The Analysis of Public Satisfaction Survey Implementation in The Representative Board of Central Java Province

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Abstract: Measurement of public satisfaction index is an attempt to determine organizational performance in the service of government institutions which is carried out periodically and it can be used as material for organizational policies in improving the quality of their own public services. The aim of this paper is to analyze the level of customer satisfaction, knowing the elements that must be improved and how to increase public satisfaction. The Public Satisfaction Index by In Regulation of Ministry of State Apparatus Utilization and Bureaucratic Reform No. 14 of 2017 is Requirements, Systems and Infrastructure as well as Complaint Handling, suggestions and input. Based on the indicators for measuring public satisfaction at the Representative Board for Central Java Province, the authors recommend the following: (1) adjustments to Guest house roomrates and (2) optimal publication on social media of Representative Board for Central Java Province.

Keywords: Public Satisfaction Survey, Public Service

INTRODUCTION

Public service by the state employees has now become a strategic issue, because the level of quality of public service performance will determine the merits of service to the public and in turn will determine the image of the State Employee. Various public complaints about the low performance of services provided by the government should be responded immediately, as a basis for making policies and improving the performance of public services in the future. Public complaints that are not immediately responded to by the government will create bad image of the performance of State Employees, which in turn can affect the decrease in the level of public trust in the government. Therefore, efforts to improve the quality of service to the public are activities that must be carried out continuously and sustainably. Public service by the state employees has now become a strategic issue, because the level of quality of public service performance will determine the merits of service to the

public and in turn will determine the image of the state employees. Various public complaints about the low performance of services provided by the government should be responded immediately, as a basis for making policies and improving the performance of public services in the future. Public complaints that are not immediately responded to by the government will be able to create a bad image of the performance of state employees, which in turn can affect the decrease in the level of public trust in the government. Therefore efforts to improve the quality of service to the public are activities that must be carried out continuously and sustainably.

Porter (2002) states that guaranteeing the quality of service institutions (organizations) must also be seen from the customer's perspective, because they are users of the services provided. There, the aspect of equality must be taken into account, namely service quality from the perspective of the serving institution, as well as from the customer aspect. Improving the quality of public services, both at the Central and Regional governments, has been regulated by Law of the Republic of Indonesia Number 25 of 2000 concerning the National Development Program (PROPENAS). The Law instructs that the government, both at the central and regional levels, must formulate public policies, namely the Public Satisfaction Index as a benchmark for the performance of the quality of government employees services and at the same time as a means of evaluating government performance, especially in relation to public services. To find out community or customer satisfaction can be done through measuring community or customer satisfaction, to be able to find out to what extent services have been able to meet expectations or can provide services to the public, employees/organizations must know the level of expectations from the community. These community expectations will then be compared with their actual performance, so that from here a customer satisfaction index will be obtained which reflects the quality of service received by customers or the public.

The Public Satisfaction Survey (PSS) is one of the efforts that must be carried out in an effort to improve and improve public services as the main performance indicator of the government, especially in the Representative Board of Central Java Province which aims to Increase Public Services to the community to realize Excellent Service for the Public and Government and Optimization of Promotions and Information Central Java in Jakarta and Mission Providing optimal service to the government and people of Central Java in Jakarta, Representing Central Java in carrying out relations and cooperation between Government and non-Government institutions in Jakarta, Becoming a Show window and providing information and promotional materials as well as Central Javanese culture, Preserving Central Javanese culture and optimizing the use of the Central Java Pavilion in Taman Mini "Beautiful Indonesia".

PSS aims to be able to find out to what extent the services of the Java Province Representative Board have been able to meet expectations or can provide services to the public. Therefore, agencies/organizations must know the level of expectations from the community which will then be compared with their actual performance, so that from here a customer satisfaction index will be obtained which reflects the quality of service received by customers or the public. This Public Satisfaction Survey is expected to find out information on service users consisting of:
1. Service user profile;
2. Perceptions of service users, and;
3. Complaints, suggestions for improvement and aspirations of service users.

In Regulation of Ministry of State Apparatus Utilization and Bureaucratic Reform No. 14 of 2017 stated that this PSS aims to measure the level of public satisfaction as service users and improve the quality of public service delivery. With a target:

1. Encouraging public participation as service users in assessing the performance of service providers;
2. Encouraging service providers to improve the quality of public services;
3. Encouraging service providers to be more innovative in administering public services;
4. Measuring the trend of the level of public satisfaction with public services.

