

## Perceptions Of Community Satisfaction With The Performance Of Bungo District Government Services

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**Abstract:** Quality public service is the dream and hope of the community so that it becomes a strategic agenda for the priority of the Bungo Regency Government which needs to be continuously improved in a gradual and sustainable manner. In addition, the measurement of community satisfaction with the performance of the Bungo Regency Government is a form of responsibility of the Bungo Regency Government in realizing clean and authoritative governance.

The purpose of this study was to see the level of community satisfaction with the performance of Bungo Regency government services, especially in education, health, economic and infrastructure services in Bungo Regency. The sample used in this research was 383 respondents with sample distribution using the Proportioned Sampling method.

The research results show that in general, the community satisfaction index in Bungo Regency is in category B (Good), meaning that people are satisfied with public services in Bungo Regency. And education services are rightly the first priority in development in Bungo Regency.

**Key Words:** Public Services, Government Performance, Community Satisfaction.

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### I. Introduction

The public sector management paradigm, especially the government bureaucracy, strives to be as efficient and effective as possible so that it can move flexibly in following the demands of society and changing times. This has resulted in reforms in the government apparatus which demands the realization of accountability of government agencies as a manifestation of the obligation to take responsibility for the success or failure of implementing the agency's mission and vision.

This was confirmed by the issuance of Law Number 23 of 2014 concerning Regional Government. The freedom of authority given to regional governments naturally requires synergy between performance and transparency in financial management. So that efforts to realize the principles of good government or often known as Good Governance, in carrying out institutional and bureaucratic tasks owned by the government are an inseparable part of the bureaucratic reform that is aspired to (Halim, 2020)(Parwoto & Halim, 2020).

In an effort to improve quality public services, including in the regions, the Central Government through the Ministry of Administrative Reform issued Menpan Decree Number 63 of 2003 concerning General Guidelines for the Implementation of Public Services. This decision mandates all government institutions, both at the central and regional levels, to conduct a Community Satisfaction Index (IKM) survey as a measure of the success of service delivery. As a follow-up to this regulation, the Ministry of State Apparatus Empowerment has established General Guidelines for Preparing a Community Satisfaction Index based on Menpan Decree No. 14 of 2017. This decision is a reference for central and regional governments to evaluate the implementation of public services as well as a tool to improve public service performance. In this regard, public satisfaction is a measure for assessing the quality of public services. Furthermore, IKM is one of the benchmarks for the success of the Bureaucratic Reform Program as stated in the Circular Letter of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number: 4/M.PAN-RB/03/2012 concerning Implementation of the Community Satisfaction Index (IKM) Survey in All Units Public Service Organizer.

To improve and increase the quality of public services, one way is to carry out regular evaluations to assess the performance of services provided by various Organizational Units/Regional Apparatus. This also

needs to be done by the Bungo Regency Government. Quality public services are the dreams and hopes of community members, so they have become a strategic agenda for the Bungo Regency Government's priorities which need to continue to be improved gradually and sustainably. Therefore, in 2022 the Bungo Regency Government will carry out a Community Satisfaction Index Survey with Bungo Regency Government Services.

Objective information regarding the level of citizen satisfaction with Bungo Regency Government services is very necessary. This information is feedback from the results of government administration and development that have been implemented by the Bungo Regency Government. In this way, the Bungo Regency Government, through the IKM Survey on services, can continue to provide quality public services for citizens in the future.

The Community Satisfaction Index Survey with Bungo Regency Government Services was also carried out as a form of the Bungo Regency Government's responsibility in realizing clean and dignified government administration, while fully supporting efforts to accelerate Bureaucratic Reform and Governance as a national development priority.

## **II. Literature Review**

Public services are often seen as a representation of the existence of government bureaucracy, because they are in direct contact with the demands of community needs. The philosophy of public service places the people as subjects in government administration (Belrhiti et al., 2020). This means that the services provided by the government must prioritize service to the community. This is reinforced by the principle of catalytic government, which means that government officials in providing public services act as catalysts, providing convenience and smoothness, so that people experience maximum service and they feel satisfied with service performance.

