

Assessment of community satisfaction index of population and civil registration office in Malang municipal

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Abstract. The demands and needs of the community will be the quality of public services in Malang increased, so that the Government of Malang as organizers and executors of public services must meet these demands. The Municipal Government in its efforts to improve public service performance, forming the regional One Stop Operator (PPTSP) with the goal will be to simplify and improve efficiency in administrative proceedings. But the existence of the one stop service is still not optimal because of the persistence of public complaints about the performance of the one stop service. This study will discuss the performance of services in service counter of Population and Civil Registration through community satisfaction index to measure the service level and the perception of satisfaction and interest to determine which variables are less optimal and need to be improved using IPA method. The results showed that the level of service at the service counter of Population and Civil Registration quite good. Meanwhile, according the results of IPA analysis, there are two important variables for the community on the performance / quality was lacking, namely the service procedure and time.

1. Introduction

The demands and needs of public services in Malang will increase so that the Municipal of Malang as organizers and executors of public services must accommodate it. According the Law on Public Service No. 25 year 2009 and Regulation of the Minister of Administrative Reform No. 16 year 2014 about the Implementation of Public Service, the organization of public services must involve the community from the preparation of service standards, evaluation and award, as well as an active role in arranging public service's policy.

Malang City Government in its efforts to improve public service performance constructed one stop service located in integrated office block one of them is Population and Civil Registration Office. The existence of one stop service was expected to serve society throughout the administration of population and civil registration in one location. On the contrary, the existence of one stop service is not optimal due there are many complaints of citizens in Malang Municipal website against the public service, such as long service time and costs that are not in harmony with regulation [1].

In previous research, such as Frederik (2008) entitled Analysis of Public Satisfaction Index of the Public Service Health Center Ngersep Semarang, showed the quality of public service increase significantly after doing a survey of community satisfaction index [2]. As on Agustina research the Public Satisfaction Index Service Unit of Government Agencies in Tulungagung District Office, said that to improve the quality of public services required a survey or study on community satisfaction index



[3], since government agencies are institutions that serve the needs of society. Therefore, the quality of services and satisfaction of the people should be main focus in government agency's performance. Thus, to fix the public service performance, there should be a study of public perceptions of agency performance. To measure the level of public services by calculating community satisfaction index and continued with IPA method to determine which variables are less optimal and needs to be developed.

2. Methods

2.1. Sampling Technique

The variables used in this research to assess the performance of public services based on the Minister of Administrative Reform No. 16 year 2014 on Guidelines Survey Satisfaction Index Societies Operation of Public Services, are requirements, procedures, time of service, fees / tariffs, product specification services, officers competence, officers behaviour, edicts services, as well as handling, complaints, suggestions and feedback.

The sampling technique used simple random sampling, because respondents who selected are represent of a population [4][5]. The basis to determine the number of samples is from the population who is receiving the service counter on Civil Registration Office with an estimated error of 10% [4]. Slovin formula:

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

Population of this research is about 717.916 people, drawn from data in year 2015 based on interview survey with the officer. To determine samples used Slovin formula, hence obtained 99,97 sample which is rounded up to 100 people.

2.2. Community Satisfaction Index

To calculate the value of community satisfaction index using the reference calculation of the decree of Minister Administrative Reform No. KEP/25/M.PAN/2/2004 [6] by counting the weighted average for each element first, and then be able to calculate the index's value.

$$\text{Weighted average value} = \frac{\text{Total weight}}{\text{Total elements}} \quad (2)$$

After find out the weighted average value, so it can calculate the value of community satisfaction index using the formula:

$$\text{Index} = \frac{\text{Total perception value per element}}{\text{Total elements}} \times \text{scales} \quad (3)$$

To make easier in interpretation of the value of community satisfaction index ratings, then made classification class into four classes with range between 25-100. Then, the results of the assessment of community satisfaction index will be multiplied by 25 in order to get into classification classes.

$$\text{Classification} = \text{community satisfaction index} \times 25 \quad (4)$$

Later, classification classes of community satisfaction index was created which have been converted as follows based on decree of Minister Administrative Reform No. KEP/25/M.PAN/2/2004. It is divided into four classes which has also been determined the ranking from the lowest score until the highest score, also its description.

Table 1. Classification class of Community Satisfaction Index (CSI).

Perception Value	Range Interval	Service Quality	Description
1	25 - 43,75	D	Poor
2	43,76 – 62,50	C	Less
3	62,51 – 81,25	B	Good
4	81,26 - 100	A	Very Good

Source: Decree of Minister Administrative Reform No. KEP/25/M.PAN/2/2004

2.3. Importance Performance Analysis (IPA)

Importance Performance Analysis used to determine the level of interest and satisfaction or perceptions and expectations of the community can use the analysis of visitor. This method combines measurement of factors of importance and satisfaction levels in two-dimensional graph that ease data explanation.

