

Village Community Satisfaction Index with Village Government Services

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ABSTRACT

According to Ministerial Regulation No. 14 of 2017 IKM is a tool to measure the level of community satisfaction as service users and improve the quality of public services. The purpose of this study was to measure the level of community satisfaction in the village. Calculation Method Satisfaction value is "weighted average value of each service element". The results showed that 9 indicators; Requirements have a very good value, Mechanisms and system procedures are not good, Time for completion of Kuang Good, Costs / Tariffs are very good, Product Specifications, Types of Service are very good, Competence of Implementers are very good, Behavior of Implementers is very good, Handling of complaints and suggestions is very good, facilities very good.

INTRODUCTION

The government system in Indonesia is divided from the central government and local government, even to the village government. Provincial government, city district level, sub-district level and sub-district/village level. Kelurahan is the smallest government unit at the village level, in the context of regional autonomy in Indonesia, the village is a work area led by a village head as a work tool for the kelurahan area. In the perspective of public service delivery, the new public management paradigm has been recognized as useful in an effort to understand quality services that lead to user satisfaction. Both service quality and customer satisfaction have been identified as closely related to the expectations of service users. Pramuditha, (2021) examines the most important role of the dimensions of the quality of services provided that can increase service user satisfaction. The results showed that from the five dimensions of service quality, it was revealed that only physical evidence and guarantees had an important influence on the satisfaction of E-KTP service users in West Bogor District.

In economic theory, a person's satisfaction in consuming an item is called utility or use value. Satisfaction in conventional terminology is defined as the fulfillment of physical needs (Risnayanti, 2022; Nasution, 2017; Susanti, 2014). The Community Satisfaction Index (IKM) according to Ministerial Regulation No. 14 of 2017 is to measure the level of community satisfaction as service users and improve the quality of public service delivery. According to Umar (2015: 65) that community satisfaction is the level of consumer feelings after comparing what they receive and their expectations. Community satisfaction is the result of public opinion and assessment of the services provided by public service providers. It is customer satisfaction that can be used as a barometer in measuring success in the service of Lijan Poltak S, in Arif Tamimi Pasaribu (2021:8).

Satisfaction is an attitude that is decided based on the experience gained. Research is urgently needed to prove the presence or absence of previous expectations which are the most important part of satisfaction (Rahmawati et al., 2021). Satisfaction is driven by community demands for increasing service quality. Satisfaction is now an important thing for all types of organizations and is not an option because companies that are not able to meet customer satisfaction will gradually be left behind. According to Irawan, et al., (2019:36) that satisfaction is a long-term strategy in retaining customers and requires the support of all lines within the company. All efforts made by internal elements of the organization have one goal, namely to serve and provide satisfaction for customers.

Customer satisfaction and loyalty are the most important things in running a business (Anggriani, 2022; Wahyuni, 2022; Muh. Afta Noer, 2022). Sumarwadji et al., (2021) examine the quality of public services on community satisfaction, indicators, responsiveness, assurance, and empathy have a positive and significant effect on people's satisfaction. Public service providers must have service standards, and be announced as a guarantee of certainty to the public.

Service standards are standard measures in the implementation of public services that must be obeyed by service providers and or recipients.

METHODOLOGY

Sampling Method

The population in this study was 110 respondents based on data in the field, and made in the form of a twig scale according to the measurement scale used. The number of respondents is in accordance with the number of respondents required in Government regulations No. 14 Year 2017. The sample in this study was 110 respondents from the community / service residents in Rena Panjang Village, Seluma Regency. The sampling technique is accidental sampling, which is selecting every member of the population who happens to meet (Sugiyono, 2013: 85).

Method of Collecting Data

a. Observation

According to Sugiyono (2015:137) that observation is a systematic and selective way of observing an interaction or phenomenon that is happening. The technique is done by observing and recording the object under study, to obtain accurate and relevant data according to the needs of the researcher.

b. Questionnaire

Questionnaires were used to collect data on community satisfaction by asking people to state how they behaved.

