive and significant influence on citizen satisfaction. - Service quality, facility and price partially have significant influence on citizen satisfaction in the One Roof System (Samsat) office in Manado.
9.	Untung Sartini, maria Magdalen a Minarsih, Heru Sri Wulan (2016)	Faktor-faktor yang mempengaruhi kepuasan Masyarakat dalam Pengurusan Kartu Identitas Penduduk (KTP-EL) dan Dokumen Kependudukan di Kantor Dinas Kependudukan dan Pencatatan Sipil Kota Semarang	Using mix method with questionnaire and interview as data collecting techniques. The focus of respondents were employees and parties related to the agency.	- The results obtained from this study were that there are positive and significant effects of facility, public service and professional employee on citizen satisfaction. However the contribution of facility, public service and professional employee to citizen satisfaction is only 22.6% and the remaining 77.4% is influenced by other factors.
10.	Zaini Rohmad (2017)	Faktor-faktor yang mempengaruhi kepuasan masyarakat dalam pelayanan publik di Dinas Kependudukan dan Catatan Sipil Kabupaten Magetan	Quantitative method. Using a 'survey approach' with a 'questionnaire' to the stakeholders in the Department. The sample technique used was 'purposive	- There is a high correlation between variables. Bivariate analysis showed that the four independent variables were positively correlated with the level of citizen satisfaction. - Thus, the citizen satisfaction of Magetan Regency is influenced by

			sampling' with 'incidental techniques'. Analysis technique was with 'product moment' and followed by 'multiple regression analysis'.	the variables of planning, coordination, supervision and leadership.
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From a number of previous studies that the researcher has described above, it can be said that the research which will be conducted this time has relevance, where the above studies examine the level of citizen satisfaction in public service and the factors that influence citizen satisfaction in getting public services. However, the literature review above shows that in the previous studies the indicators that were used to determine citizen satisfaction are dominated by two forms, namely:

1) According to an existing regulation:

- * the Decree of Indonesian Minister of Administrative Reform No. KEP/25/M.PAN/2/2004 concerning General Guidelines for Preparation of the Citizen Satisfaction Index of Government Agency Service Units;
- * the Regulation of Indonesian Minister of Administrative and Bureaucratic Reform Number 16 of 2014 concerning Guidelines for Satisfaction Survey on Public Service Unit, and;
- * the Regulation of Indonesian Minister of Administrative and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Satisfaction Survey on Public Service Unit.

2) According to Theory of SERVQUAL Model:

- * The five dimensions of service quality: Tangible, Reliability, Responsiveness, Assurance, and Empathy.
- * The ten dimensions of service quality: Tangible, Reliability, Responsiveness, Competence, Courtesy, Credibility, Feel secure, Communication, Access, Understanding to customer.

The difference between previous research with this research is this research uses the six supporting factors of public service that have an effect in realizing the good service implementation. These factors will be the indicators or the independent variables in this study. Thus, this research has different indicators with the previous research above. Another difference between the previous research is the location of study which are conducted at the Investment and One-Stop Service Agency of Tanah Bumbu Regency and also the different year of study.

F. Theoretical Framework

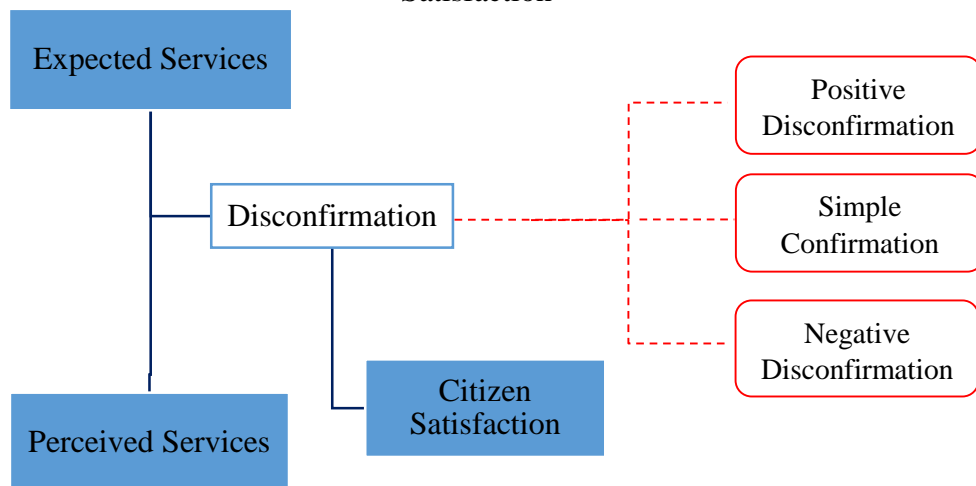
1. Citizen Satisfaction in Getting Public Service

a. Satisfaction Concept

Sumarwan (2004) in the theory of satisfaction (the Expectancy Disconfirmation Model) explained that the process of forming citizen satisfaction or dissatisfaction is the impact of comparison between expected service and perceived service obtained by service users. In detail, the results of the impact of the comparison include:

- 1) positive disconfirmation, occurs when service perceived is higher than service expected, so that service user will feel satisfied;
- 2) simple confirmation, occurs when service perceived is appropriate with service expected, so that service user will have a neutral feeling;
- 3) negative disconfirmation, occurs when service perceived is lower than service expected, so service user will feel dissatisfied.