In general, satisfaction is a person's feeling of joy or disappointment that arises after comparing the product's performance with the desired results (Kotler, Philip & Armstrong, 2016). If performance meets expectations, then customers will be satisfied. If performance exceeds expectations, then customers will feel very satisfied. Meanwhile, Jacobalis in (Astiena et al., 2015) states that satisfaction is a feeling of relief or pleasure because expectations about something are fulfilled. Based on these two opinions, satisfaction can be interpreted as the level of someone's feelings after comparing perceived performance with expectations. Meanwhile, community satisfaction is the opinion of the community in obtaining services from public service providers by comparing their expectations and needs (Kepmen PAN Number 14 of 2017).

To measure public satisfaction, attributes are used which contain how the public assesses a product or service from the customer's perspective. According to (Panorama & Sector, 2018), community satisfaction can be measured through the attributes that form satisfaction which consist of:

1. Value to price relationship. The relationship between the price set by a business entity to be paid and the value/benefits obtained by society.
2. Product value is an assessment of the quality of the product or service produced by a business entity.
3. Product benefit is the benefit that society obtains from consuming products produced by business entities.
4. Product features are certain features or characteristics that support the basic function of a product so that it is different from products offered by competitors.
5. Product design is the process of designing the appearance and function of a product.
6. Product reliability and consistency is the accuracy and reliability of products produced by a business entity.
7. Range of products or services is the type of product or service offered by a business entity.

Meanwhile, according to Kep./14/M.PAN/2/2017, there are 14 elements that are "relevant, valid and reliable", as minimum elements that must be present as a basis for measuring the community satisfaction index, namely:

1. Service Procedures, namely the ease of the service stages provided to the public in terms of the simplicity of the service flow.
2. Service Requirements, namely the technical and administrative requirements needed to obtain services according to the type of service.
3. Clarity of service personnel, namely the existence and certainty of officers providing services.
4. Discipline of service officers, namely the seriousness of officers in providing services, especially regarding the consistency of working hours in accordance with applicable regulations.
5. Responsibility of service officers, namely clarity of authority and responsibility of officers in administering and completing services.
6. Ability of service officers, namely the level of expertise and skills possessed by officers in providing or completing services to the community.
7. Speed of service, namely the target time for service to be completed within the time determined by the service delivery unit.

8. Fairness in receiving services, namely the implementation of services without differentiating between the groups/status of the people served.
9. Politeness and friendliness of officers, namely the attitude and behavior of officers in providing services to the public in a polite and friendly manner and respecting each other.
10. Reasonableness of service costs, namely the community's affordability of the costs set by the service unit.
11. Certainty of service costs, namely the conformity between the fees paid and the fees that have been determined.
12. Certainty of the service schedule, namely the implementation of service times, in accordance with established provisions.
13. Environmental comfort, namely the condition of service facilities and infrastructure that are clean, neat and orderly so that they can provide a sense of comfort to service recipients.
14. Service security, namely ensuring the level of security in the environment of the service unit or the facilities used so that people feel calm about getting services against the risks resulting from the implementation of services.

### **III. Method**

This study was carried out by conducting a quantitative survey through a structured questionnaire with the components: Education Services, Health Services, Economic Services. As well as Infrastructure Services. This research also conducted a survey in the form of open questions to the community to obtain the community's opinion on the development problems faced by the Bungo Regency Government and which need to be prioritized to be addressed. Open questions are asked to obtain community assessments and opinions regarding local government programs.

Respondents were selected randomly according to the area coverage of each service unit. To meet the accuracy of the index compilation results, respondents were selected in accordance with the existing provisions in the Morgan and Krejcie sample table, namely 383 respondents with a sample distribution using the Proportioned Sampling method

The number of indicator samples is  $383 \times 4$  indicators = 1532 samples spread across all sub-districts in Bungo Regency, using the sampling method with return.

