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Hak Cipta Dilindungi Undang-Undang
Dilarang memperbanyak karya tulis ini dalam bentuk dan dengan cara apapun tanpa ijin tertulis dari penerbit

PREFACE

Praise and gratitude for the presence of Allah SWT the Almighty God for all the grace and guidance that has been given to all of us, so that the Proceedings book "ICOEMA 2021" can be realized and completed. The Proceedings book was prepared for the holding of the 2021 International Conference On Economic Management and Accounting (ICOEMA) with the theme Digital Economics Challenges which several of articles on the results of research by lecturers, researchers and doctoral students of economics, therefore, on this occasion, allow us to say Thanks to :

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5. Ladies and gentlemen, all the committee members who have given their time, energy and thoughts for the implementation of this international seminar.

Hopefully this Proceeding can be useful for all of us, for the progress of the Indonesian people in particular and the international world in general. Sorry if there are things that are not pleasing. We are waiting for suggestions and criticisms for the perfection of this Proceedings book.

Surabaya, 23 September 2021

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Analysis of Public Service Quality Satisfaction

(A Study of Public Services Management in Banjarmasin Government)

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Abstract

Public services are part of an effort to meet the community's need for various public service facilities. The provision of public services is part of good government management. Residents of a government area have the right to get the necessary services in various forms and components facilitated by the State, in this case, the Banjarmasin Government, as the focus of this study. This study aimed to measure the quality of public services for the Banjarmasin Government with a sampling technique using a survey method of 123 public service units in Banjarmasin. The data collection technique used a questionnaire through 9 indicators: service requirements, service procedures, completion time, fees/tariffs, service specifications/standards, officer competencies, officer behaviours, complaint handling, and quality of service facilities and Infrastructure. The study result showed that overall public service units in Banjarmasin Government had shown service quality in the "B" (Good) category. The Service Quality average score in 2020 increased by 4.35 points compared to its result in 2019, from 83.16 to 87.51. It means that the services provided are good quality, and the community is satisfied with the services received.

Keywords: *Public Service, Service Quality, Community Satisfaction*

Government officials is a public servant who provides services within a government unit, either in broad scope, for example, the State or Province, or in a narrow scope, for example, the scope of a city or district, as well as in public service units that go directly to the community. Public service is an activity to fulfill the need for various fields. Public services provided to the community will undoubtedly be known to what extent good governance has been running as expected (Agustina, T.; Gerhana, W.; Sulaiman, 2020). In general, public services are closely related to facilities directly related to community members' primary interests. So it will be easy to get information related to the implementation of good governance in a government unit (Lestari et al., 2019).

There is a significant relationship between public services and the level of people's welfare. For this reason, serious efforts are needed to improve the quality of public services through various policy measures. One of the most basic policies is to change the mindset of bureaucrats from a ruler mentality to a bureaucrat with a public servant mentality. Other policies include structuring public service institutions, simplifying service procedures, applying minimum service standards, increasing information and communication technology in service management, and implementing quality management systems in public services, including public complaints management.

The Corona Virus Disease 2019 (Covid-19) pandemic in the world, including in Indonesia, has caused concern in the community regarding public services cessation. Presidential Decree Number 12 of 2020 declared non-natural disasters caused by the Covid-19 pandemic as national disasters. Even since March 17, 2020, the Ministry of State Apparatus Utilization and Bureaucratic Reform (*Kementerian PANRB*) has issued a policy for Civil Servants to work from home (WFH). The imposition of this policy has been extended as long as the Covid-19 pandemic conditions remain.

Even though in the Covid-19 pandemic situation, government officials must maintain the continuity of services by changing the procedures for public services by limiting the physical distance between the officials and citizens as recipients of services (physical distancing). Public services are still carried out because the community always expects optimal service as a service user (Kesuma Putri, Valeriani, Wibawa, & Wahyudi, 2021). So that government officials are always required to improve their performance in all conditions. Considering that public service performance has a broad impact on different lives, continuous efforts to improve public services must always be carried out. Feedback on the performance and service quality provided to the community can also be identified to improve the quality of life together.