Figure 1.1
Relationship between Expected Services, Perceived Services, and Citizen Satisfaction



Source: The Expectancy Disconfirmation Model (Sumarwan, 2004)

From the explanation above it can be concluded that citizen satisfaction is a response to perceived public organization performance. Satisfaction is a function of the difference between performance (perceived service) and expectation (expected service) where the public can experience one of the three general levels of satisfaction. If performance is below expectations, the public will be dissatisfied. If performance is in line with expectations, the public will be satisfied. If performance exceeds expectations, the public will be very satisfied.

According to Hoffman and Bateson, satisfaction or dissatisfaction is a comparison of consumer expectations on perceptions of actual service interactions. Whereas Pasolong stated that citizen satisfaction in public organizations is very important because it is related to public trust. The better the governance and the quality of services provided, the higher public trust. Therefore, to achieve citizen satisfaction in getting public services, the implementation of public services must be in accordance, suit, or meet the needs and desires (expectations) of the public (Ismayanti, 2015: 294).

b. Citizen Satisfaction in Public Service

Regarding public services, Cigu and Constantin stated that public services are indicators of government performance so that they are related to citizen satisfaction (Irawan, 2017: 100). The implementation of public service by the government to the public is closely related to efforts to create citizen satisfaction as service users. Thus, there are three important elements in the implementation of public services, namely: the first is the organization providing public services; the second is the service user (a person, public or organization concerned); and the third is the satisfaction that is given and perceived by the service user.

Citizen satisfaction is a goal that must be achieved in the services. Parsons (in Irawan, 2017: 96) said that the direction of service is to increase citizen satisfaction. It must be the focus of the intent and purpose of the service providers. Satisfied and high citizen satisfaction

level shows that the public services provided are done well. Good public service can be a benchmark for the success or failure of the government in developing a region.

2. Public Service

a. Public Service Concept

According to the Law Number 25 of 2009 regarding Public Services, it is explained that public service is an activity or series of activities in order to fulfill service needs in accordance with the state of law and regulation for every citizen and resident for goods and services and/ or administrative services provided by the public service providers.

In line with the explanation above, Moenir (in Hardiansyah, 2018: 183) stated that public service is the activities carried out by a person or group of people on the basis of material factors through the system, procedures and certain methods in an effort to fulfill the interests of others according to their rights.

Moreover, according to Sinambela (in Ismayanti, 2015: 291), public service is the fulfillment of the desires and needs of society by the state organizer and state established by the society with the aim of improving the welfare of society. The aim of public service is to satisfy society as service users.

Thus, from several definitions above about public service, it can be concluded that, in general, public service is basically activities in providing services offered by the organization of government (state) to serve the needs of public and/or other organizations that have service

interests in accordance with the basic rules and procedures stipulated to provide satisfaction to the service users for the welfare of the public.

The government organization can be from both central and local government as the service provider and in the implementation of service delivery must be carried out by upholding the interests of the public as a basis or prioritizing the interests of the public than the personal interests of a service provider.

b. Service Standard

Every service delivery must have certainty for service recipients so that it can meet the needs and demands of society. In simple terms, service standards can be interpreted as a standard provision or guideline that can be used as a benchmark to determine an activity that must be obeyed by service providers.

The Decree of Indonesian Minister of Administrative Reform No. 63 of 2004 (in Hutagalung and Hermawan, 2018: 19) concerning general guidelines for the public services implementation, service standards that must be applied in each service process includes at least six things, namely:

- 1) Service procedure: The service procedures carried out, in this case, is simplicity, that is the ease of meeting requirements;
- 2) Completion Time: The time specified from the time the application is submitted to the completion of service including complaints must be appropriate;

- 3) Service Fees: Service fees or rates including details specified in the service delivery process, must be reasonable and detailed fees and do not violate the applicable provisions.
- 4) Service Products: The results of services to be received must be in accordance with the stipulated conditions.
- 5) Providing adequate facilities and infrastructure by public service providers. This is related to the availability and ease and convenience of obtaining a service.
- 6) Competence of service delivery officers must be determined precisely based on the knowledge, skills, attitudes, and behaviors needed. This is related to the responsibilities of service personnel such as knowledge, discipline, politeness in providing services.

Based on the above explanations about public service standards, the author concluded that the public service standard is a standardized commitment that must be clearly understood and obeyed by service providers as obligations and promises, so that satisfaction is felt in the services received.

c. Relationship of Service, Quality and Satisfaction

Gasperz, Vincent, (in Arisman, 2014: 10) gave an understanding of service quality by stating that:

"Quality is defined as everything that determines customer satisfaction and attempts to change towards continuous improvement so that the term Q=MATCH (Quality=Meets Agreed and Changes)".

Based on the opinion above, service quality is the totality of characteristics of a service concept that covers all aspects of service, and the measure of service quality is to be able to satisfy the public as service users. In principle, every public service must always be upgraded in accordance with the needs and desires of the public as the service users.

Furthermore, Ibrahim (in Hardiyansyah, 2018: 177) argued that in the government, government should have embraced the paradigm of customer-driven (oriented to the public interests) in providing services to the public and preparing all devices to meet the paradigm systematically (since input-process-output results or the impact), so that public service has quality are realized.

