

The Community Satisfaction Index (CSI) Toward Public Service in Department of Population and Civil Registration in Sarolangun Jambi Province, Indonesia

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Abstract

This study aimed to determine how the Community Satisfaction Index toward service in the Department of Population and Civil Registration in Sarolangun. This study used observation, documentation and questionnaires used interval scale as the research models. The samples used were 150 respondents. The method used was descriptive qualitative. The results showed that the Community Satisfaction Index, which consisted of 14 service elements produced respondents' perception on average were satisfied. Unsatisfied indicators of statements were in number 4, 6, 7 and 12. The highest indicator of satisfaction index was in service procedures indicator with NRR 3.15 or obtained in easy category. While the lowest indicator of satisfaction index was in the certainty of service schedule indicator with NRR 2.06 or obtained in less timely category.

Keywords

Index, Satisfaction, Community, Service

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1. Introduction

The law of Republic of Indonesia No. 25 in 2000 concerning the National Development Program says that it is necessary to prepare a study on the community satisfaction and to develop Community Satisfaction Index (CSI) as a benchmark to assess the level of service quality. The law No. 22 in 1999 on Regional Government which is updated with the enactment of Law No. 32 in 2004, which has a philosophy to provide the equalization of public services and to get closer, and to improve community access to public services through the delegation of the organization's affairs to the Regional Government.

Service quality can be improved through service quality elements/ determinants. According to Lovelock & Wright (2007), five elements determine service quality; tangible,

empathy, reliability, responsiveness, and assurance or certainty.

Stand firm of CSI has done many studies on various government offices or other public service agencies. The study on Community Satisfaction Index (CSI) conducted by Sukamti and Utomo (2015) concluded that the health services provided by health center of Kalicacing measured by indicators of community satisfaction index has been implemented very well.

Hariany and Matondang (2014) in their study concluded that measurement of Community Satisfaction Index (CSI) showed service quality provided by health center XXX was not good enough, based on the average value of each element of the service unit in that health center.

Department of Population and Civil Registration, under the

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laws of its foundation through the Regional Regulation No. 03 in 2008, by the enactment of governmental regulations of Republic of Indonesia No. 41 Year 2007 concerning on the Regional Organization, Organizational Structure and Working System of Regional Technical Institute in Sarolangun is no longer appropriate and contradicts with higher laws that need to be perfected. By means of regional regulation, it was established Regional Technical Institute in Sarolangun, which called as the Department of Population and Civil Registration in Sarolangun. Furthermore, the new scaled back again through regent regulation No. 21 in 2008, it contains details Principal Duties and Functions of the Department of Population and Civil Registration in Sarolangun.

To improve the quality of public services, especially the Civil Administration, the government has issued relevant regulation. The regulation is the Decree of the state minister for Administrative Reform No. 81 in 1993 on Guidelines for Public Service Management. To further encourage the commitment of government officials towards improving service quality, then it is published the Instruction No. 1 in 1995 on Reparation and Quality Improvement of Governmental Personnel Services to the community, later became the Act; the issuance of Law No. 25 in 2009 on Public Service. The existed regulations indicated strong commitment from the government to constantly improve public services in order to meet public expectation.

Department of Population and Civil Registration in Sarolangun consists of four service areas; the civil Registration, the Civil Registry, Published Civil Administration, and data processing and information. Those services provided are services in the field of civil administration such family card, Identity Card, and birth certificate, death certificate, Marriage Deed, Divorce Deed, and Parenting Deed/ Kids Endorsement. During 2015, the number of Civil Administration publication is 32. 461 units with details; 9319 identity cards, 12. 554 family card, 10,550 birth certificate, 32 marriage deeds and 6 death certificates.

The law No. 25/2009 on public services stated that public service is a basic constitutional rights of citizens. However, until now the issues of public services in Indonesia still have many problems, ranging from the issue of expensive fee in education and health that covers up access to vulnerable groups until the issue of the convoluted documents even though it is part of the citizens' right to gain identity admission as citizen. In addition to the convoluted procedure due to rigid bureaucracy, the behavior of unscrupulous profiteers, hostile / unfriendly, and timeliness of service influenced service quality as well as the slow process of making identity card and family card in which often crossed the line with the date target of service set.