One of the efforts that can be done to know and measure the existing public services is to conduct a survey. If any discrepancies are found in the facilities and services received by the community, corrective measures can be taken. Through Community Satisfaction Surveys to service users provided by government service units, it is hoped to measure community satisfaction carried out to service users. Public service units facilitated by the government are very diverse. Moreover, to obtain the Public Service Index nationally, a type of survey method is needed in conducting the Community Satisfaction Survey as regulated in the Regulation of the Ministry of State Apparatus Utilization and Bureaucratic Reform Number 14 of 2017 about Guidelines for the Community Satisfaction Survey.

For this reason, it is necessary to grow and build an awareness of the paradigm shift in local government from only emphasizing the function of a development promoter to being a public servant. Public service units that carry out the functions of their respective units are encouraged to come face to face in providing quality services. The Regional Government designated as a pilot project for Bureaucratic Reform will undoubtedly be more demanding in implementing community involvement in the public service evaluations, especially in Banjarmasin.

Community involvement as a manifestation of the participation principle is crucial in implementing good governance values. The concept of participation in public services means community involvement in evaluating the administration of government services they receive. The community as the service recipient is a customer and a citizen who deserves the best service from the State. Therefore, the government has issued several laws and regulations to improve the work unit's service quality, either national or local governments.

Banjarmasin Government was interested in conducting the Community Satisfaction Survey to improve the public services quality organized by the Banjarmasin Government. So, they cooperated with an independent unit, namely Universities in Banjarmasin, as partners in implementing survey activities to get an independent result of the public services that have been provided. This Community Satisfaction Survey was carried out to measure the extent to which community satisfaction in receiving services from service work units in Banjarmasin was seen from the community's perspective as service recipients. To obtain good public service standards, because public service standards are a measure set by service providers and must be obeyed by service recipients and service providers (Irma Sucia Ningtyas dan Retno Murni Sari, 2019) and (Agustina et al., 2020). Through this Community Satisfaction Survey, the public can evaluate the quality of services organized by work units dan regional companies in the Banjarmasin Government.

METHOD

This study was survey research. According to Singarimbun (2006) in (Agustina et al., 2020), research takes a sample from one population and uses a questionnaire as the primary data collection tool. Meanwhile, according to Muhammad Alfani (2018:129) in (Agustina et al., 2020), survey methods are often applied to a sample selecting information from a portion of the population to represent the entire population. This study did not provide any treatment to the respondents, and it only collected data using standardized instruments. The data used was in the form of numbers obtained through questionnaires distributed and filled in by respondents. After that, they were analyzed using quantitative analysis techniques and presented descriptively as a compliment.

There were also stages in this study that can be seen in Figure 1 below:

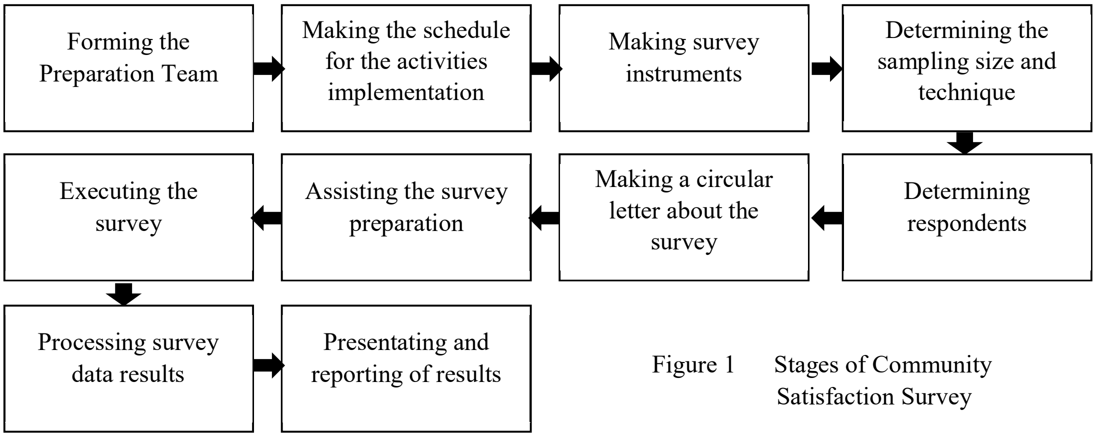

Forming the Preparation Team
Making the schedule for the activities implementation
Making survey instruments
Determining the sampling size and technique
Determining respondents
Making a circular letter about the survey
Assisting the survey preparation
Executing the survey
Processing survey data results
Presentating and reporting of results

Figure 1 Stages of Community Satisfaction Survey

The first stage was forming the preparation team of the Community Satisfaction Survey. Furthermore, the schedule for the activities implementation was prepared to start from August 2020, and the survey instrument was created as the most basic framework of activities. Next was determining the sampling size and technique and the respondents to match the satisfaction survey's target, then proceed with making a Circular Letter from the Mayor of Banjarmasin regarding the implementation of the Community Satisfaction Survey in the Banjarmasin Government. The team then carried out data validation and socialization activities for the survey team by licensing and determining the number of respondents based on visit data.