Tjiptono (2017: 143) also stated that service quality has a close relationship with citizen satisfaction. Service quality must begin with customer needs and desires, then be end with customer satisfaction and positive perceptions of service quality. In other words, the main factors that influence the satisfaction on service are the expected service (the expectation of the public) and perceived service (the performance of services) (Parasuraman in Tjiptono, 2017: 142). Thus, the quality of services can be realized depending on the ability of the organization and its staff to meet customer expectations consistently which will have an impact on citizen satisfaction.

3. One-Stop Service

Based on the regulation of Indonesian Minister of Home Affairs No. 24 of 2006 concerning the Guidelines for Establishing One-Stop Service which are part of the elaboration of Presidential Instruction No. 3 of 2006, one-stop service is defined as activities for the implementation of licensing and non-licensing which have delegation authority from agencies that have authority. The management process starts from the application stage up to the issuance stage of the document carried out in one place. Thus, with the existence of a one-stop service agency, all permits and non-permits that are under the authority of regencies/cities can be served in one institution.

The objectives of the one-stop service according to Kubicek and Hagen (in Yusriadi, 2018: 87) are as follows: 1) paying attention to the needs of society and the business world and improving the image of public administration; 2) Efficient and effective interaction between society and public institutions and can even save on administrative service fees.

In its implementation, regents/mayors must simplify the services, including (Susila, 2015: 93-94):

- a. The acceleration of the process of licensing and non-licensing completion is no later than 15 working days from the receipt of the application file along with the completeness.
- b. Certainty of service fees does not exceed the provisions stipulated in regional regulations.

- c. Clarity of procedures for licensing and non-licensing services can be traced and known.
- d. Reducing the file completeness of the licensing application that are same for two or more licensing applications.
- e. Exemption from licensing fees for Micro, Small and Medium Enterprises (MSMEs) who want to start new businesses in accordance with applicable regulations.
- f. Giving rights to society to obtain information in relation to the provision of services. Likewise, in handling public complaints, one-stop service agency must follow up on public complaints in a timely manner, quickly, and provide answers and solutions to claimants no later than 10 working days.

There are several principles in the effectiveness of licensing services (Susila, 2015: 101-105) which are carried out in accordance with the guidelines for public service delivery established by the Decree of the Indonesian Minister of Administrative Reform Number 81 of 1993 with the following explanation:

- a. Simplicity

The principle of simplicity implies that public services are not complicated, easy to understand, and easy to implement by the society of service users. This simplicity principle essentially emphasizes the aspects of work procedures for the implementation of public services, including requirements and operational technical implementation.

The public service procedure is the order or mechanism of implementation of work or actions that are passed in the implementation process. The specification of service requirements, meaning that in preparing service procedures, it is necessary to pay attention to how the complexity of managing the necessary requirements, as far as possible does not involve too many other agencies or work units that impact to adding the bureaucratic chain.

Coordination between related work units in the implementation of services needs to pay attention to the extent to which coordination and cooperation with other work units must be carried out, as well as coordination between work components in the office so it can support the smoothness handling of requirements and service completion processes.

b. Openness

Informing instruments of service openly or informing openly everything related to the implementation of services to the society (applicant). The things that need to be pursued in this principle are:

- 1) Chart of procedures and requirements for display, so that they are easily updated by the public.
- 2) Every work unit, both the service counter and the name of the official or responsible person needs to be created and listed so that it can be accessed by the public.
- 3) Details of rates and fees that must be paid by the society must be informed to the applicant transparently.

c. Efficiency

This principle emphasizes the policy regarding service delivery. In matters of services ideally:

- 1) Formulate effective work mechanisms and provide requirements that are easy and quickly fulfilled by society. It does not provide a burden that causes the length of time and increased service fees.
- 2) Do not carry out repetitive process services, so that the time needed by the society will be shorter.

d. Economic

This principle implies that the imposition of fees for the provision of services to the society must be determined fairly by taking into account:

- 1) The value of goods and or services does not require too high fees beyond reason.
- 2) The condition and ability of the society to pay.
- 3) Provisions of legislation.

e. Fairness

This principle emphasizes the recipient society of services must meet all social layers of society, do not discriminate treatments, and provide good service in the context of fees, actions, and the same time as other applicants.

f. Timeliness

In the implementation of services, it is necessary to maintain consistency the schedule in service and to make effective the implementation of supervision and control both in recording, and often have to conduct briefings as a means to prepare plans to provide information on the progress of activities.

4. Factors Influencing Citizen Satisfaction in Getting Public Service

Service to the society will run as expected and achieve citizen satisfaction if the supporting factors of the service are adequate and can be implemented properly. Each factor has a different role but influences each other and together will realize the implementation of good service.

Some important supporting factors in public services, including consciousness factor of officers involved in public services, rules factors that are the basis of service work, organizational factors that are tools and systems that enable the operation of service mechanisms, income factors that can meet minimum life, staff skill factors and facilities in carrying out service tasks.