Research Formulation

How is the value of the Community Satisfaction Index (CSI) in Department of Population and Civil Registration in Sarolangun in Jambi Province?

Research purpose

To know and analyze the Community Satisfaction Index in Department of Population and Civil Registration in Sarolangun in Jambi Province.

2. Literatures Review

a. Service

In Indonesian Dictionary (2003), the notion of service is about or how to serve, an effort to serve the needs of others to earn rewards (money) or service, ease of connection with the sale and purchase of goods or services.

According to Gerson (2002), service is a means to achieve satisfaction and bonds, while Rangkuti (2002) notes that service is a value associated with providing services to consumers. Additionally, Kashmir (2005) states that service is the actions of a person or organization to provide satisfaction to customers or clients.

Durianto, et al (2001) suggest the service is an action taken to meet the needs of others in which satisfaction level can only be felt by those who serve or served. In addition, Parasuraman (2005) defines service quality is the expected level of excellence control of service quality to meet customer desires.

The decree of the state minister of Administrative Reform No. 81 in 1993 on Guidelines Procedure, service is the form of public service performed by government agencies in the central, in the district, and the environment of the State/ district Owned Enterprises in the form of goods and services, as an effort to fulfill the implementation of the statutory provisions.

b. Public service

The law No. 25 in 2009 on Public Services defines service is an activity or series of activities in order to meet service needs in accordance with the laws for every citizen and resident in the goods, services or administrative services that are provided by providers of public services.

The common understanding of public service in accordance with the state minister of Administrative Reform No. 63 / KEP / M.PAN / 7/2003, is all activities carried out by public service providers as addressing the needs of service recipients and the implementation of the statutory provisions.

Public service can be defined as service distribution (serving)

for person or people (community) who have an interest in the organization in accordance with the basic rules and procedures that have been established (Frederik Mote 2008). According Surjadi (2009), the foundation of public service includes legal certainty, transparency, participatory, public interest, professionalism, equal rights, the balance of rights and obligations. Whereas principles of public service include simplicity, clarity, certainty of time, accuracy, non-discriminatory, liable, completeness of facilities and infrastructure, ease of access, honesty, rigor, discipline, courtesy and friendliness, safety and comfort.

c. Satisfaction

Kotler (2009) suggests that the satisfaction is the assessment from customers for the use of goods and services compared with prior expectation of its use. Lupiyoadi (2006) argues that the issue of service quality and customer satisfaction is an essential for service companies, it is recalled the increasing number of alternative product and services that can be selected by consumers in meeting their needs and desires. Tjiptono, (2009) defines consumer satisfaction as an emotional response to an evaluation on the consumption experience of product or service.

Wu, et al (2011) in his research concluded that service quality and brand image directly influence positively on customer satisfaction. Farahmandian, et al (2013) in his study also concluded that the students were satisfied on service quality and had positive and significant impact on student satisfaction, while Arokiasamy, et al (2012) concluded that ten major constructions of service quality significantly influenced students satisfaction in private higher educational institutions.

d. Community Satisfaction Index (CSI)

According to Surjadi (2009), the community satisfaction index (CSI) is a data and information about community satisfaction levels derived from measurements quantitatively and qualitatively over public opinion in obtaining the services of apparatus public service providers by comparing the expectations and the needs.