The elements that are the focus of the implementation of the Public Satisfaction Survey consist of 9 elements consisting of:

1. **Requirements** are conditions that must be met in administering a type of service, both technical and administrative requirements
2. **Systems, mechanisms and procedures** are service procedures performed for service providers and recipients including complaints
3. **Completion time** is the period of time required to complete the entire service process of each type of service
4. **Fees/Tariffs** are fees charged to service recipients in managing and or obtaining services from the operator, the amount of which is determined based on an agreement between the organizer and the community.
5. **Product Specifications Type of Service** is the result of services provided and received in accordance with the stipulated conditions. This service product is the result of each type of service specifications
6. **Executor's competence** is the ability that must be owned by the executor including knowledge, skills, expertise and experience.
7. **Executor's behavior** is the attitude of the officers providing services
8. Complaint handling, suggestions and input are procedures for implementing complaint handling and follow-up
9. **Facility** are anything that can be used as a tool in achieving goals and objectives. **Infrastructure** is everything that is the main support for the implementation of a process (business, development, project). Facilities used for movable objects (computers, machines) and infrastructure for immovable objects (buildings).

The Central Java Representative Board which was formed based on Central Java Governor Regulation number 93 of 2016 concerning the Organization and Work Procedure of the Central Java Province Representative Board has the task of assisting the Governor in carrying out the supporting function of coordinating the implementation of government affairs and development with the central government. And has the main strategic goal of increasing public services for officials and the people of Central Java.

To carry out the main tasks referred to above, the Representative Board for Central Java Province carries out the following functions:
a. Formulation of policies in the field of services and relations between institutions and the public, promotion and information and the Beautiful Indonesia Miniature Park Pavilion;
b. Implementation of policies in the field of services and relations between institutions and the public, promotion and information and the Beautiful Indonesia Miniature Park Pavilion;
c. Implementation of evaluation and reporting in the field of services and relations between institutions and the public, promotion and information and the Beautiful Indonesia Miniature Park Pavilion;
d. Implementation of administration and secretarial guidance to all work units within the service environment; and
e. Implementation of other functions given by the Governor, according to his duties and functions.

The Representative Board for Central Java Province has a Vision, namely Realizing Excellent Service for the Public and Government and Optimizing Central Java Promotion and

Information in Jakarta and the Mission of Providing Optimum Service to Central Java Government and Public in Jakarta, Representing Central Java in carrying out relations and collaboration between Government employees and non-government in Jakarta, Become a Show window and provide informational and promotional materials as well as Central Javanese culture, Preserving Central Javanese culture and optimizing the use of the Central Java Pavilion Taman Mini "Indonesia Indah".

The success of Representative Board services is highly dependent on the good and bad of Public services for officials and the people of Central Java in Jakarta as well as the Representative Board Organizational Governance. based on the Central Java Province Representative Board Strategic Plan for 2018-2023, strategic targets and performance indicators that will be achieved in one year of budget implementation are set as follows:

Table 1. Strategic Targets and Performance Indicators

No	Strategic target	Performance Indicator	Unit	Target
1	The increasing Public Services for Officials	Public Satisfaction Survey Value	Percentage	84
2	Increasing Accountability for Representative Board Performance of Central Java Province	Value of SAKIP Representative Boardt for Central Java Province	Number	75

There is still a need to improve the quality of public services for state employees and the public as well as facilitate the promotion of superior products and the preservation of Central Javanese arts and culture, which is the main key for the Representative Board for Central Java Province in terms of public services. In its implementation, the Representative Board still has several problems, namely:
1. Facilities in increasing the promotion of cultural arts preservation in Jakarta are still inadequate, infrastructure is still limited with few human resources.
2. The low use of technology in promotional publications, especially for cultural arts, superior products and free homecoming information which is held every year.
3. Not all districts/cities have been able to participate in Representative Board Service Implementation activities due to budget unavailability and lack of preparation time from districts that had originally planned to perform in Jakarta and eventually withdrew.
4. There is still low public interest in Jakarta about appreciating Central Javanese arts and culture and the potential of the Central Java region.
5. Budget limitations at the Representative Board due to the refocusing of handling Covid 19.

These conditions are the reasons why service delivery at the Representative Board for Central Java Province has not been able to run optimally
Research purposes:
1. To examine how the level of customer satisfaction with services at the Representative Board of Central Java Province.
2. To find out what elements must be improved at the Representative Board for Central Java Province.