Moenir (2015: 88-127) in his book with the title "Manajemen Pelayanan Umum di Indonesia or Management of Public Services in Indonesia" stated that there are six supporting factors for public services, as described below:

a. Awareness Factor

The process of growing awareness is different for everyone, both in terms of speed and quality. This depends on the ability to think, the use of feelings, consideration, and comparison in his soul as the starting point for actions to be taken later. The process of growing awareness is different for everyone, both in terms of speed and quality. This depends on the ability to think, the use of feelings, consideration, and comparison in his soul as the starting point for actions and actions to be taken later.

The awareness can bring someone to sincerity in carrying out a will. The will in the work environment of the organization is contained in the form of assignments, both written and unwritten, binding on everyone in the work organization. Therefore, with the awareness of employees or officers, they are expected to carry out their duties with sincerity, sincerity, and discipline. Therefore, awareness concerns a deep conscience and animates behavior and actions. Awareness is not limited by place and time and serves as a basic hint that will underlie the next action.

b. Rules Factor

Rules are important tools in all actions. The rules in the organization are absolute so that the organization and work can run regularly and directed. Furthermore, so that the regulation can achieve what is intended, it must be understood by all interested people, especially those who are in a regulated field with high discipline.

A discipline is a form of obedience to rules, both written and unwritten, that have been set. The requirement for discipline to be developed in the work environment has been implied by Ordway Tead (Moenir, 2015: 95) as follows:

“Basic in effort to have a well-disciplined organization is the task of providing well organized and clearly functionalized structure and procedure of organization into which each individual knows where and how he fits”.

Discipline in the implementation of tasks consists of two forms of discipline, namely time discipline and action discipline. The two forms of discipline are integrated into the manifestation of work. There is time discipline but there is no discipline of action so there will be no result. Conversely, discipline in deeds but not disciplined in terms of time will disappoint, because these two forms of discipline must be enforced together.

c. Organizational Factor

The organization is a mechanism that needs supporting facilities that function to facilitate the mechanism, namely systems, procedures, and methods. Organizational factors as a system are effective tools in the effort to achieve goals, in this case, good and satisfying service. In order for an organization to function properly there needs to be a division of the organization into work units or units along with their work assignments to the smallest organ/work. Furthermore, the work or tasks are parsed or detailed in full so that each employee can perform his duties independently and responsibly. The job description aims to facilitate one's work.

The procedure is a series of actions or steps that must be followed to reach a certain stage in the effort to achieve goals. The procedure determines the validity of an act carried out by someone, becomes the work behavior of every employee in the organization. Meanwhile, the method is the way that is done to complete a phase of the work sequence, the easiest and most efficient among the several methods available. The method should be a behavior in the completion of the work, thus increasing the smooth running of the work. The difference in procedures and methods is that the method does not determine the validity of the action, but still influences the results of the work.

d. Income Factor

Employee income functions as a supporting factor in the implementation of services, because basically, the purpose of people working in order to get commensurate rewards is enough to fulfill their needs. Therefore, if the income received by an employee turns out to be far from sufficient even though for minimum needs, then in carrying out their work they are filled with anxious feelings of unease. As a result, what is done often does not meet the requirements and some even deviate because through this deviation he gains an advantage.

Income is all receipts in any form obtained from the workplace organization (including facilities) relating to the position and role in the work organization, as well as a reward for the energy and thought

that has been poured out to the organization. The more advanced and developing society, the more the type and quality of human needs increase. The form of demands is increasing, less can be balanced with relatively fixed income. This causes a person's income can no longer reach their needs with the family, which results in changes in employment patterns.

e. Skill-Ability Factor

The following supporting factors are the skills of employees in carrying out tasks or jobs. Ability comes from capable basic words which in relation to assignments or work means can (adjectives or circumstances) do a task or work so as to produce goods or services as expected. Related to that, in further reviews the words "ability" here is identical to "skills". There is a limit about "skill" according to Arthur C. Croft, namely:

“skill refers to the quality of the performance. Not all athletes, pianists, etc. are skilled, but all who can carry on their occupation with a high quality of output or performance are skilled. Skill therefore is synonymous with proficiency.”

In the field of service that stands out and is most quickly felt by the people who receive services is the implementation skills. Therefore, it is necessary to have the skills to carry out tasks or jobs for officers or workers, not managers. These are the ones who bring the "flag" to the impression of good or bad service. With adequate abilities and skills, the implementation of tasks or jobs can be done well, quickly and fulfill the wishes of all parties, both management itself and society.