Measuring service performance of care provider unit can be done by measuring customer satisfaction index with reference to the minister's decision No. KEP /25/M.PAN/2/ 2004 on general guidelines of Community Satisfaction Index draft in service units of government agencies. According to this decision, the element of community satisfaction index set of 14 (fourteen) minimum elements must exist on the basis of these measurements:

1. Service procedures, the ease stages of community service given in terms of the simplicity of the service flow;
2. Service requirements; technical and administrative

requirements needed to get services in accordance with the type of servant;

3. Clarity of service personnel; the presence and assurance officers who provide services (name, position and authority, and responsibility);
4. The discipline of service personnel; the seriousness of officers in providing services mainly on the consistency of working time according to applicable regulations;
5. The responsibility of service personnel; clarity of authority and responsibility of the officers in administration of the settlement services;
6. The ability of service personnel; the level of expertise and skills possessed officer in giving / finishing services to the public;
7. Service speed; the target of service time can be completed within the time specified by the organized service unit;
8. Justice to get service; the implementation of services with no distinguishing mark / status of served community;
9. Courtesy and friendliness of staff; the attitude and behavior of staff in providing services to the community as polite and friendly as well as mutual deserved and respect;
10. Reasonableness and service charge; suitability between paid fees and imposed fees by the service unit;
11. Certainty of service charge; suitability between paid fees paid and imposed fees;
12. Certainty of service schedule; implementation of service time, suitability with the specified provisions;
13. Environmental comfort; infrastructure and facilities are in clean condition, neat and organized. It can provide a comfort sense to recipient of the service;
14. Security services; ensuring the environmental safety level of service providers unit or facilities used. Consequently, people feel ease to get service on risks resulting from the implementation of service.

3. Research Methodology

The type of data

a. Primary data

The data are obtained directly from the object under study (Rianto, 2005). Sources of primary data are obtained from respondents through questionnaires on the Community Satisfaction Index.

b. Secondary data

The data are obtained from the literatures, law, scientific research and supporting documents obtained in this study.

Population and Sample

a. Population

The population in this study were 32.461 people who ever receive services in department of population and civil registration in Sarolangun in 2015.

b. samples

c. Based on the decision of demography minister No. KEP / 25 / M.PAN / 2/2004, about general guidelines for the preparation of community satisfaction index, the determination of respondents was conducted randomly by the number of respondents; 150 people, on the basis of element number plus 1 multiplied by 10. If there are 14 elements of customer satisfaction index, then its total respondents becomes $(14 + 1) \times 10 = 150$ respondents. Thus, the sample as respondents in this study were 150 respondents.

Method of collecting data

a. Questionnaires

The questionnaire is a technique of data collection carried out by giving a set of questions or a written statement to the respondent to be answered (Sugiyono, 2009).

b. Observation

Observation is the selection, alteration and recording a series of attitudes and atmosphere relating to the organism in accordance with the empirical objectives. This technique is used to observe the various activities associated with service in the Department of Population and Civil Registration in Sarolangun.

c. Literature review

A method of data collection carried out by reading books, literature, journals, reference and previous studies related to this study.

Operational Variables

Table 1. Operational variables.

Variabel	Dimension	Indicator	Item
The Community Satisfaction Index (CSI) is a data and information about community satisfaction levels derived from measurements quantitatively and qualitatively over public opinion in obtaining the services of public service providers apparatus by comparing the expectations and the needs (Surjadi, 2009)	(The decision of demography minister No. KEP / 25 / M.PAN / 2/2004)	The level of service ease regarding service procedures.	1-2
	Service procedures	The level of slot clarity in service procedures	
	Service requirements	The level of conformity regarding service requirements.	3-4
		The level of Clarity regarding service requirements	
		The level of certainty regarding identity and responsibility of service personnel.	
	Clarity of service personnel	The level of ease regarding service personnel found and contacted	5-6
	The discipline of service personnel	The level of credibility regarding Discipline Service Officers	
		Timeliness in resolving a ministry officer	7-8
		The level of clarity regarding Responsibilities of Service personnel.	
	The responsibility of service personnel	The level of certainty regarding responsibility of service personnel	9-10
		The level of intellectual ability of staff	
	The ability of service personnel	The level of physic ability	11-12
		The level of timeliness of service process.	
		The level of openness of the completion time of service	13-14
	Service speed	The level of Getting Justice Services	
	Getting justice service	The degree of similarity of treatment in getting services.	15-16
		The level of fairness to get service	
	Courtesy and friendliness of staff	The level of courtesy and friendliness of service personnel.	17-18
		The level of respect and appreciation between the officers and the community	
	Reasonableness and service charge	The level of reasonable service charge with the results.	19-20
		The level of affordability of service charge by the community's ability	
	Certainty of service charge	The level of conformity on the details of service charge.	21-22
		The level of clarity the details of service charge	
	Certainty of service schedule	The level of accuracy of the service schedule.	23-24
		The level of clarity of the service schedule.	
	Environmental comfort	The level of cleanliness and pleasure of the environment.	25-26
		The level of availability of support facilities services.	
	Security services	The level of environmental safety point of service.	27-28
		The level of security in the use of facilities and infrastructure services	