From the second week of September to the second week of October 2020, data were collected by the team. In the third to fourth week of October 2020, the data input stage was carried out. Then the fifth week of October 2020 to the 3rd week of November 2020, the data analysis stage was carried out, followed by a progress report or interim results report. Then from the fourth week of November 2020 to the first week of December 2020, the report preparation was carried out, and the reviewing and editing stages proceeded. Finally, in the fourth week of December 2020, the binding, duplicating, and distributing the Community Satisfaction Survey report on Banjarmasin Government services in 2020.

The data collection technique in this study used a questionnaire designed in a simple way to be easily understood as a data collection tool. The design of the answer form in each instrument was in the multiple-choice form using a Likert scale divided into four perception values categories from Disagreeing with a value of 1 to Strongly Agree with a value of 4.

The implementation of this Community Satisfaction Survey used a quantitative approach based on the Banjarmasin Mayor's Regulation Number 13 of 2019 concerning Guidelines for Community Satisfaction Surveys to implement public services in the Banjarmasin Government. For sampling, the number of respondents was taken from the Banjarmasin population. According to (Arikunto, 2006), the population is the entire unit or individual within the scope of research. The population in this survey was the entire population of Banjarmasin in 2019, which is 708,606 people.

Analysis units of this study were Work Units and Regional Companies in the Banjarmasin Government. To get an accurate result, determination of samples size using the Krejcie and Morgan Formulation under the Regulation of the Minister of State Apparatus Utilization and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 about Guidelines for the Community Satisfaction Survey as follows:

$$n = \frac{X^2 \,.\, N \,.\, P\,(1\text{-}P)}{(N\text{-}1)d^2 + X^2 \,.P\,(1\text{-}P)}$$

Where:

n = Samples Size
X^2 = Chi Square Value
N = Population Size
P = Assumption Population Proportion P (1-P), where P = 0.5
d = Estimation error Assumption 5% (0.05)

By using the Krejcie and Morgan formula, the sample size of respondents can be determined as follows:

$$n = \frac{3{,}841\,.\ 708606\ (0{,}5\,.\ 0{,}5)}{(708606 - 1)0{,}05^2 + 3{,}841\ (0{,}5\,.\ 0{,}5)}$$
$$n = \frac{2721755{,}646\ (0{,}5\,.\ 0{,}5)}{1771{,}5125 + 0{,}96025}$$
$$n = \frac{680438{,}9115}{1772{,}47275} = 383.89 \Rightarrow 400$$

From the Krejcie and Morgan formula, it was known that the sample size of respondents in this Community Satisfaction Survey was at least 400 respondents spread over Work Units and Regional Companies in Banjarmasin Government. In order to determine the sample distribution, the average number of services in each Work Unit and Regional Company in the Banjarmasin Government was sought. Then, the results were multiplied by the total Banjarmasin population in 2019, which was 708,606 people. So the average population weight was found, which would later be used to find the minimum sample size according to the Krejcie and Morgan formula, which was a minimum of 400 respondents.

Banjarmasin population in 2019 was 708,606 people, and a sample was drawn using the Krejcie and Morgan Formulation. The minimum sample size of 400 respondents was obtained, then divided by the number of Work Units and Regional Companies in Banjarmasin were 112 as follows:

Respondents Per Unit = 400/112 = 3.57 = 4

It meant that the minimum sample was taken in each Work Unit and Regional Company in the Banjarmasin Government was four samples. However, it was assessed that four respondents were not sufficiently representative. For this reason, a decision was taken to add a sample probability to a minimum of five respondents in each Work Unit and Regional Company in the Banjarmasin City Government. With the addition of the sample in several work units that were densely packed with services, the total final sample taken was 629 respondents spread across each Work Unit and Regional Company in the Banjarmasin Government.