Table 1. Likert Scale of Community Satisfaction Index

No	Code	Nilai
1	Not Good (TB)	1
2	Not Good (KB)	2
3	Good (B)	3
4	Very Good (SB)	4

Analysis Method

The selection of data analysis used was descriptive qualitative analysis using the IKM (Community Satisfaction Index) formula to answer the questionnaire on Service Quality Analysis at the Rena Panjang Village , Seluma Regency. The data obtained from the results of the questionnaire were then processed using the IKM formula. The results of collecting assessment data from the questionnaire for the service unit of the Rena Panjang Village , Seluma Regency in the worksheet:

Table 2. Worksheet

No. Responden	U1	U2	U3	9
1					
2					
.....					

Values are calculated using a "weighted average" of each service element. In this research, data management is carried out by means of "weighted average value of each service element". In calculating the Community Satisfaction Index in Permenpan No. 14 of 2017, against 9 elements, namely:

$$\text{Weight Average Value} = \frac{\text{Total weight}}{\text{Number of elements}} \dots\dots\dots(1)$$

To obtain the service unit IKM, a weighted average value approach is used with the formula:

Community Satisfaction Index = IKM (Indeks Kepuasan Masyarakat)

$$= \frac{\text{Total of Perceived Value per Element}}{\text{Total Elements filled}} \times \text{Weighted Value} \dots\dots\dots(2)$$

Interpretasi penilaian IKM antara rentang nilai 25-100, hasil penilaian rata-rata tertimbang (weighted NRR) 25, dengan rumus sebagai berikut:

$$\sum \text{IKM Service} \times 25 \dots\dots\dots(3)$$

The following is a table of perception values, IKM conversion intervals, service quality and service unit performance used in compiling the IKM index.

Table 3. Perception Value, IKM Interval, IKM Conversion Interval, Service Quality and Service Unit Performance

Perception Value	Interval Value (NI)	Conversion Interval Value (NIK)	Service Quality (x)	Service Unit Performance (y)
1	1,00 - 2,5996	25 - 64,99	D	Not good
2	2,60 - 3,064	65,00 - 76,60	C	Not good
3	3,0644 - 3,532	76,61 - 88,30	B	Well
4	3,5324 - 4,00	88,31 - 100,00	A	Very good

RESULTS

Characteristics of Respondents

Characteristics of respondents in the study were grouped by gender, age, education, and profession in Figure 1.

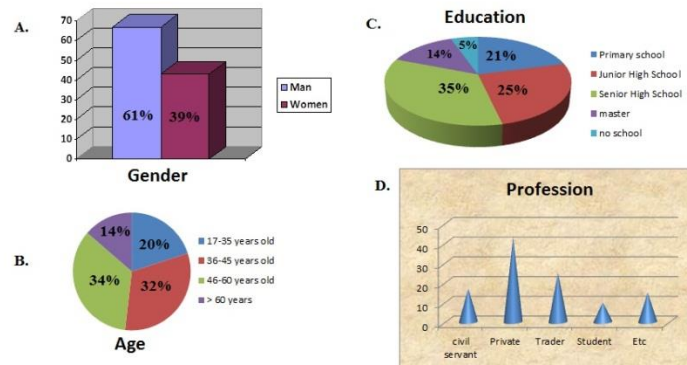


Figure 1. Characteristics of Respondents by Gender (A), Age (B), Education (C), Profession (D)

Most of the respondents were male, aged between 36 and 45 years, the majority of respondents had a high school education, and most of the respondents were in the private sector.

Community Satisfaction Index Analysis

Analysis of the Community Satisfaction Index in the Services of the Rena Panjang Village, Seluma Regency based on the Ministerial Regulation No. 14 of 2017 which includes 9 indicators in table 3.

