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## ANALYSIS OF THE FACTORS WHICH AFFECTING COMMUNITY SATISFACTION TOWARDS SERVICES FROM THE HARBOURMASTER AND PORT AUTHORITY IN INDONESIA

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**Abstract:** The huge number of complaints and negative public stigma on the civil servants performance which submitted through various social media platforms has made so many government agencies feel an unfavorable impact in the eyes of public. This surely needs to be fixed up by those relates government agencies, particularly the Harbourmaster and Port Authority offices in order to practice and implement the principles of the smoothly public service delivery. This research aims to investigate those factors which relates to service quality and standard operating procedures (SOP) for issuing ship certificates to community satisfaction on the services from Class III Harbourmaster and Port Authority of Sunda Kelapa, Indonesia. The current method used was quantitative causality in an effort to determine the causal relations between variables. The population and sample used were 50 respondents who are service users, shipping companies and ship captains. The data collection technique was carried out by questionnaire with Likert Scale which was distributed to all respondents then analyzed through multiple linear regression to prove the research hypothesis. The results appeared that there was a significant positive affect from service quality and SOP to community satisfaction on the services of Class III Harbourmaster and Port Authority at Sunda Kelapa both partially and simultaneously. And was indicates that Sunda Kelapa Class III's Harbormaster and Port Authority office need to improve their quality of services and existing SOPs to improve the community satisfaction with the performance which shown by the Sunda Kelapa Class III Harbourmaster and Port Authority.

**Keywords:** Service Quality, Standard Operating Procedures and Community Satisfaction.

### INTRODUCTION

The number of complaints and negative public stigma towards the civil servants performance that submitted from various social media platforms has been created unfavorable situation which government agencies feel in front of the public's eyes. It is obviously need to stood up by various government agencies, especially at Harbourmaster and Port Authority Offices in order to practice and implement the principles of better public service delivery as its stipulated in Article 3 of Law no.28 of 1999 which concerned about State Administrators that are Clean from Corruption, Collusion and Nepotism as its states that

public service providers need to implement the principle of legal certainty, the principle of orderly state administration, the principle of legal interest and the principle of public interest; the principle of openness; the principle of proportionality; the principle of professionalism and the principle of accountability.

The detail focus on the performance from the bureaucracy in providing public services has become an actual discourse in the study of State administration recently and the concept of quality has become a "universal demand" and has become a very dominant factor in the success of an organization. The consequences from service quality to community satisfaction are data and information about the level of community satisfaction could obtained from the results of quantitative and qualitative received services from public service providers by comparing their expectations and needs. Public services are all service activities which carried out by public service providers to fulfill the needs of service recipients as well as in the context of implementing the provisions of laws and regulations (Decree of the Minister of Empowerment of State Apparatus Number 25 of 2004).

Service is the government's obligation to fulfill the rights of every citizen. To facilitate the delivery of government services to the community, a public service model is needed (Mindarti, Lely Indah, 2016). According to Jamaluddin & Yanhar (2016), to define a quality bureaucratic service, it has to following these characteristics: 1) Bureaucratic services 2) Service distribution 3) Decentralized and client oriented. In line with these characteristics, the government needs to emphasize several things, such as the government creating a competitive atmosphere in service delivery; The government is market-oriented, not bureaucratic; and a decentralized and more pro-active government.

In order to increase the improvement of public services, the government needs to carry out an assessment process to agencies which receive a lot of complaints from the community, this probably happen to the Class III Sunda Kelapa Harbourmaster and Port Authority (KSOP) Office. As public servants, certainly, the harbourmaster and Port Authority at Sunda Kelapa must to apply an excellent, effective and satisfactory service standards. Sunda Kelapa Class III Harbourmaster and Port Authority Offices have to started to implement a one-stop service (PSP) at the end of December 2018 and these PSP system was carried out based on approval from the Minister of Transportation and the Director General of Hubla so that all the services can be performed with one door at KSOP Sunda Kelapa.