The service satisfaction aspect, which is used as a benchmark in the Community Satisfaction Index in this study, used nine elements from the Regulation of the Minister of State Apparatus Utilization and Bureaucratic Reform of the Republic of Indonesia Number 13 of 2019 about Guidelines for Compiling a Community Satisfaction Survey for Public Service Providers. These nine elements were needed to determine the types and indicators in this study and operational variables to determine the measurement scale so that surveys conducted with questionnaires could be carried out correctly. They were: 1) Service requirements that must be met in administering of a type of service, both technical and administrative; 2) Service procedures included systems, mechanisms and procedures for standardized services for services providers and recipients, including complaints; 3) Completion time required for the entire service process; 4)

Fees/tariffs charged to service recipients in administering and/or obtaining services from providers, the amount of which is determined based on an agreement between the providers and the community, or which has been determined by law is declared free, etc.; 5) Service specifications/standards for the type of service are the service results provided and received in accordance with the stipulated provisions; 6) Officer competencies are abilities that must be possessed by the provider including knowledge, expertise, skills and experience; 7) Officer behaviors are the officer's attitudes in providing services; 8) Complaints, suggestions and inputs handling is a procedure for handling complaints and follow-up; 9) Facilities and infrastructures, facilities are everything that can be used as a tool in achieving goals and objectives, while Infrastructure is everything that is the primary support for a process implementation (business, development, and project).

Data processing followed the Guidelines for Compiling a Community Satisfaction Survey for Public Service Providers by Ministry of State Apparatus Utilization and Bureaucratic Reform of the Republic of Indonesia. The completed questionnaire was then collected and tabulated using the Microsoft Office Excel Program and SPSS Version 19. For this Community Satisfaction Survey, adjustments were made to the specific conditions of each Work Unit and Regional Company in the Banjarmasin Government. Then the data was processed with statistical tests to obtain better information.

After tabulating the data, the validity and reliability were tested. According to (Sugiyono, 2011), the validity test is the accuracy between the data collected and the data in the object under study. The test technique used the correlation technique through the Product-Moment Correlation Coefficient. The ordinal score of each statement item tested for validity was correlated with the overall ordinal score of the item. In order to obtain a significant value, a correlation test was conducted by comparing the r-value with the r-table. The significant level used was 5%. If the statement item was valid, then it was continued in reliability testing. This reliability test was carried out to ascertain whether the questionnaire used to collect data could be trusted as a data collection tool and revealed factual information in the field. The reliability of the instrument was tested using the Cronbach Alpha formula.

The survey statement of each element was given a value. Values were calculated using the "weighted average value." In calculating the Community Satisfaction Survey on the service elements studied, each had the same weight. The following formulation determined the weighing value:

$$\text{Weight Value Weighted Average} = \frac{\text{Total Weight}}{\text{Number of Elements}} = \frac{1}{x} = N$$

Which:
N = Weight Value Per Element

Based on the Regulation of the Minister of State Apparatus Utilization and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 about Guidelines for the Community Satisfaction Survey as a reference, nine elements used in the study were calculated as follow:

$$\text{Weight Value Weighted Average} = \frac{\text{Total Weight}}{\text{Number of Elements}} = \frac{1}{9} = 0.11$$

Then to obtain the Community Satisfaction Survey Value of the service unit, a weighted average value approach was used with the following formula:

$$\text{Community Satisfaction Survey Value} = \frac{\text{Total of Perception Value per Element}}{\text{Total Elements Filled}} \text{ x Scales Value}$$

For a more accessible interpretation, the assessment results above are converted to a base value of 25, with the following formula:

$$\text{Community Satisfaction Survey Value of Service Unit x 25}$$

The subsequent analysis was to convert it to a scale of 100, and the service quality categorization for each Work Unit and Regional Company in the Banjarmasin Government was determined as follows:

Table 1
Service Quality Categorization

Conversion Interval Score	Service Quality	Service Unit Performance
25,00 – 64,99	D	Bad
65,00 – 76,60	C	Poor
76,61 – 88,30	B	Good
88,31 – 100,00	A	Excellent

RESULTS AND DISCUSSION

This study showed that respondents displayed different levels of education. The majority of the respondents had a senior high school level (46.90%). The two most frequent ones had a Bachelor's Degree (22.89%) and a junior high school level (16.54%). Several other degrees were an elementary school level (10.97%), a 3-year Diploma (1.27%), a Master's Degree (1.27%), and a Doctoral Degree (0.16%).