Table 4. Assessment of Community Satisfaction with 9 Indicators

No	Indicator	Average value	SMI Interval Value	Service Quality	Performance
1	Requirements	3.75	93.75	A	Very good
2	Systems, mechanisms and procedures	3.04	76.00	C	Not good
3	Completion time	3.05	76.25	C	Not good
4	Fees/Tariffs	3.84	96.00	A	Very good
5	Product Specification Service Type	3.75	93.75	A	Very good
6	Implementing Competence	3.76	94.00	A	Very good
7	Implementing Behavior	3.52	88.00	B	Well
8	Handling complaints suggestions and input	3.76	94.00	A	Very good
9	Means	3.73	93.25	A	Very good

The results of the value per element are then processed to get the overall IKM value. The average value per service element is multiplied by 0.25.

Table 5. Weighted Average Value per Service Element

No	Service Element	Average value	Weighted Valueg	Weighted Average Score
1	2	3	4	(3 x 4)
1	Requirements	3.75	0.25	0,94
2	Systems, mechanisms and procedures	3.04	0.25	0,76
3	Completion time	3.05	0.25	0,76
4	Fees/Tariffs	3.84	0.25	0,96
5	Product Specification Service Type	3.75	0.25	0,94
6	Implementing Competence	3.76	0.25	0,94
7	Implementing Behavior	3.52	0.25	0,88
8	Handling complaints suggestions and input	3.76	0.25	0,94
9	Means	3.73	0.25	0,93
	Value of Satisfaction Index (IKM)			80.50

Based on the table above, the overall value of the Community Satisfaction Index (IKM) for service quality at the Rena Panjang Village , Seluma Selatan District, Seluma Regency is 80.50 with service quality B and service assessment is good because it is in the interval value of 76.61 - 88.30. (the value of 80.50 is in B which means good) This shows that the people who receive services from the Rena Panjang Village, Seluma Regency are good based on the results of the study.

DISCUSSIONS

After the analysis, the Community Satisfaction Index towards the Services of the Rena Panjang Village, Seluma Regency based on the Minister of Administrative Decree No. 14 of 2017 are as follows: Requirements at the Rena Panjang Village, Seluma Regency on the IKM conversion value element of 93.75, with the "Very Good" category. So, this shows that the community is satisfied with the service requirements provided at the Rena Panjang Village, Seluma Regency, but there are still people who think the requirements are not in accordance with the service rules, it is necessary to continue efforts to improve the ease of public services in the community. Rena Panjang Village , Seluma Regency in the future.

Service systems, mechanisms and procedures at the Rena Panjang Village, Seluma Regency on the element of the IKM conversion value of 76.00, with the category "Not Good". So, this shows that the community is not satisfied with the system, mechanism and service procedures provided by the Rena Panjang Village, Seluma Regency, because there are still people who think that the service system, mechanism and procedure are still convoluted, slow and so on. So it is necessary to make strategic efforts to improve this at the Rena Panjang Village, Seluma Regency for the community in the future.

The service completion time at the Rena Panjang Village, Seluma Regency on the element of the IKM conversion value of 76.25, with the "Less Good" category. So, this shows that the community is not satisfied with the completion time of services provided by the Rena Panjang Village, Seluma Regency, for reasons of leave, illness and so on. In the future, it needs to be maximized again in providing completion time at the Rena Panjang Village Seluma Regency. The fees/rates set by the Rena Panjang Village, Seluma Regency in implementing the program can be said to be in accordance with community expectations. The results showed that the IKM conversion value element was 96.00 with the "Very Good" category. However, people who think that fees/tariffs are still less transparent are set, it is necessary to make efforts to be open in terms of administrative financing.

Product specifications for the type of service from the Rena Panjang Village, Seluma Regency in carrying out the program can be said to be in accordance with community expectations. The results showed that the IKM conversion value element was 93.75, with the "Very Good" category. However, there are still people who think that the product specifications for the type of service are not optimal with the product specifications for the type of service specified, so it is necessary to make efforts to continue to improve the ease of service of the Rena Panjang Village, Seluma Regency in serving the community in the future. The competence of implementing the Rena Panjang Village, Seluma Regency, the community is satisfied with the services provided with an IKM conversion value element of 94.00, with the "Very Good" category. To further maximize the competence of service implementers at the Rena Panjang Village, Seluma Regency, it is necessary to make new breakthroughs in increasing competence in serving the community in the future.

