

Community Satisfaction with the SEPEKAN System at Bappeda Service Quality Gresik Regency

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Abstract

Service Quality which is provided by the Regional Development Planning Agency (Bappeda) of Gresik Regency. Service quality is considered a crucial element in carrying out public service functions. This research focuses on analyzing Aspects of quality of service such as reliability, responsiveness, security, empathy, and physical aspects. The research method used is a case study approach with a qualitative approach. Data was obtained through direct observation and interviews with staff and consumers on the SEPEKAN System service at Bappeda and related parties. The data is carefully analyzed to identify the extent of the current quality of service. The results of the study illustrate the general picture of the quality of services provided by Bappeda Gresik Regency including the highest level of importance, namely the X8 attribute regarding the fairness of costs/tariffs in services with a value of 3,708. The dimension of service quality that most affects community satisfaction in the SEPEKAN Bappeda System of Gresik Regency is the dimension of Responsiveness with a gap level of 0.169, which is an attribute of the speed of time in providing services. These findings have important implications for relevant parties in identifying areas of improvement and developing policies to improve the quality of public services in the future. It is hoped that this research can make a positive contribution to efforts to improve better public services in the regions.

Keywords: *bappeda gresik regency, service quality, customer satisfaction, public service, service of quality*

Abstrak

Kualitas Layanan yang diberikan oleh Badan Perencanaan Pembangunan Daerah (Bappeda) Kabupaten Gresik. Kualitas layanan dianggap sebagai elemen penting dalam menjalankan fungsi pelayanan publik. Penelitian ini berfokus pada analisis aspek kualitas layanan seperti keandalan, daya tanggap, keamanan, empati, dan aspek fisik. Metode penelitian yang digunakan adalah pendekatan studi kasus dengan pendekatan kualitatif. Data diperoleh melalui observasi langsung dan wawancara dengan staf dan konsumen pada layanan Sistem SEPEKAN di Bappeda dan pihak terkait. Data dianalisis dengan cermat untuk mengidentifikasi sejauh mana kualitas layanan saat ini. Hasil penelitian menggambarkan gambaran umum kualitas pelayanan yang diberikan oleh Kabupaten Bappeda Gresik termasuk tingkat kepentingan tertinggi yaitu atribut X8 mengenai kewajaran biaya/tarif dalam pelayanan dengan nilai 3.708. Dimensi mutu pelayanan yang paling mempengaruhi kepuasan masyarakat dalam Sistem SEPEKAN Bappeda Kabupaten Gresik adalah dimensi Daya Tanggap dengan tingkat gap 0,169 yang merupakan atribut kecepatan waktu dalam memberikan pelayanan. Temuan-temuan ini memiliki implikasi penting bagi pihak-pihak terkait dalam mengidentifikasi bidang-bidang perbaikan dan mengembangkan kebijakan untuk meningkatkan kualitas pelayanan publik di masa depan. Diharapkan penelitian ini dapat memberikan kontribusi positif bagi upaya peningkatan pelayanan publik yang lebih baik di daerah.

Kata Kunci: *bappeda kabupaten gresik, kualitas pelayanan, kepuasan pelanggan, pelayanan publik, kualitas pelayanan*

1. Introduction

Law Number 25 of 2009 concerning public services stipulates that every service provider, either directly or indirectly, must set service standards for each type of service provided to the community. Service Delivery Principles, used as a measure of service quality, are the commitments and promises made by service providers to the community to meet service standards provided to consumers.

The Regional Development Planning, Research, and Development Agency (Bappeda) is a technical institution at the regional level responsible for research and development planning. Bappeda is led by a Head of Agency under the auspices of the Governor/Regent/Mayor through the Area Secretary. To ensure the implementation of its duties following government plans, cooperation between members of the

organization is essential in carrying out such tasks [1]. Bappeda, especially in the field of Research and Development (R&D), has a vital role in providing efficient services. One of its functions is to issue permit recommendations for research activities, surveys, research, Real Work Lecture/ Practical Work Experience/ Practical Work. This service is known as SEPEKAN, an abbreviation of "Research Permit Recommendation Service System/ Survey/ Research/ Real Work Lecture/ Practical Work Experience/ Practical Work". SEPEKAN was created to make it easier for the people of the Gresik Regency to arrange permits for these needs.

SEPEKAN system is a website accessible from different devices such as mobile phones, computers, tablets and laptops. The goal is to facilitate access and management of permits so that administrative processes become smoother and faster. Thus, the community can easily continue their research, survey, research, Real Work Lecture/ Practical Work Experience/ Practical Work activities without significant obstacles.