This level of education is essential as an illustration that the respondents as the selected sample understand the given instrument so that the answer becomes an accurate picture of the education taken by the respondent. The overall levels of education in this study can be seen in Table 2 as follows:

Table 2
Characteristics of Respondent's Education Level

Educational Level	Number of Respondents	Percentage
Elementary School	69	10.97

Junior High School	104	16.54
Senior High School	295	46.90
3-year Diploma	8	1.27
Bachelor's Degree	144	22.89
Master's Degree	8	1.27
Doctoral Degree	1	0.16
Total	629	100

Source: Primary Data, 2020

From table 2 above, it can be seen that the number of respondents' education levels at the elementary to junior high school level is 27.51%. At the same time, senior high school, 3-year Diploma, Bachelor's Degree, Master's Degree, and Doctoral Degree are 72.49%, meaning that respondents in this survey have a sufficient understanding of the statement/ instrument for this Community Satisfaction Survey.

In order to see the respondent's ability to understand the study instrument, it can also be seen from the perspective of the profession. The respondent's work background can show the level of understanding ability in assessing something, especially in understanding the instrument contents, which will show the accuracy of the answers to the services that the Banjarmasin Government has facilitated. Based on Table 3 below, it can be seen that respondents who work in other fields occupy the highest number (46.26%). 30.52% of respondents work in the private sector. Several others work as an entrepreneur (13.51%), a Civil Servant (9.54%), and Indonesian National Police (0.16%). In detail, it can be seen in Table 3 below:

Table 3
Characteristics of Respondent's Profession

Profession	Number of Respondents	Percentage
Civil Servant	60	9.54
Indonesian National Police	1	0.16
Private Sector	192	30.52
Entrepreneur	85	13.51
Others	291	46.26
Total	629	100

Source: Primary Data, 2020

Table 3 above shows that the potential respondents in this survey are from the private sector, entrepreneurs, and other job fields (90.29%).

The next stage was testing the instrument validity to determine the level of qualification and or degree of accuracy of the instruments used in data collection. An instrument is considered valid if it can measure what is desired and reveal the data studied appropriately. The high and low validity indicates the extent to which the data collected does not deviate from the description of the variable in question. Whether an item/instrument indicator is valid or not, an experiment was first conducted by comparing the Pearson Product Moment correlation index.

The results of the Product Moment Correlation test on nine service elements: Service Requirements; Service Procedures; Completion Time; Fees/Tariffs; Service Specifications/Standards; Officer Competencies; Officer Behaviors; Complaints Handling; Suggestions and Inputs; also Facilities and Infrastructures, showed a significant correlation indicated by the Pearson Product Moment correlation index value (a degree of confidence was 95%) was more than the r-table value (level of significance of 5%). The instrument for all indicators that make up the nine service elements was declared valid and can be used for the following stages in the study.

The following stage was testing the instrument validity to check the consistency of the measuring instrument used. The questionnaire as a measuring tool is declared reliable if it measures something and be used repeatedly gives the same or consistent results. An indicator is said to be reliable if Cronbach's Alpha value is more than 0.6. The reliability testing results showed that the nine service elements in this study were declared reliable because their Cronbach's Alpha values were more than 0.6. The conclusion that can be drawn was that the reliability value was categorized as very high because it was in the range above 0.965.

The data processing results showed that 44 Work Units and Regional Companies in the Banjarmasin Government were experiencing an increase in the Service Quality value in 2020 compared to 2019. There is an improvement from category B to category A. Then there were 22 Work Units and Regional Companies in the Banjarmasin Government experiencing a decline in the Service Quality value. 16 Work Units and Regional Companies in the Banjarmasin Government fell from category A to B, 2 declined from category A to C, and 4 went down from category B to C. Next, 45 Work Units and Regional Companies in the Banjarmasin Government stayed in category A or had a Very Good score.