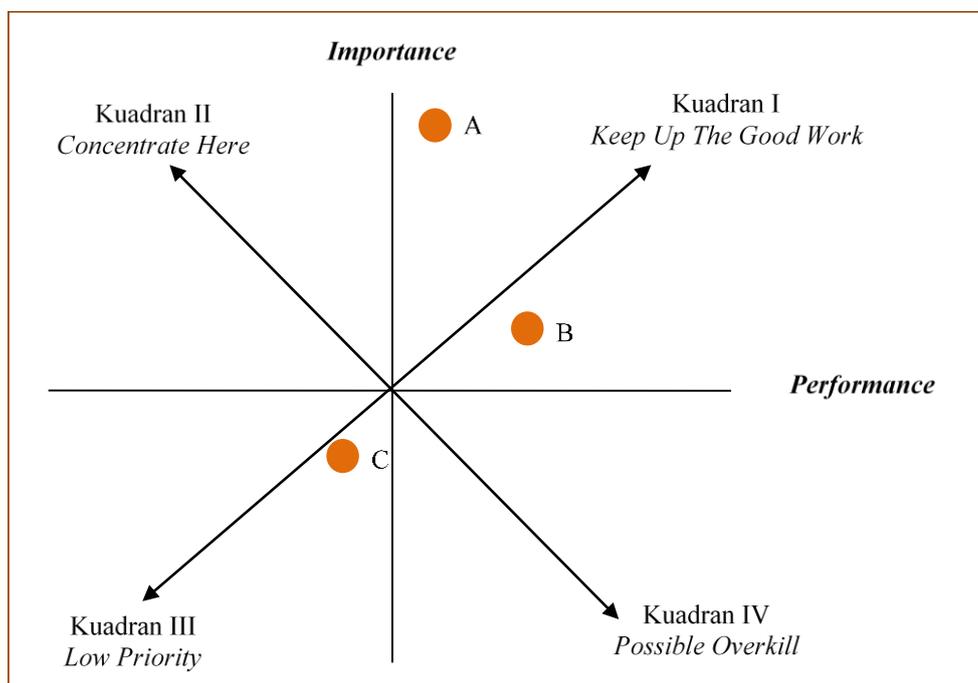


Figure 1. Importance Performance Analysis (IPA) quadrant.

The four quadrants in IPA analysis will described as follows:

2.3.1. *Quadrant I (Keep Up The Good Work)*. The attributes of the performance of the service unit, considered important by the community as the basis for decisions by the performance and quality of service is very good.

2.3.2. *Quadrant II (Concentrate Here)*. The attributes of the performance of the service unit is very important in the decision, but did not have a good quality service.

2.3.3. *Quadrant III (Low Priority)*. Some attribute the performance of the service unit has decreased, due to both the importance and the quality of service is lower than the average value.

2.3.4. *Quadrant IV (Possible Overkill)*. The attributes of the performance of the service unit is less important for the community, but has a good quality service.

3. Results

3.1. Public Service Characteristics

Analysis of the characteristics of public service describes the performance's condition in Population and Civil Registration office elaborated on each variables of public service.

3.1.1. Requirements. In general, public service requirements on service counter of Population and Civil Registration has been suitable as the type of service. This fact also supported by the results of primary survey shows that 72% of respondents assess the requirements in accordance with the type of service. Although respondents felt that the requirement is very accordance with the type of service as much as 28%.