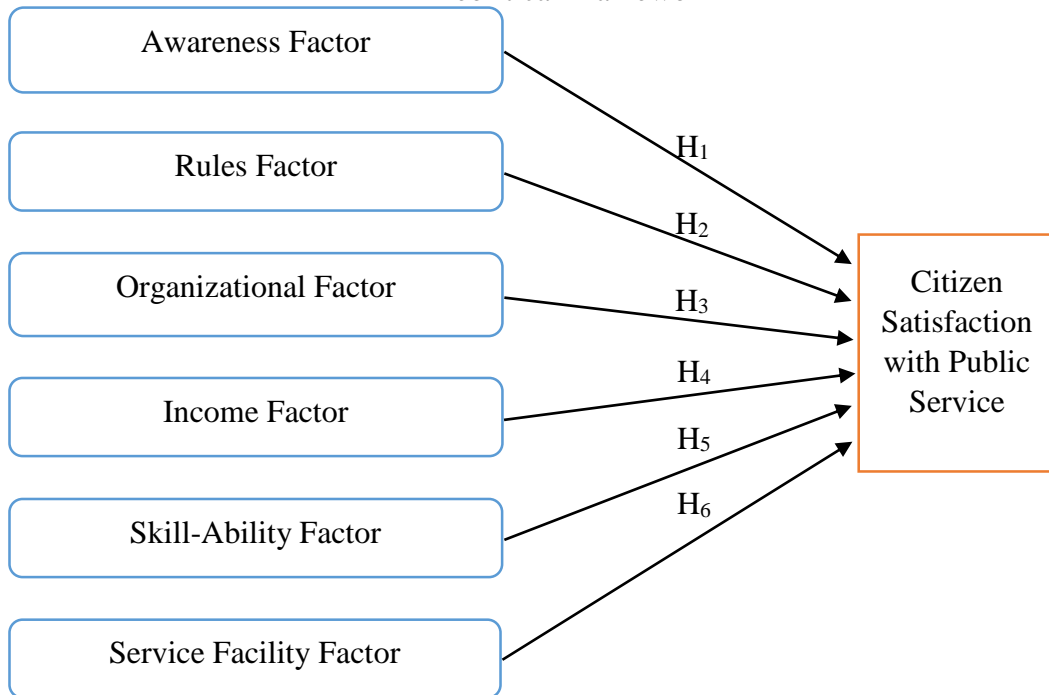
f. Facilities Factor

Other supporting factors of service are service facilities. Some functions of service facilities, including: a) speeds up the process of carrying out work, so that it can save time; b) increases productivity, both goods or services; c) better or guaranteed product quality; d) guaranteed precision and size stability; e) easier or simpler in the movement of the perpetrators; f) raises a sense of comfort for those concerned; and g) creates feelings of satisfaction so that they can reduce their emotional nature.

Therefore, the role of service facilities is very important besides the role of the human element itself. Facilities are divided into two types, the first is work facilities and the second is infrastructure. Work facilities include work equipment, work equipment, and assistive equipment. Meanwhile the infrastructure includes buildings with all the facilities, communication facilities (information facilities) and other facilities.

The six factors above are some important factors that must be considered in public services, which will support the running of good service. The six factors have different roles but influence each other and together will realize the optimal implementation of services to achieve citizen satisfaction.

Figure 1.2
Theoretical Framework



G. Hypothesis

H₁: Awareness Factor (X₁) has a significant influence on citizen satisfaction (Y).

H₂: Rules Factor (X₂) has a significant influence on citizen satisfaction (Y).

H₃: Organizational Factor (X₃) has a significant influence on citizen satisfaction (Y).

H₄: Income Factor (X₄) has a significant influence on citizen satisfaction (Y).

H₅: Skill-Ability Factor (X₅) has a significant influence on citizen satisfaction (Y).

H₆: Service Facility Factor (X₆) has a significant influence on citizen satisfaction (Y).

H. Conceptual Definition

1. Citizen satisfaction is the level of satisfaction perceived by service users based on service principles or factors that influence service satisfaction, through a comparison process between expected services and services perceived during service delivery by service providers.
2. Awareness Factor is the awareness of employees at all of the tasks or jobs that are their responsibility, serves as a basis that will underlie the actions and becomes a source of sincerity in carrying out tasks or a willing.
3. Rules Factor is the obedience of employees to the applicable rules, which are absolutely in existence so that organizations and works can run regularly and directed, understood by all interested people so that high discipline is formed.
4. Organizational Factor is a mechanism or structure that enables living things to work effectively together (Louis A. Allen in Moenir, 2015: 98), which are encouraged by the clear organizational authority that will facilitate the mechanism.
5. Income Factor is all receipts in any form obtained by employees, to get their welfare, which is related to their position and role in the work organization which will have an impact on changes in employment patterns.
6. Skill-Ability Factor is the ability and skill that refers to the quality of the performance of employees in carrying out tasks to produce a service that is in accordance with what is expected by the society, which will give the impression of good or bad service.

7. Service Facility Factors are all types of equipment, work equipment, and other facilities that function as the main or auxiliary tool in carrying out work, and also function socially in the interests of the people who are in contact with the organization.

I. Operational Definition

Table 1.2
Operational Definition

Variable	Indicators
Citizen Satisfaction with Public Service (Y)	<ol style="list-style-type: none"> 1) Simplicity 2) Openness 3) Efficient 4) Economic 5) Fairness 6) Timeliness
Factors Influencing Citizen Satisfaction in Getting Public Service (X)	
Awareness Factor	<ol style="list-style-type: none"> 1) Aware as public servants 2) Sincerity in carrying out the tasks 3) Treating service users well 4) Paying attention and prioritizing the interests of the society
Rules Factor	<ol style="list-style-type: none"> 1) Officer understanding the rules 2) Implementing the good rules
Organizational Factor	<ol style="list-style-type: none"> 1) Coordination with other Regional Work Units 2) Collaboration between employees 3) Responsibility on tasks 4) Understanding of their respective task
Income Factor	<ol style="list-style-type: none"> 1) Public trust on no illegal levies and pander actions
Skill-Ability Factor	<ol style="list-style-type: none"> 1) Communication skills in serving 2) Understanding and Skill of IT 3) Knowledge/understanding of services 4) Service experience
Service Facility Factor	<ol style="list-style-type: none"> 1) Public infrastructure facility 2) Completeness of work facility 3) Complaint service facility 4) Information service facility

J. Research Methods

1. Type of Research

The type of research used in this study is mixed-method research (mixed methodology). Mixed method research is research that combines the qualitative method and quantitative method. Tashakkori dan Teddlie (in Yusuf, 2014: 428) stated that mixed-method research is a general type of research in which methods, techniques, or other paradigms characteristics of quantitative and qualitative are mixed in one overall study.