Overall, Work Units and Regional Companies in the Banjarmasin Government in providing services to the community in 2018 had an average Service Quality score of 83.38, or category A (Very Good), decreased by 0.22 Points in 2019 with an average Service Quality score of 83.16 or category B (Good). However, in the Service Quality assessment in 2020, it has increased by 4.35 points to an average Service Quality score of 87.51 with details of the assessment results per indicator of public services can be seen in Table 4 below:

Table 4
Assessment of the Elements of All Banjarmasin Government Services in 2019

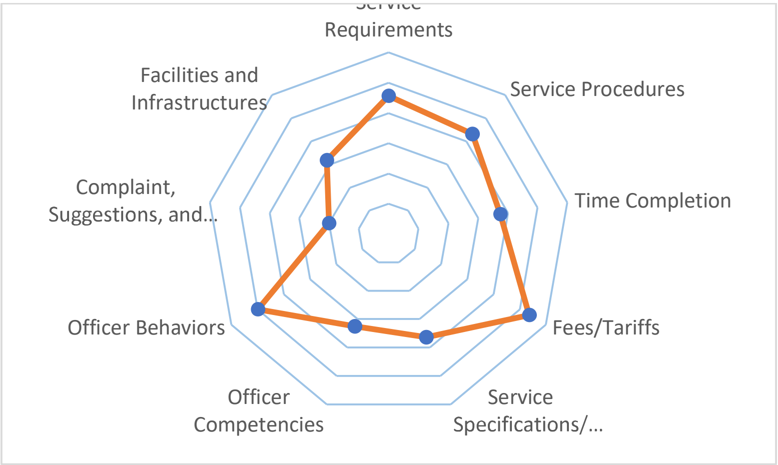
No	Service Element	x
1	Service Requirements	0.396
2	Service Procedure	0.393
3	Completion Time	0.388

4	Fees/ Tariffs	0.404
5	Service Specifications/Standards	0.386
6	Officer Competencies	0.383
7	Officer Behaviors	0.400
8	Complaints Handling	0.370
9	Quality of Facilities and Infrastructure	0.382
x̅ Weighted /Elements		**3,501**
Community Satisfaction Survey of Service Unit		**87.51**
Service Quality Value		**B (Good)**

Processed Data, 2020

From Table 4 above, it can be seen that the values of the nine service elements: Service Requirements; Service Procedures; Completion Time; Fees/Tariffs; Service Specifications/Standards; Officer Competencies; Officer Behaviors; Complaints, Suggestions and Inputs Handling; Facilities and Infrastructures values between 0.370 – 0.400 or in a Good Category and with a Service Quality score of 87.51. It means that the service quality provided by the Banjarmasin Government has been Good.

The following Graph clearly showed the overall results of the Banjarmasin Government Service Quality in 2020:



CONCLUSION

1. Based on the analysis results of Work Units and Regional Companies in the Banjarmasin Government in providing services to the community with an average Service Quality score in 2018 of 83.38 or with a Service Quality Category A (Very Good) decreased by 0.22 points in 2019 with an average Service Quality score of 83.16 or with Service Quality Category B (Good). In 2020 it increased by 4.35 points compared to 2019 with an average Service Quality score of 87.51 or Service Quality Category B (Good).
2. Based on the assessment results of the Banjarmasin Government nine service elements in 2020, the highest value to the lowest value of the nine service

elements shows in detail: Complaints, Suggestions, and Inputs Handling were 0.370; Facilities and Infrastructure was 0.382; Officer Competencies was 0.383; Service Specification/ Standards for the type of service was 0.386; Completion Time was 0.388; Service Procedures was 0.393; Service requirements was 0.396; Officer behavior was 0.400; Fees/tariffs was 0.404.

3. Based on the analysis results of 112 Work Units and Regional Companies in the Banjarmasin Government in 2020, 33 experienced an improvement in Service Quality value from B to A. As many as 7 Work Units and Regional Companies in the Banjarmasin Government, which initially had the Service Quality value C improved to B, and 4 which previously had the Service Quality value C improved to A. Furthermore, 22 Work Units and Regional Companies in the Banjarmasin Government were decreased in the Service Quality value, consisting of 16 Work Units and Regional Companies in the Banjarmasin Government with the Service Quality value A fell to B. There were 2 Work Units and Regional Companies in the Banjarmasin Government with the Service Quality value A fell to C. There were 4 Work Units and Regional Companies in the Banjarmasin Government, with the Service Quality value B decreased to C.
4. There were 16 Work Units and Regional Companies in the Banjarmasin Government still had the same Service Quality as last year: 12 had a Service Quality value category A, 3 had a service quality value category B, and 1 had a service quality value category C. There was also a new work unit in the Banjarmasin Government, Sultan Suriansyah Hospital, which had a service quality value category A.

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