3.1.2. Procedures. Service procedures at the service counter of Population and Civil Registration is shown in Figure 2:

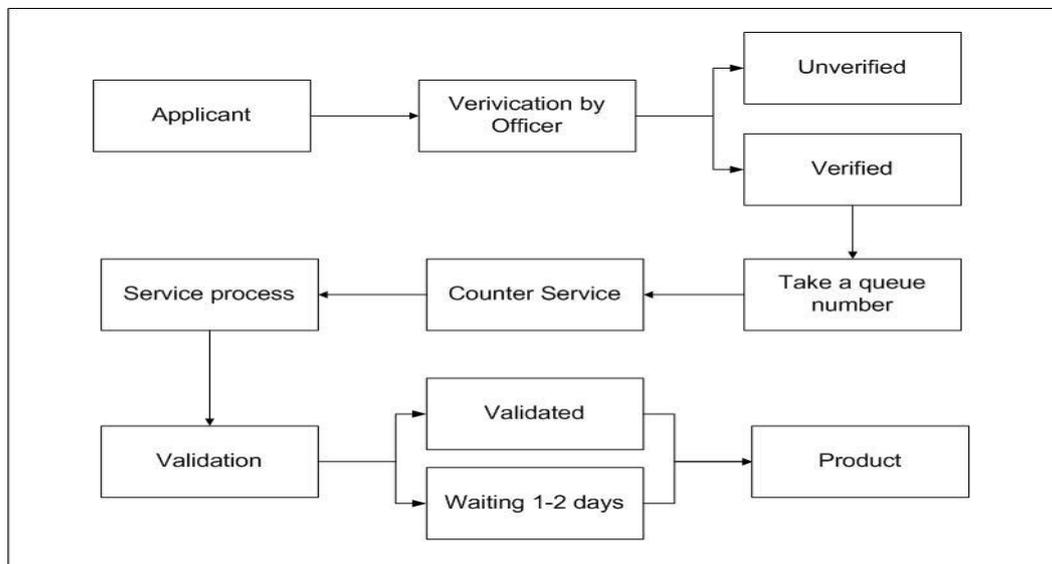


Figure 2. Procedures in services counters of population and civil registration.

Based on a primary survey respondents' opinions about the public service counters of Population and Civil Registration procedures consists of four votes, as many as 73% respondents rate the service procedure is easy, 7% rate it is very easy, 19% assess less easy and 1% judging difficult. The respondent' opinion who rate the service procedure is less easy and difficult due to the complicated procedure of having to adjust to the type of service counter and have to move to another counters.

3.1.3. Time Service. Based on a primary survey have known the time service in public service counters of Population and Civil Registration judged not fast by 11% respondents, less fast 38% respondents, 50% respondents said fast while very fast as much as 1% respondents. The existence of respondents who considered a public service counters is not fast enough and not easily influenced by the length of time waiting queue registration and the number of people who take care of administrative purposes, although the number of counters provided quite a lot and the counters are able to handle multiple types of services, but it is still deemed less.

3.1.4. Fees. The fees charged for getting public services on the of Population and Civil Registration considered reasonable by 60% respondents. While respondents were offered free charge approximately 60%. The fees charged generally to reimburse the cost of printing the ID card and certificate of civil

registration. Respondents who do not charged fees such as to arrange family card update or data information or take care of other administrative services without having to print products.

3.1.5. Product Satisfaction Service. Product service specification is the result of a public service of Population and Civil Registration. Based on the survey results in mind as much as 88% respondents considered that the product specification of the service was accordance with the provisions. As many as 10% respondents rate the product specifications of the service is very accordance with the terms and 2% of respondents rate the product specification is less pursuant. Some respondents believed their product specifications are less suitable for general service due errors in the information / product type on the service.

3.1.6. Officers Competence. Officers competence includes knowledge, skills, expertise and experience of executive officers. Respondents assess officers competence consists of three votes, are less competent as much as 2%, 79% competent and very competent as much as 16%. Certain respondents believed their competence are less competent due there are some new officer that are considered not quite experienced and less readily in providing services so that the service time is not fast enough.

3.1.7. Officers Behavior. Executing of officers behavior can be evaluated from politeness and friendliness of service personnel in providing services to service users. Based on the survey results, 5% respondents believe that the behavior of officers are less polite and friendly, though 84% respondents found the officers behavior is courteous and friendly, and 11% respondents said very polite and friendly.

3.1.8. Edict Services. The respondents opinions about the service at service counter of Population and Civil Registration divided in 3 judges, are respondents who assess responsible as many as 87%, very responsible are 11%. Whereas respondents rate the service less liable services as much as 2%. Respondents who are consider less responsible for the counters officers who are joked with colleagues while serving the citizens.

3.1.9. Complaints, Suggestion, and Feedback. Handling complaints, suggestions and feedback on the service counter is considered to have followed up properly by 82% of respondents, and followed up with a very good assessment by 10% respondents. On the other hand, 8% of respondents found the handling of complaints, suggestions and feedback are actionable but less well.

3.2. Community Satisfaction Index

Based on the survey data obtained of public opinion to the variables / public service element. The result of the calculation, the index of satisfaction can be seen in Table 2 below.

Table 2. Variables values of public service.

No.	Service Elements	Average Values	Descriptions
1	Requirements	82	Very Good
2	Procedures	71.5	Good
3	Time	60.5	Less Good
4	The cost / fees	84	Very Good
5	Product specification services	77.5	Good
6	Officers Competence	77.75	Good
7	Officers Behavior	76.5	Good
8	Edict services	77.25	Good
9	Handling of complaints, suggestions and feedback	75.5	Good
Community Satisfaction Index Service Unit		75.83	Good

Based on the calculation, the value of community satisfaction index toward public service counters of Population and Civil Registration is 75.83, meaning that it has a good level of public services. Generally

all variables public service has a good value, but there are some variables that need to improve their performance, namely the service procedure and service time. Service procedures are still considered complex and convoluted, such as many types of counters available were confuse the public. In addition, in taking care of population administration, sometimes not only in the same counters, but had to move to another booth. It is considered less effective and efficient. Time service variable has the lowest average value among other services, because the queue waiting time is relative long and the number of people who take care of administrative tasks were so many. In addition, the malfunction of the queue number machine, so that people who take care of each become disorderly.