However, Even though the Sunda Kelapa Class III Harbormaster and Port Authority Office have implemented a one-stop service, but it does not necessarily satisfy the community as service users. This could be seen from the phenomena which occur in the field, such as 1) services are less open and less responsive; 2) Rigid bureaucracy because there are many doors that should be passed to issue ship certificates at Sunda Kelapa office; 3) Officers are less friendly and tend to be impatient in serving and providing information to service users; 4) Lack of work coordination between employees themselves in the office environment; 5) The existing facilities which are inadequate, such as the internet network

which sometimes has problems; and 6) Human Resources, should be underlined that those employees are less professional in working and using existing online applications.

Derived from those existence of various phenomena and problems, the authors were interested in studying further by conducting research relates to service quality and standard operating procedures (SOP) for Issuance of Ship Certificates to the Service Users satisfaction at Sunda Kelapa Class III Harbourmaster and Port Authority Office.

## LITERATURE REVIEW

Quality is a dynamic condition which affects products, services, people, processes and environment that meet or exceed expectations (Tjiptono in Gunawan & Prasetyo, 2020). An Assessment from the service quality of a service company could be very high quality, mediocre or low which all depends on customer ratings. Even though management declared that its quality of service that provided by the company is good, but then the quality of services provided by service company still considered low (Wibisono & Khasanah, 2015). Furthermore, the results of this research shows that service quality has a positive affect to community satisfaction. Through this research, it was explained that 5 (five) dimensions of service quality according to Zeithaml et al such as reliability, responsiveness, assurance, empathy, and tangible (Wibisono, 2015). Standard operating procedures are work process guidelines that should be performed by every element of the company and agency (Sailendra, 2014). Every public service delivery need to meet its standard operating procedures for service and published as a guarantee of certainty for service recipients which will affect the satisfaction of the service recipient which is community (Nugroho, 2018). Furthermore, Mahmudi (2012) defined that things which need to be considered in standard public service procedures, including simplicity, clarity, timeliness, product accuracy, completeness of facilities and infrastructure, security, ease of access and convenience. Several previous research which had been declared that service quality has affects to community satisfaction (William et al., 2016; Gunawan & Prasetyo, 2016; Wibisono & Khasanah, 2016; Yuningsih, 2016), standard operating procedures affects the community satisfaction aswell (Nugroho, 2018; Najmi, 2017). In addition, Fardhani & Rahardjo (2011) were also proved that service quality and standard operating procedures have a simultaneous affect to the community satisfaction.

## Hypothesis

According to the literature review above, the authors creates some hypothesis in this following: 1) Service quality has a positive and significant affect to the community satisfaction at Sunda Kelapa Class III Harbourmaster and Port Authority Office; 2) Standard Operating Procedures of Service (SOP) have a positive and significant affect to the community satisfaction at the Sunda Kelapa Class III Harbourmaster and Port Authority Office; and 3) Service Quality and Standard Operating Procedures (SOP) simultaneously have a positive and significant affect to the community satisfaction at Sunda Kelapa class III Harbourmaster and Port Authority Office.

## RESEARCH METHODS

This research used quantitative field research of causality in order to prove a cause-and-effect relations of each variables. The variables of this research were included service quality and standard operating procedures as independent variables and community satisfaction as the dependent variable. The population and sample used are 50 respondents who are service users, shipping companies, and ship captains. The sampling technique used saturated sample because all populations are used as research samples (Sugiyono, 2016). The data collection technique was carried out through a questionnaire with Likert Scale which was distributed to all respondents which then analyzed by multiple linear regression to support the research hypothesis.