According to Lofgreen (in Yusuf, 2014: 428) the merger is done at different phases in the research process. In mix method research, researchers use research methods or techniques in one phase and use quantitative research methods and techniques in another phase or vice versa, where researchers use quantitative and qualitative research in one research process. Furthermore, mixed-method research can be done concurrently and can also be sequential in one problem or aspect to be studied, so that more comprehensive results can be obtained for a phenomenon or problem are studied (Yusuf, 2014: 428).

Among 'Three Basic Mixed Methods' strategy that stated by Creswell (2014: 294-295), this study uses a 'sequential mix method' where this strategy becomes three parts, namely:

- a. sequential explanatory strategy (quantitative first then followed by qualitative),

- b. sequential exploratory strategy (qualitative first then followed by quantitative), and
- c. sequential transformative strategy (which encompasses qualitative then quantitative or quantitative then followed by qualitative).

In this study, the researcher uses a 'sequential explanatory strategy', means that quantitative and qualitative approach are used in a different stage. In this strategy, the first stage is to collect and analyze quantitative data by distributing questionnaires to the respondent to examine the citizen satisfaction level on public service. Then, the second stage is supported by qualitative data obtained from the related informant where the data is collected as complementary information that will be used to strengthen the verification or analysis of previous quantitative data in the preparation of research findings. That is to strengthen the finding of the citizen satisfaction level on public service and factors influencing citizen satisfaction in getting service at the Investment and One-Stop Service Agency in Tanah Bumbu Regency.

2. Research Location

The research location is the place to conduct research activities to obtain data from respondents (Thomas and Smith, 2003:57). Thus, in this study, the researcher decided the location in the Investment and One-Stop Integrated Service Agency in Tanah Bumbu Regency, South Borneo to get data from the public or service users who are getting public service as the respondent in this study.

3. Type of Data

Mix method will produce two types of data, namely qualitative data (open-ended collecting) and quantitative data (closed-ended collecting) in response to the formulation of the problem or hypothesis (Creswell, 2014: 291). Thus, the type of data used in this study, among other things are primary data and secondary data. In mixed method research, two forms of data are combined in the analysis of design through data fusion, data merging or data sticking (Creswell, 2014: 291):

1) Primary Data

According to Sugiyono (2015: 403), the primary data is defined as follows:

"Primary sources are data sources that directly provide data to data collectors".

Therefore, primary data is obtained directly from interactions with informants and/or respondents who were targeted in this study. The primary data in this study is getting through an in-depth interview with some informants involved in the implementation and use of public service in the Investment and One-Stop Service Agency in Tanah Bumbu Regency. Furthermore, primary data was also obtained through questionnaire techniques given to respondents who were sampled in this study.

Table.1.3
Primary Data

No.	Data Collecting Technique	Source
1.	Questionnaire	93 respondents of service user
2.	Interview	3 informants of service provider
		6 informants of service user

2) Secondary Data

According to Sugiyono (2015: 403), secondary data is defined as follows:

"Secondary sources are data sources that do not directly provide data to data collectors".

Therefore, secondary data is information or facts obtained by researchers indirectly. Data is quoted from other data sources so that it is not authentic. The secondary data in this study are employed namely through documentation or literature study in the form of articles, journals, local regulations, reports or data official and other written sources related to the problems studied. From this secondary data, the researcher presents the general description of Tanah Bumbu Regency, the profile of the Investment and One-Stop Service Agency, the number of licensing service users in 2018 and other related documents.

Table.1.4
Secondary Data

No.	Data Collecting	Source
1.	Tanah Bumbu Regency's Profile	http://www.tanahbumbukab.go.id/
		https://tanahbumbukab.bps.go.id/
		The Local Government Work Plan (RKPD) of Tanah Bumbu Regency for 2018
2.	The Investment and One-Stop Service Agency of Tanah Bumbu Regency's Data	Data official of the Investment and One-Stop Service Agency of Tanah Bumbu Regency (DPMPTSP)
		http://dispmptsp.tanahbumbukab.go.id/
		http://dprd.tanahbumbukab.go.id
		The Accountability Report on Government Agency Performance (LAKIP) of the Investment and One-Stop

		Service Agency of Tanah Bumbu Regency in 2017
		The Strategic Plan (Renstra) of the Investment and One-Stop Service Agency of Tanah Bumbu Regency for 2016-2021

4. Data Collecting Techniques

To obtain accurate data in this study, there are several activities as data collecting techniques, as described below:

a) Questionnaire

The questionnaire is a technique of data collection carried out by giving a set of written questions or statements to respondents to answer (Sugiyono, 2016: 142). The type of questionnaire used in this study is a closed and structured questionnaire. It will help respondents to answer quickly, and also make it easier for the researcher to analyze data on all collected questionnaires.