3.3. Importance Performance Analysis

To determine which service variables are still less optimal and needs to be developed used IPA (Importance Performance Analysis). The survey showed that the results of the public perception of the service counter of Population and Civil Registration Office. Variables that are considered good are requirements, procedures, time of service, fees / tariffs, product specification services, executive competence, executive behavior, edicts services, as well as the handling of complaints, suggestions, and feedback. On the contrary, variables that assessed need to improve are service procedures and time services.

Table 3. Variables values of Importance Performance Analysis (IPA)

No.	Service Elements	Performance (X)	Importance (Y)
1	Requirements	3.46	3.63
2	Procedures	2.68	3.65
3	Time	2.34	3.62
4	The cost / fees	3.51	3.67
5	Product specification services	3.35	3.71
6	Officers Competence	3.31	3.71
7	Officers Behavior	3.39	3.64
8	Edict services	3.46	3.42
9	Handling of complaints, suggestions and feedback	3.41	3.43
Average value		3.21	3.60

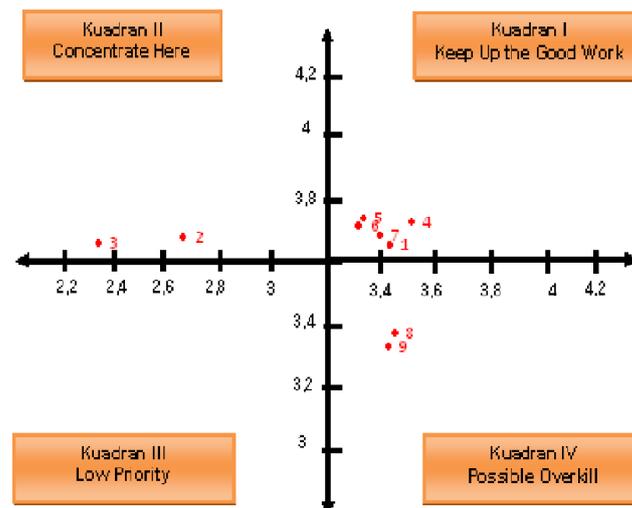


Figure 3. IPA quadrant of citizen perception in population and civil registration office in Malang municipal.

Based on calculations using the technique IPA perception, public perception of the known results of the service counters' performance of Population and Civil Registration in Municipal Malang.

3.3.1. *Quadrant I, (keep up the good work / maintain performance)*. The quadrant that includes factors that are importance to service users and the level of perceived performance has been good. The variables that include this quadrant should be maintained, among other requirements, costs, product specification services, officer competence, officer behavior, edicts services, as well as the handling of complaints, suggestions, and feedback. Variables that are in Quadrant I assessed compliance as existing condition, in which the variables do not get many complaints from respondents.

3.3.2. *Quadrant II, (concentrate here / enhance performance)*. The quadrants that load important factors to service users but the level of performance were considered unfavorable. The variables that in quadrant II must be improved among other variable, were service procedure and time service. Local people have complained about service procedures, related with the number of counters available and must be moved to other counters to taking care of the administration of population and civil registration. There was also complaint from citizens about time service. Citizens assessed that there was a long queue happened to take care the administration. The main problem is the number of people who manage the administration was so many. In addition, the malfunction of the queue numbers machine makes the atmosphere less orderly.

3.3.3. *Quadrant IV, (possible overkill)*. Attributes on service IV performance are less important for service users but have a good service quality value, which includes edict service variable and handling complaints, suggestion, and feedback.

4. Conclusion

Based on the analysis of community satisfaction index and IPA method can be concluded that the public service at the service counter of Population and Civil Registration quite good. It is shown from the value of the satisfaction index and IPA method that seven services variables are in first quadrant. Those are requirements, costs, product specification services, officer competence, officer behaviour, edicts services, as well as the handling of complaints, suggestions, and feedback. Meanwhile, two other variables, namely the service procedure and time are in quadrant IV, where the two variables are crucial variable for public service users counters but the performance is not good. Lack of good values of both variables due to (1) counters diverse confuse the general public and should be moved to other booth to take care of administration, population and civil registration, and (2) the waiting time is relatively long because of the large number of people with the paperwork necessary and queues less orderly because the malfunction of the machine queue number.

Some strategic actions that can applied to improve the quality of time services are accelerate time service by improving the quality of officers and technology, improving service facilities especially repair the queue machine number, enlarge waiting room and adding some seat. In addition, to shorten time service is by online system, so that not every citizen who take care the administrative purposes should goes to the population and civil registration office. While to improve the procedures quality can be done by developing an easier procedure system, but still accordance with provisions.

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