Data analysis

In this study, data analysis technique carried out by using the value of Community Satisfaction Index (CSI) is calculated using the weighted average value of each service element. In calculating the CSI, there are 14 elements or indicators in the

review. Each service element has a weighting equal to the following formula;

$$\text{the weighted average value} = \frac{\text{Total Weight}}{\text{Total elements}} = \frac{1}{14} = 0.071$$

The following formula is used to obtain the value of CSI:

$$CSI = \frac{\text{Total value of perception per element}}{\text{Total filled elements}} \times \text{Weighing value}$$

$$CSI \text{ value of service unit} \times 25$$

To obtain interpretation of CSI value in the range of 25-100, then the results of assessment of each element is multiplied by 150.

The results of these calculations are categorized as follows:

Table 2. Perception Value, Interval Value of CSI, Interval Conversion Value of CSI.

Perception Value	Interval Value of CSI	Interval Conversion Value of CSI	Service Quality	Performance Service Unit
1	1,00-1,75	25-43,75	D	Not good
2	1,76-2,50	43,76-62,50	C	Less good
3	2,51-3,25	62,51-81,25	B	Good
4	3,26-4,00	81,26-100,00	A	Very good

Meanwhile, in order to determine the performance of each element / dimension, it is necessary to determine the intervals in advance. The formula used is as follows:

$$I = \frac{\text{Range}}{K}$$

Note:

I = Interval / Range of Class Range = The highest cores – the lowest Score K = Number of existing classes

Based on the formula, the interval for each item is as follows:

$$I = \frac{600-150}{4} = \frac{450}{4} = 112.5$$

So for each item of the elements / dimensions of performance, it can be measured as follows:

The weight 150 - <262.5 = Not Good

Weights 262.5 - <375 = Not good enough

The weight 375 - <487.5 = Good

Weights 487.5 - <600 = Very Good

4. Findings and Discussions

Table 3. CSI recapitulation on Dukcapil service in Sarolangun.

No	Indicator	The level of credibility	Frecuency	%	NRR	Category
1	Service procedure	Not easy	12	8	3.15	Easy
		Less easy	19	13		
		Easy	53	35		
		Very easy	66	44		
		Total	150	100		
2	Service requirements	Inappropriate	8	5	2.97	Appropriate
		Less appropriate	31	21		
		Appropriate	69	46		
		Very appropriate	42	28		
		Total	150	100		
3	Clarity of service personnel	Unclear	3	2	3.09	Clear
		Less clear	23	15		
		Clear	81	54		
		Very clear	43	29		
		Total	150	100		
4	The discipline of service personnel	Not discipline	37	25	2.15	Not Discipline
		Less discipline	59	39		
		Discipline	48	32		
		Very discipline	6	4		
		Total	150	100		
5	The responsibility of service personnel	Not responsible	4	3	2.89	Responsible
		Less responsible	40	27		
		Responsible	75	50		
		Very responsible	31	21		
		Total	150	100		
6	The ability of service personnel	Not capable	34	23	2.13	Less capable
		Less capable	71	47		
		Capable	37	25		
		Very capable	8	5		
		Total	150	100		