A closed and structured questionnaire, in the form of a list of questions or statements for which the answers were provided with the scores. The following is an assessment table or alternative score of each answer choice according to a Likert scale with the positive score that will be used in this study.

Table 1.5
Rating Scale for Positive Statement

Information	PositiveScore
Strongly Agree(SA)	5
Agree (A)	4
Neutral (N)	3
Disagree (D)	2
Strongly Disagree (SD)	1

Source: Sugiyono (2016: 94)

b) Interview

The interview is a face-to-face conversation between the interviewer and the source of information, where the interviewer asks directly about an object that has researched and designed before (Yusuf, 2014: 372). Thus, data collected by the interview is obtained directly from the informants, which are closely related and can be valid data in accordance with the problem studied. In this study, the informants who are interviewed are described in the following table.

Table 1.6
Target Informant

No.	Name of Informant	Position
1.	Mr. Eka Saprudin, AP. M.AP.	Head of the Investment and One-Stop Service Agency of Tanah Bumbu Regency
2.	Mr. Gatot Sunakan, S. St.	Head of the Licensing and Non-Licensing Department of Tanah Bumbu Regency
3.	Mr. Sungkono	The Service Officer of the Investment and One-Stop Service Agency of Tanah Bumbu Regency
4.	Mr.Burhanis, Mr.Normansyah, Mr.Kusuma, Mr.Taufik, Mrs.Nurin, and Mrs.Vidyah	The Service User of The Investment and One-Stop Service Agency of Tanah Bumbu Regency

c) Documentation or literature study

According to Yusuf (2014: 391) documentation is someone's record or work about something that has passed about a person or group of people or events in a social situation that is appropriate and related to the focus of the research. Documentation techniques are obtained from data that has been arranged in the form of documents or archives that are published, while the literature study is done by

reading and studying the literature relating to the implementation of public service at the Investment and One-Stop Service Agency.

5. Unit of Data Analysis

Thomas and Smith (2003: 6) explained about unit of data analysis as follows:

"a unit that is actually measured. It can be individual, in which case the researchers measure individuals and tabulated the result. There are other units of analysis as well, such as organizations, societies, and social institutions, depending on the research being conducted."

The unit of data analysis in this study are the service users who are getting public service in the Investment and One-Stop Service Agency of Tanah Bumbu Regency as an object of the study and the citizen satisfaction in getting public service as a subject of the study. This is because of the picture of satisfaction that the researcher wants to get refers to the views of the public as a service user. The user consumes and enjoys the services, so the public deserves to determine whether the service is satisfactory or unsatisfactory.

6. Sampling Technique

a) Population

Thomas and Smith (2003: 12) stated that the population consists of all cases (people, organizations, etc.) that researchers want to learn. Furthermore, according to Sugiyono (2016: 80), the population is a generalization consisting of an object or subject that has certain qualities and characteristics, set by the researcher to be learned and then drawn conclusions. In this study, the populations are

citizen or service users who are getting public service of the Investment and One-Stop Integrated Service Agency in Tanah Bumbu Regency in the year 2018. The following is the total data of service users in January-December 2018.

Table 1.7
Total of Service User

Month	Permit Applications Entry	Permissions Issue
January	278	67
February	260	31
March	236	132
April	247	296
May	172	113
June	93	46
July	204	104
August	150	132
September	99	62
October	215	66
November	88	66
December	189	244
Total	2.117	1.359

Source: The Investment and One-Stop Integrated Services Agency of Tanah Bumbu Regency.

b) Sample

A sample is a part of a population. (Thomas and Smith, 2003:57). A more clear explanation was stated by Sugiyono (2016: 81): a sample is part of the number and characteristics of the population. One of the many choices a researcher must make in choosing a survey research meth is the type of sampling to be used. Samples taken from the population must be truly representative. Thus, to determine the sample of the population that will be used in this study the researcher uses a Non-probability sampling technique with incidental sampling.

Non-probability sampling according to Sugiyono (2016: 84) is a sampling technique that does not provide an equal opportunity for each element or member of the population to be selected as a sample. Meanwhile, incidental sampling is a technique for determining samples based on coincidence, that is, anyone who incidentally meets with a researcher can be used as a sample if viewed by the person who happened to be found it is suitable as a source of data (Sugiyono, 2016: 85).

In this study, the researcher used Slovin's Formula to calculate the number of samples. The use of this formula is because the population is clear and the confidence level (accuracy) can be measured by this formula. The researcher takes the confidence levels of 90% and error margins of 10%. Slovin's formula is practical, familiar and easy to use, the formula is as follows (Firdaus & Zamzam, 2018: 100):

$$n = \frac{N}{(1 + Ne^2)}$$

Note:

n = Number of samples

N = Total population and

e = Error, a confidence level or accuracy.

Therefore, in this study, the number of the sample can be determined as follows.

$$n = \frac{N}{(1 + Ne^2)}$$

$$n = \frac{1.359}{(1 + 1.359 * 0.10^2)}$$

$$n = \frac{1.359}{(1 + 1.359 * 0.01)}$$

$$n = \frac{1.359}{14.59}$$

$$n = 93,145990404$$

$$n = 93$$

Based on this formula, the number of sample in this study are 93 service users.