The behavior of the implementers of the Rena Panjang Village, Seluma Regency can be said to be in accordance with community expectations. The results showed that the IKM conversion value was 88.00 with the "Good" category. Therefore, it is necessary to make continuous efforts to improve services in serving the needs of the next community for the better. The handling of complaints, suggestions and input at the Rena Panjang Village, Seluma Regency can be said to be in accordance with community expectations. The results showed that the IKM conversion value was 94.00 with the "Very Good" category. Even though it has been very good, the village government must accept suggestions and criticisms from the community on what needs to be improved in the future.

Facilities at the Rena Panjang Village, Seluma Regency are in accordance with community expectations. The results showed that the IKM conversion value was 93.25 with the "Very Good" category. Even though it has improved, it is necessary to make continuous efforts to improve integrated service facilities in the community. In line with Sianta's research in 2020 with the title "Analysis of the Community Satisfaction Index (IKM) in Public Services at the Sidomulyo Village office, Bengkulu City", that the measurement of the Community Satisfaction Index (IKM) value is based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 14 of 2017, both showed that the results of the Community Satisfaction Index (IKM) were improving at the Rena Panjang Village, Seluma Regency in terms of providing services. Based on the results of the study,

it shows the Community Satisfaction Index (IKM) at the Rena Panjang Village, Seluma Regency with a value of 80.50 with good service quality (B), because it is in the interval value of 76.61 - 88.30, that the community is satisfied with services provided by village government officials.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion on the Level of Community Satisfaction with Services at the Village Office, according to Ministerial Regulation No. 14 of 2017 which consists of 9 elements:

1. Requirements at the Rena Panjang Village, Seluma Regency on the element of the IKM conversion value of 93.75, with the "Very Good" category. This shows that the community is satisfied with the service requirements provided.
2. The service system, mechanism and procedure at the Rena Panjang Village, District, Seluma Regency on the element of the IKM conversion value of 76.00, with the category "Poor". Because there are still people who think that the service system, mechanism and procedure are still convoluted, slow and so on.
3. The completion time of services at the Rena Panjang Village, Seluma Regency on the element of the IKM conversion value of 76.25, with the "Unfavorable" category. So, this shows that the community is not satisfied with the completion time of the services provided by the Rena Panjang Village, Seluma Regency.
4. The fees/rates set by the Rena Panjang Village, Seluma Regency in implementing the program can be said to be in accordance with community expectations. These results indicate an IKM conversion value element of 96.00, with the "Very Good" category.
5. Product specifications for the type of service from the Rena Panjang Village, Seluma Regency in carrying out the program can be said to be in accordance with community expectations. The results show the IKM conversion value element is 93.75, with the "Very Good" category.
6. The competence of implementing the Rena Panjang Village, Seluma Regency, the community is satisfied with the services provided with an IKM conversion value element of 94.00, with the "Very Good" category.
7. The behavior of the implementers of the Rena Panjang Village, Seluma Regency can be said to be in accordance with community expectations with the results of the IKM conversion value of 88.00 with the "Good" category.
8. The handling of complaints, suggestions and input at the Rena Panjang Village Seluma Regency can be said to be in accordance with community expectations. The results showed that the IKM conversion value was 94.00 with the "Very Good" category.
9. Facilities at the Rena Panjang Village, Seluma Regency are in accordance with community expectations. The results showed that the IKM conversion value was 93.25 with the "Very Good" category.

FURTHER STUDY

This study has limitations on the number of respondents who are still small, and calculate satisfaction only on the concept of government regulations. Further research can include indicators of customer satisfaction outside of these nine indicators.

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