No	Indicator	The level of credibility	Frecuency	%	NRR	Category
7	Service speed	Total	150	100	2.08	Less quick
		Not quick	31	21		
		Less quick	83	55		
		Quick	29	19		
		Very quick	7	5		
8	Getting justice service	Total	150	100	2.65	Fair
		Unfair	15	10		
		Less fair	45	30		
		Fair	68	45		
		Very fair	22	15		
9	Courtesy and friendliness of staff	Total	150	100	2.83	Polite and friendly
		Impolite and unfriendly	7	5		
		Less polite and friendly	38	25		
		Polite and friendly	79	53		
		Very polite and friendly	26	17		
10	Reasonableness and service charge	Total	150	100	2.7	Proper
		Not proper	7	5		
		Less proper	46	31		
		Proper	82	55		
		Very proper	15	10		
11	Certainty of service charge	Total	150	100	2.74	Appropriate
		Inappropriate	7	5		
		Less appropriate	46	31		
		Appropriate	76	51		
		Not appropriate	21	14		
12	Certainty of service schedule	Total	150	100	2.06	Less ontime
		Not ontime	38	25		
		Less ontime	76	51		
		Ontime	25	17		
		Very ontime	11	7		
13	Environmental comfort	Total	150	100	2.89	Comfortable
		Not comfortable	10	7		
		Less comfortable	38	25		
		Comfortable	61	41		
		Very comfortable	41	27		
14	Security services	Total	150	100	3.11	Secure
		Not secure	7	5		
		Less secure	31	21		
		Secure	51	34		
		Very secure	61	41		
		Total	150	100		

Source: Processed data (2016)

The recapitulation of each statement on the Community Satisfaction Index to service in Department of Population and Civil Registration in Sarolangun can be explained as follows:

1. Service procedure; NRR value 3.15 or obtained in easy category, it means that on average respondents found the service procedure is easy and straight to the point.
2. Service requirements; NRR value 2.97 or obtained in appropriate category, it means that on average respondents found service requirements are in accordance with the provisions.
3. Clarity of service personnel; NRR value 3.09 or obtained in clear category, it means that on average respondents found the clarity of service personnel in providing explanation can be understood by respondents.
4. The discipline of service personnel; NRR value 2.15 or obtained in less category of discipline, it means that on average respondents found lacking discipline of employees.
5. The responsibility of service personnel; NRR value 2.89 or obtained in responsible category, it means that on average respondents found the employees have already been responsible.
6. The ability of service personnel; NRR values 2.13 or obtained in less capable category, it means that on

average respondents believe that employees are less capable in serving.

7. Service speed; NRR values 2.08 or obtained in less quick category, it means that on average respondents believe that employees are less quick in serving the community.
8. Getting justice service; NRR value 2.65 or obtained in fair category, it means that on average respondents believe that employees have been fair in giving service to the community.
9. Courtesy and friendliness of staff; NRR value 2.83 or obtained in polite and friendly category, it means that on average respondents believe that employees are polite and friendly in serving the community.
10. The reasonableness of the service charge; NRR value 2.7 or obtained in fair category, it means that on average respondents found the service charge is based on reasonable rule.
11. Certainty of service charge; NRR value 2.74 or obtained in appropriate category, it means that on average respondents found the service charge is in accordance with the provisions.
12. Certainty of service schedule; NRR values 2.06 or obtained in less on time category, it means that on average respondents believe that employees are less timely in serving the community.
13. Environmental comfort: NRR value 2.89 or obtained in comfortable category, it means that on average respondents found the atmosphere is comfortable..
14. Security services; NRR values 3.1 or obtained in safe category, it means that on average respondents found providing security services to the community.

5. Conclusion

Overall it can be concluded that the perception of respondents on service satisfaction in the Department of Population and Civil Registration in Sarolangun in Jambi included as satisfied category. While in some indicators there were some statements in less satisfied category such element number 4, 6, 7 and 12. The highest indicator of satisfaction index was an indicator of service procedures with NRR 3.15 or obtained in easy category, however the lowest indicator of satisfaction index was an indicator of the certainty of the service schedule with NRR 2.06 or obtained in less timely categories.

Suggestion

1. The Community Satisfaction Index in the Department of

Population and Civil Registration in Sarolangun was in good category, however it is needed to improve services.

2. Against the low satisfaction indicators, especially indicator of assurance service schedule, more serious efforts are needed to increase the level of satisfaction index.

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