### **IV. Results and Discussion**

#### **A. Education Services**

In accordance with the Vision and Mission of Bungo Regency for 2021-2026, in general there are four leading development priorities in Bungo Regency, the first is "Making Bungo Regency an Education Center". This means making Bungo Regency a region that has the ability to manage human resource potential through formal educational institutions based on local wisdom and the development of cultural values that are recognized for their diversity, so as to form a region that is progressive in education. The educational facilities that support Bungo Regency as an education center are marked by the growth of educational institutions starting from PAUD, SD/MI, SMP/MTS, SMA/SMK/MA schools as well as the establishment of 7 (seven) Higher Education Institutions.

Conceptually, quality education can be indicated as an educational service that is capable of producing educational output that meets the demands of society. In this case, Sukamto (1998) put forward a client-oriented educational quality paradigm which is defined as a measure of the extent to which the school's programs and output have met the needs and expectations of clients. In this case, there are three things that education providers need to understand to meet client needs and expectations, namely: (1) what are the client's needs; (2) how to find out client needs; and (3) what makes them satisfied.

After calculating the number of respondents' answers, data processing is then carried out to calculate the Community Satisfaction Index (IKM) and IKM Conversion to determine Service Quality and be able to conclude Service Performance.

The highest IKM score in statement item 13 is good service performance, namely 3.04 with a conversion value of 76.04 regarding environmental comfort in educational services. This reflects that respondents as service recipients are satisfied with the comfort of educational environment services. From empirical evidence in the field, we can see that the value of the Gross Enrollment Rate (APK) for PAUD, SD/MI, SMP/MTS, SMA/SMK/MA has increased, including at the Higher Education level. The community feels satisfied and comfortable sending their children to school within the Bungo Regency environment.

The lowest score for Educational Services is item 4, namely 2.90 with an IKM conversion value of 72.39, but it is still in the Good IKM Performance category. This statement relates to the discipline of service providers in educational services. Even though of all the items this value is the lowest, it can be concluded that respondents are satisfied with the discipline of employees in education services.

The overall IKM score for all items in Education Services obtained was 2.96 which was converted to 74.07. This means that the quality of service in the education sector in Bungo Regency is B, so it can be concluded that the performance of education services in Bungo Regency is good. This means that overall respondents feel satisfied with education services in Bungo Regency and support Bungo Regency as an education center.

## **B. Health Services**

Health development is essentially an effort carried out by all components of the Indonesian nation which aims to increase awareness, will and ability to live healthily for everyone in order to achieve the highest level of public health, as an investment for the development of socially and economically productive human resources. .

In accordance with the Vision and Mission of Bungo Regency for 2021-2026, the second leading development priority in Bungo Regency is "Making Bungo Regency a Health Center". This means making Bungo Regency a region that has the ability to implement integrated health services and referral centers, so that they can be accessed by the community and other nearby areas. Health Service Facilities that support Bungo Regency as a health center include Village Health Posts/Subsidiary Health Centers/Puskesmas; the establishment of a class B Regional General Hospital and 2 Private General Hospitals and 1, Mother and Child Hospital; there are 16 clinics, 31 independent practices and 20 dental practices; and d) There are 2 Health Laboratories with PCR KIT (Polymerease Chain Reaktion) and BSC (Biosafety Cabinet) Level 2 and other health services.

After calculating the number of respondents' answers, data processing is then carried out to calculate the Community Satisfaction Index (IKM) and IKM Conversion to determine Service Quality and be able to conclude Service Performance.

The highest IKM score is in statement item 14 which is good service performance, namely 3.03 with a conversion value of 75.65 regarding service security in health services. This reflects that respondents as service recipients are satisfied with the security of services in health services. From empirical evidence in the field, we can see that the growth of health service facilities in Bungo Regency is felt by the community in general and respondents in particular, namely that they feel satisfied and feel safe when receiving services. The sense of security that is meant includes being safe with the medicines given by medical staff, safe when they carry out examinations, safe when doing outpatient treatment and safe when they have to be hospitalized in a hospital or health center, safe to reach health facilities in their environment and so on. .