LITERATUR REVIEW
Public Service
Based on Regulation of Ministry of State Apparatus Utilization and Bureaucratic Reform no. 25 of 2009 concerning Public Services, namely: All forms of activities in the framework of regulation, coaching, guidance, provision of facilities, services and others carried out by government employees as an effort to fulfill the needs of the public in

accordance with applicable laws and regulations. Public services are inseparable from public interest issues. Public services are needed by the community to support their various needs. Public service according to Sinambela (Harbani Pasolong, 2010) is any activity carried out by the government for a number of people who have every activity and offer satisfaction even though the results are not physically tied to a product.

Public Satisfaction Survey

The quality of public services is a key indicator in good governance, from the central government to regional governments. Even the PANRB Ministry encourages improving the quality of public services through awards for government employees that carry out the development and innovation of public services. For this reason, in order to improve the quality of public services in a sustainable manner, the government has established a policy to carry out a Public Satisfaction Survey for public service delivery employees.

Based on regulation No. 16 of 2014, the Public Satisfaction Survey is a comprehensive measurement of activities regarding the level of public satisfaction obtained from the results of measuring community opinion. Through this survey, it is hoped that it will encourage public participation as service users in assessing the performance of service providers and encourage public service providers to improve service quality and carry out development through public service innovations.

The scope of this public satisfaction survey is based on the Public Service Law, namely requirements, procedures, service time, fees/tariffs, product specifications for types of services, executor competence, implementer behavior, service announcements, and complaint handling, suggestions and input. Public Satisfaction Surveys must be carried out by public service providers on an ongoing basis as a basis for improving the quality and innovation of public services with a minimum period of once a year. The survey results are then published to the public through mass media, websites and social media either in the form of an absolute score/number, or can also be presented in a qualitative form (good or bad)**.**

Public Satisfaction Index

The Public Satisfaction Index (PSI) according to Kepmenpan No. Kep/25/M.Pan/2/2004 concerning the Public Satisfaction Index is data and information about the level of public satisfaction obtained from the results of quantitative and qualitative measurements of public opinion in obtaining services from the administrative apparatus public services by comparing their expectations and needs. The purpose of measuring the Public Satisfaction Index is to find out the development of the performance of service units within government employees which are carried out by the employees concerned periodically. And for service units in government agencies, measurement results can be used as material for establishing policies in order to improve the quality of public services in the future. And for the public, PSI can be used as an illustration of the service performance of the unit concerned.

RESEARCH METHODS
Survey Method

This research is a qualitative descriptive research, which comes in the form of numbers and is analyzed by descriptive statistical analysis. The population took the sample, namely visitors at the Central Java Pavilion and cultural arts actors, a total of 150 respondents.

Data collection technique

The data in this study were taken with an instrument in the form of a questionnaire by filling it out independently.

PSS Measurement Variables

Analysis of data on Public Satisfaction Survey measurements (PSS) at Representative Board based on the following variables:

1. Service Facilities (Main) namely the condition of service facilities that are clean, neat and orderly so as to provide a sense of comfort to service recipients. In this regard, the dimensions that must be considered in improving service quality include (1) Convenience in obtaining services related to location, space for service, ease of access, availability of information and others. (2) other service supporting attributes are tangibles, namely office physical facilities, computerized administration, waiting rooms, information places and others.

2. Service Requirements, namely technical and administrative requirements needed to obtain services in accordance with the type of service. In this regard, to assess the quality of public services, criteria are used, including; (1) clarity of service requirements, both technical and administrative, (2) transparency regarding service requirements, (30) Efficiency of requirements in the sense that they are limited to matters directly related to services and the repetition of requirements is prevented

3. Service procedures, namely the ease of service stages provided to the public in terms of the simplicity of the service flow. In this regard, in the pillars of quality public service excellence, criteria can be used, including: (1) simplicity of service procedures, (2) clarity and certainty regarding service procedures or procedures. (3) There is openness in service procedures.

4. Service time, namely the service time target can be completed within the time determined by the service delivery unit.

5. Fairness of costs, namely the suitability between the fees paid and the fees that have been set, the affordability of the public to the amount of fees set by the service unit

6. Competency of service officers, namely the level of expertise and skills possessed by executors in providing service information to the public.

7. Executor's behavior, namely the attitude of officers in providing services to the public in a polite and friendly manner as well as mutual respect and respect

8. Service Information is a statement of the provider's ability and obligation to carry out services according to service standards.

9. Other supporting facilitation during this new normal period, the Representative Board carries out innovations in providing services in relation to promoting the preservation of cultural arts and superior products through making videos which are uploaded to social media. This is expected to continue to bridge service providers and recipients. Making videos and publishing them as widely as possible is a support service facility that is intangible, but the level of satisfaction can be measured.