7. Data Analysis Techniques

According to Sugiyono (2016: 147), data analysis are activities after data from all respondents or other data sources are collected. Activities in data analysis are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable under study, performing calculations to answer the problem formulation, and calculating to test the hypotheses that have been tested.

Meanwhile, according to Potton's opinion as quoted in Moleong (2007), the data analysis stage is the process of arranging data sequences, organizing them into a pattern, category and basic description unit (Moleong, 2007). Furthermore, according to Moleong, in this technique, stages of data analysis are needed that make it easier for the researcher to manage the data that has been obtained. Besides, it allows the researcher to be on the right track and have a clear picture and benchmark from the data analysis process.

a. Literature Review

The literature review was conducted by the researcher to obtain an overview of the object of research, which is about citizen satisfaction in public service, so that the researcher has certain data that can be used as a source of questions in interviews and questionnaires.

b. Data grouping and reduction

At this stage, the researcher selects the data that has been obtained in accordance with the research needs. Then, in this stage also, the researcher groups and selects data according to the type of data. It is useful for limiting the discussion so that this writing is more systematic. In addition, it can help the researcher to explain the data that has been obtained.

The researcher conducts grouping or classification of data obtained from the field as well as from the literature review to fit with the research needs. The data grouping enables the reduction of certain data that is not needed.

c. Data analysis

After grouping and reducing data, both qualitative data (the results of the interview) and quantitative data (the results of the questionnaire) then the data is analyzed in the following ways:

1) Interview Data Analysis

The results of the interviews will be analyzed to measure how the efforts of The Investment and One-Stop Services Agency

of Tanah Bumbu Regency towards citizen satisfaction as the service user is. The results of this interview will be analyzed by checking, comparing and relating it with the results of the interviews of service users based on indicators of citizen satisfaction on public services.

2) Questionnaire Data Analysis

Partial Least Squares (PLS)

In this study, questionnaire data were analyzed using Partial Least Squares (PLS) Analysis with a tool in the form of a SmartPLS 3.0 program. According to Abdillah and Hartono (2015: 161), PLS is one of the alternative statistical methods of Structural Equation Modeling (SEM) that is designed to solve multiple regression when specific problems occur in the data, such as the small sample size, the presence missing values and multicollinearity.

The specification model of PLS in this study consist of three stages, namely:

1. The measurement model (outer model) Analysis
2. The structural model (inner model) Analysis
3. Hypothesis Testing

As mentioned by Ghozali and Latan (2014: 7) that PLS analysis consists of two sub-models, namely the measurement model or outer model and structural model or inner model. The measurement model is used to test validity and reliability,

meanwhile the structural model is used to test causality. PLS can measure data at different scales simultaneously. It can also be run on a small data set, which is ten times the scale with the largest number of formative indicators or ten times the number of paths that show causality between latent constructs.

Likert Scale

In operational variables, researcher used ordinal scales. An ordinal scale is used to provide score information in an answer. Each research variable is measured using a measuring instrument in the form of an ordinal scale questionnaire that meets the types of Likert Scale statement score, namely 1 to 5.

Likert scale according to Sugiyono (2015: 165) is used to measure attitudes, opinions, and perceptions of a person or group of people about the social phenomenon.

For the assessment process, it is necessary to determine the scoring in each category. This will help in the process of analyzing the data that has been found. The Likert scale used is as follows:

Table 1.8
Likert Scale Assessment

Category	Statement Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: Sugiyono (2015)

Then, determining the interval score for the range of index score is by using this formula below:

$$Interval = \frac{M - N}{b}$$

Note:

M = The highest score

N = The lowest score

b = n category of intervalclass

Therefore, the interval score for the range of index score is calculated as follows:

$$Interval = \frac{M - N}{b}$$

$$Interval = \frac{\text{The highest score} - \text{The lowest score}}{\text{n category}}$$

$$n = \frac{5 - 1}{5}$$

$$n = \frac{4}{5}$$

$$n = 0,80$$

Based on the result of the calculations above, the range index score for each category in this study has an interval of 0.80. It can be seen in the table of 1.7 below:

Table 1.9
Index Score Assessment

Category	Index Value
Strongly Agree (Extremely Satisfied)	4,21 – 5,00
Agree (Satisfied)	3,41 – 4,20
Neutral (Neither Satisfied nor Dissatisfied)	2,61 – 3,40
Disagree (Slightly Satisfied)	1,81 – 2,60
Strongly Disagree (Not at All Satisfied)	1,00 – 1,80

Source: The data is compiled by the primary data, 2019.

To assess the variable X in this study, the analysis used is based on the mean score (index score) of each variable. The mean

score is obtained by summing and overall in each variable then divided by the number of respondents.

The mean formula quoted by Sugiyono (2015: 280) is as follows:

$$Me = \frac{\sum xi}{n}$$

Note:

Me = Mean

Σ = Total/Sum

X_i = Nilai x ke i sampai ke n

n = number of respondent

After the index score of each variable is obtained, then it is compared with the category assessment that the researcher determined as shown in table 1.7. above. This technique will describe how much the public service have been implemented and also the success and failure rates of each indicators of citizen satisfaction in getting public service.