The lowest score for Health Services is item 12, namely 2.85 with an IKM conversion value of 71.28, but it is still in the Good IKM Performance category. The points of this statement relate to the suitability of costs and benefits received from Health Services, so this should be of concern to local governments. Several respondents stated that the cost of obtaining health facilities in Bungo Regency was still relatively expensive, because respondents often did not immediately become healthy when seeking treatment at hospitals or community health centers owned by the regional government. It's different when they go to a private hospital or doctor's practice for treatment, where the costs are more expensive but the quality of the medicine given is considered better. Although of all the items this value is the lowest, it can be concluded that respondents are satisfied with the suitability of costs and benefits received from health services.

The SME value obtained was 2.91 which was converted to 72.80. This means that the quality of services in the health sector in Bungo Regency is B, so it can be concluded that the performance of health services in Bungo Regency is good.

Apart from the respondents' perceptions in answering the questionnaire, several things empirically found in the community in the health sector are the problem of mortality rates for pregnant and postpartum women which still fluctuate every year and stunting rates for toddlers which tend to be high. One of the causes is the lack of adequate nutrition for pregnant women and toddlers. Cases of maternal death and stunting often occur in areas with low economic conditions. As a result of declining agricultural and plantation prices, the Farmer's Exchange Rate (NTP) is low and people's purchasing power for nutritional needs is also low. So this needs to be a concern for the regional government of Bungo Regency.

## **C. Economic Services**

In accordance with the Vision and Mission of Bungo Regency for 2021-2026, the top priority for development in Bungo Regency, the third is "Making Bungo Regency an Economic Center". This means making Bungo Regency a region that has economic activities in the field of trade and services through development, development and expansion of economic activities from the upstream to downstream sectors supported by providing incentives for investment.

Supporting facilities for Bungo Regency as an economic center include: there are 4 traditional markets and 47 village markets; there are 8,904 MSMEs, 2,268 Small and Medium Industries and 22 Large Industries;

there are 3 3 star class hotels, 1 2 star class hotel and 26 jasmine class hotels; there are 4 state-owned banks, 1 state-owned bank and 11 state-owned banks; there are 181 eating places/restaurants; there are land and air transportation services, personal care services, housing services, communication services, recreation and entertainment services, business and professional services, and others.

After calculating the number of respondents' answers, data processing is then carried out to calculate the Community Satisfaction Index (IKM) and IKM Conversion to determine Service Quality and be able to conclude Service Performance.

The highest IKM score is in statement item 14 which is good service performance, namely 3.01 with a conversion value of 75.33 regarding service security in economic services. This reflects that respondents as service recipients are satisfied with the security of services in economic services. From empirical evidence in the field, we can see that the sense of security among economic actors has led to an increase in the establishment of micro, small and medium businesses. Empowerment of Micro, Small and Medium Enterprises (MSMEs) is very important and strategic in anticipating the future economy, especially in strengthening the structure of the national economy. The current national economic crisis has greatly affected national, economic and political stability, the impact of which has resulted in large business activities becoming increasingly worse, while MSMEs and cooperatives are still relatively able to maintain their business activities.

The lowest score for Economic Services is item 7, namely 2.82 with an IKM conversion value of 70.50, but it is still in the Good IKM Performance category. The point of this statement relates to the speed of service in Economic Services, so this should be of concern to the regional government. Several respondents stated that the speed of service in Economic Services was not optimal according to respondents' expectations. This happens when respondents apply for business permits, investment permits or other permits. In order to face changes in the economic structure in Bungo Regency which has shifted to the trade, industry and service sectors, of course it is necessary to pay attention to improving services and facilities that are fast and responsive for investors who wish to invest. Therefore, licensing services are one of the keys to successful development. Fast and good issuance of licensing documents will be a special attraction for investors to invest in Bungo Regency. Even though of all the items this value is the lowest, it can be concluded that respondents are satisfied with the speed of service in Economy Services.