## FINDINGS AND DISCUSSION

The results from the instrument test shows that all research indicators were valid, this could be seen through the value of  $r\text{-count} > r\text{-table}$  (0.279). This instrument test result were also shows that all variables had a Cronbach's Alpha range between 0.881-0.931 Thus it is declared reliable. The normality test result which performed by K-S Test has shown that the Asymp value Sig.  $> 0.05$ , so it is declared that the data was normally distributed. The results from the multicollinearity test shows that the independent variable had a value of  $VIF < 10$  and tolerance  $> 0.1$ , so it could refers as free from multicollinearity problems. The results from the heteroscedasticity test through Glejser test showed that independent variable had a value  $> 0.05$  so it is said that the data were free from heteroscedasticity symptoms. The partial test shows that:

1. Service quality had a significantly positive affect to the community satisfaction, this proven by the value of  $t\text{-count} > t\text{-table}$  ( $2.090 > 1.678$ ) and the value of  $\text{Sig } 0.042 < 0.05$ . These results were confirmed the research by William et al (2016), Gunawan & Prasetyo (2016), Wibisono & Khasanah (2016) and Yuningsih (2016). This evidence said that through quality improvement in the quality of ship certificate issuance services, it is absolutely affect as an positive and significant to Service users satisfaction.
2. Standard operating procedures have a significantly positive affect to the community satisfaction, this proven by the value of  $t\text{-count} > t\text{-table}$  ( $4.382 > 1.678$ ) and the value of  $\text{Sig. } 0.000 < 0.05$ . These results were also in line with the research by Nugroho (2018), and Najmi (2017). This could be said that the higher the compatibility to the Standard Operating Procedures Service, the higher level of service users satisfaction.

**Table 1. The Results of Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	21,270	10,611		2,005	,051
SOP	,493	,113	,537	4,382	,000
Kualitas Layanan	,278	,133	,256	2,090	,042

Simultaneous test results shows that service quality and standard operating procedures have an impact to the community satisfaction with a amount effect of 50.5%, this evidenced

from the F-count > F-table ( $23.977 > 3.195$ ) and  $\text{Sig.} 0.000 < 0.05$  and the coefficient of determination was 0.505. These results were supported the research whom conducted by Fardhani & Rahardjo (2011). This viewed that about 50.5% of the variation that occurs in community satisfaction at One Stop Service Unit of KSOP Sunda Kelapa can be described by service quality and standard operating procedures.

**Table 2. Simultaneous Test Results**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1079,499	2	539,749	23,977	,000 <sup>b</sup>
	Residual	1058,021	47	22,511		
	Total	2137,520	49			

**Table 3. The results from the Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 <sup>a</sup>	,505	,484	4,745

## CONCLUSION AND SUGGESTION

Arranged from results of this research, it can be interpreted that: 1) There is a significantly positive affect which caused by service quality to the community satisfaction with service provide by Sunda Kelapa Class III Harbourmaster and Port Authority Office; 2) There is a significantly positive affect which caused by SOP to the Community satisfaction with services provide by the Sunda Kelapa Class III Harbourmaster and Port Authority Office; and 3) There is a simultaneously affect which occurs between service quality and SOP to the community satisfaction with services provide by the Sunda Kelapa Class III Harbourmaster Office and Port Authority office.

Elicited from these conclusions, the researchers tried to give some suggestions in an effort to maximize the service of an issuance of Ship Certificates at the Sunda Kelapa Class III Harbourmaster and Port Authority office: 1) Based on the research results stated from questionnaire which distributed to respondents, the lowest value at the service quality variable was at point 5, so it is recommended for KSOP Sunda Kelapa officers to be more consistent in providing services, stable and harmonious so as to create quality services as a whole for service users at the Sunda Kelapa port. 2) According to the research results written in questionnaire which distributed to respondents, the lowest value at the operational standard variable is on point 13, that provides a comfortable and clean waiting room at the Sunda Kelapa KSOP office therefore the service users do not feel bored while waiting for the service process. 3) Improve the competence of service officers in form of an incentive and continuous manner as needed, so that the service officers will have good skills, knowledge and discipline in delivering services. 4) Increase the information system related to standard operating procedures including procedures and requirements in the issuance of each product, Thus it would easily to access by service users at the Sunda Kelapa port.

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