Data Analysis Techniques

Data analysis on public satisfaction survey measurements (PSS) at the Representative Board of Central Java Province used descriptive statistical analysis. The nine scopes mentioned above were then compiled into a questionnaire with 9 items, with four answer options. The score uses a Likert scale, from negative to very positive.

Tabel 2. Likert scale

Answer Choices	Score
a. Negative	1
b. Rather negative	2
c. Positive	3
d. Very positive	4

Calculating the indicator score by means of the average question score multiplied by the indicator weight. And the Representative Board Public Satisfaction Index is calculated by adding up the results of multiplying the variable scores with the weights of each variable. The PSI value is calculated using the 'weighted average value' for each service element. To obtain the PSI value for a service unit, a weighted average value approach is used with the following formula:

Weighted average value = total weight; Number of elements = 1/12 =0.083

PSI :   **Total of Perceived Value per element X Weighting Value**
        Total elements filled

To facilitate the interpretation of the PSI score, which is 25 – 100, the results of the assessment will be converted to a base value of 25, with the following formula:

CSI Service Unit x 25

Given that service units have different characteristics, it is possible for each service unit to:
- Add elements that are considered relevant
- Giving different weights to the 9 dominant elements.

Table 3. Different Characteristics

Perceptual Value	Interval Value PSI	Conversion Interval Value PSI	Service Quality	Service Unit Performance
1	1.00 – 1,75	25 – 43,75	D	Bad
2	1,76 – 2,50	43,76 – 62,50	C	Not Good
3	2,51 – 3.25		B	Good
4	3,26- 4,00	81,26 – 100,00	A	Very Good

Descriptive analysis for each question in the questionnaire is based on the answers of respondents who use an approach that is very dependent on the behavior and characteristics of the object and population being observed.

Discussion Of Research Results

Public Satisfaction Index (PSI) Value

After conducting the survey, 276 questionnaires were obtained which could be processed. After processing the data statistically, the results obtained for the PSI value were 3.25 which were normalized to 81.25 or included in the "Good" category. The following are the results of the calculation analysis of the questionnaire based on the variables distributed:

Table 3. Calculation Analysis of the Questionnaire based on the Variables

Interval Value PSI	Conversion Interval Value	Service Quality	Service Unit Performance
3,25	81,25	B	Good

Table 4. Calculation Analysis of the Questionnaire based on the Variables

No	Element	Score	Conversion Interval Value
1	Requirements for using the service	3,21	80,25
2	Service Procedure	3,26	81,5
3	Service delivery time	3,24	81
4	The fairness of the rates set	3,0	75
5	Facility Provided	3,23	80,75
6	Competence of security officers	3,22	80,5
7	Competence of cleaning staff	3,24	81
8	Receptionist/tour guide competency	3,24	81

9	Cleaning staff behaviour	3,24	81
10	Receptionist/tour guide behavior	3,31	82,75
11	Security officers behaviour	3,27	81,75
12	Service notice	3,79	94,75
13	Infrastructure	3,03	75,75

From the table above, there are two elements that need to be considered, namely the fairness of the tariffs set and the infrastructure, because the perception is below average. This shows that the public still perceives that the set rates are still expensive, this question is related to the rent of the Central Java Pavilion as an effort to utilize regional assets that have a PAD target. Furthermore, the people who use the services of the Representative Board for Central Java Province were asked questions regarding service innovation, namely the existence of social media that was built to support promotional facilities for cultural preservation and regional superior products, but only 44 percent of respondents knew and had watched the activities of the Representative Board.

CONCLUSIONS

Based on the results of the analysis of the data collected from the questionnaire regarding the Analysis of Public Satisfaction with public services as follows:
1. The research based on the public satisfaction index in the title analysis of the implementation of the public satisfaction survey for public services aims to find out the services at the Representative Board of Central Java Province.
2. The Public Satisfaction Index provided by the Representative Board for Central Java Province uses 9 variables, so an PSI score of 3.25 is obtained with an PSI conversion value of 81.25 which is in the interval 62.51 – 81.25, so that the quality of public services is included in category 'B', this shows that the performance of the Representative Board service unit as a whole is included in the 'Good' category.
3. However, there are still two elements that still get below average perceptions, namely the fairness of tariffs and infrastructure. Regarding the fairness of tariffs, it is hoped that the Representative Board can recalculate and also coordinate with related boards, namely the Regional Revenue Service and related to promotional supporting infrastructure preservation of culture and regional potential, the Representative Board is also expected to be able to publicize its social media more and increase creativity in processing presentations which are of course more attractive to the wider community.

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