The SME value obtained was 2.90 which was converted to 72.57. This means that the quality of service in the economic sector in Bungo Regency is B, so it can be concluded that the performance of economic services in Bungo Regency is good.

#### **D. Infrastructure Services**

The leading priority for development in Bungo Regency, the fourth is "Sustainable Infrastructure Development". This means making Bungo Regency a region that has a sustainably connected infrastructure network to support distribution, transportation and economic activities that are competitive and marketable. Sustainable infrastructure development to support distribution, transportation and the economy, including: Muara Bungo Airport with Domestic Airport Category and Class III Airport Class; Bus Terminal category terminal type A; Location of the Integrated Transmigration Area, namely the Independent Integrated City (KTM) Bathin III Ulu; Bungo Regency Road which is connected to the Trans Sumatra Road; Farming Business Roads, Irrigation and Reservoirs as Agricultural Facilities and others.

After calculating the number of respondents' answers, data processing was then carried out to calculate the Community Satisfaction Index (IKM) and IKM Conversion to determine Service Quality and to conclude Service Performance.

The highest IKM score is in the 9th statement item which is good service performance, namely 2.89 with a conversion value of 72.13 regarding politeness and friendliness of service staff in infrastructure services. This reflects that respondents as service recipients are satisfied with the politeness and friendliness of service staff in infrastructure services. From empirical evidence in the field, public satisfaction with infrastructure services related to the politeness and friendliness of officers is found in the areas of services to residential environments and communication and information services.

The lowest value for Infrastructure Services is item 7, namely 2.49 with an IKM conversion value of 62.34 in the Poor IKM Performance category. The point of this statement relates to the speed of service in Infrastructure Services, so this should be of concern to local governments. Several respondents stated that the speed of service in Infrastructure Services was not optimal and did not meet respondents' expectations. The large number of damaged roads and lack of road maintenance hinders people from carrying out their daily activities. Especially if it is related to economic activities and the distribution of goods, the presence of damaged roads will increase the costs of distributing goods. Another thing expressed by respondents regarding the speed of infrastructure services is the lack of optimal waste management, especially in city areas.

From Table 4.3.4 above, the IKM value obtained is 2.69 which is converted to 67.35. This means that the Quality of Service in the Infrastructure sector in Bungo Regency is B so it can be concluded that the

Performance of Infrastructure Services in Bungo Regency is Good. However, the response to Infrastructure Services has the lowest value compared to the other three Development Service priorities.

Infrastructure is another important aspect that needs to be considered in the context of implementing development. Transportation infrastructure plays a role in connecting one region and another, which includes a network of roads and bridges and their accessories, water infrastructure and waste management infrastructure including irrigation, clean water and sanitation networks, building infrastructure and energy infrastructure. The existence of good infrastructure greatly influences every activity in Bungo Regency. With the smoothness obtained from good infrastructure, it is hoped that health services and the economy will become more effective and efficient.

Facts in the field and several empirical studies state that the problem occurs because of a mismatch between development planning and real conditions on the ground which is caused by the complete non-implementation of spatial planning in Bungo Regency. The problem is described as follows:

- a) The entire area does not yet have access to quality infrastructure.
- b) Facilities and infrastructure supporting infrastructure are not evenly distributed.
- c) Control over space utilization is not yet optimal.
- d) Development planning has not been integrated with bordering areas.
- e) Lack of compliance with spatial planning regulations.

## **V. Conclusion**

The research results show that in general, the community satisfaction index in Bungo Regency is category B (Good), meaning that people are satisfied with public services in Bungo Regency. And education services are rightly the first priority in development in Bungo Regency.

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