Figure 1. Community Satisfaction Index Data for 2020-2022
 Source : Bappeda Gresik Regency (2022)



Figure 2. Community Satisfaction Index Indicator Data for 2022
 Source : Bappeda Gresik Regency (2022)

Problems in the field of development and research at Bappeda regarding improving public service performance between 2020 and the first semester of 2022 show positive consistency. However, there was a decrease in assessment in the second semester of 2022 (July-November). This decline was due to several obstacles, including the use of different systems and problems related to infrastructure. The assessment value for facilities and infrastructure was 3.37, while the product scored 3.38. This condition has an impact on the quality of Bappeda services in Gresik Regency, especially in terms of SEPEKAN system services, which still have not reached optimal levels.

So far, Bappeda district Gresik collects satisfaction assessment data and there is a decrease in service quality from 2021 to 2022. So an evaluation of the causes of the decline in service quality is needed, so that quality services in 2023 are expected to experience better and significant changes. The shortcomings of the

previous handling were improving quality of service SEPEKAN System. Due to the processing limitations that Bappeda has implemented, namely improving quality of service SEPEKAN system, the author recommends using the Service Quality method to solve the problem of Service Quality reduction in the SEPEKAN system.

The quality of service of a company or government must always be maintained and improved. This is because customers expect to get services that not only meet expectations, but even exceed their expectations. As a result, customer satisfaction with the service company can be achieved. Service quality includes the desired level of excellence and involves control efforts to meet consumer expectations[2]. Consumer satisfaction is realized if the quality of products or services provided by the company is in accordance with consumer expectations[3]. Service quality and community satisfaction have a close relationship. Community satisfaction can affect the quality of service, because the level of community satisfaction can affect and increase their expectations of a service or service[4]. Service quality [5] according to customers is assessed by customers in five dimensions, namely reliability, responsiveness, assurance, empathy, and direct evidence (tangibles). Service quality is a comprehensive assessment of the customer of the performance of the services provided [6]. Good service quality is assessed not from a business or service point of view, but from the perspective of the customer. To obtain good service, it is important to increase service value and improve product service quality [7]. The quality of service in the service sector is often equated with the quality of the company itself [8].

According to research [9], Customer satisfaction is influenced by five dimensions of service quality: real assets, reliability, responsiveness, safety and empathy. According to [10] Customer satisfaction is a summary of the various emotional responses that occur within limited time and duration and targets important aspects of product consumption. [11] Consumers will feel happy if the results obtained or felt are following or even exceeding their expectations. According to [12] satisfied consumers, can form a positive relationship with the company and support the establishment of a good reputation. They can also contribute to spreading a positive impression through personal recommendations about the company through oral communication. To ensure customer satisfaction with the services provided, service providers need to give priority to service quality. Quality of service that is focused on customer needs is a key element for the company's success in the service industry[13]. Service quality needs to be assessed with full focus and understanding of customer expectations.

Thus, organizations or educational institutions can meet these expectations by providing what consumers want[14]. Customer satisfaction is a person's emotional response that arises when comparing perceived product performance or results with the expectations he has. If the performance is less than expected, the customer is dissatisfied; Conversely, if it exceeds expectations, the customer feels satisfied or happy[15]. Customer satisfaction depends on the extent to which service performance meets customer expectations[16]. Community satisfaction is a feeling of pleasure or disappointment after comparing expectations with reality. When performance meets or even exceeds expectations, people will feel satisfied and happy[17].

From the definitions mentioned in previous studies, it can be concluded that customer satisfaction is an individual emotional feeling arising From comparing perceptions and expectations of product performance over time. Satisfaction is achieved when alternative performance after experiencing the product is at least equal to or even exceeds existing expectations.

According to marketing experts, [18]there are five main dimensions service of quality, which include: Tangibles include physical facilities, employee equipment, and communication facilities that can be seen and felt by customers; Reliability This dimension relates to Ability to deliver promised services, in a timely and satisfactory manner; Responsiveness refers to the spirit of staff in helping customers and providing service quickly; Assurance This dimension involves the ability, courtesy, trust, and confidence shown by staff to customers, as well as guarantees of safety, harmlessness, and quality of service; Empathy includes ease of interaction, effective communication, and understanding customer needs. The basic principle of Service Quality is to fulfill promises to customers so that those who receive services feel satisfied. [19] Meeting the needs and desires of consumers needs to be in line with the provision of high-quality services and provision by service providers. This concept is known as service quality [20]. Quality of service is a variety of activities carried out by companies to meet consumer expectations [21].

Previous research, according to [22] Bappeda of Southwest Aceh Regency, a government public service agency, experienced attention related to inadequate employee service and performance. This situation is reflected in the lack of employee discipline, lack of concern for the community and other agencies, and suboptimal achievement in completing tasks. The results indicate that the quality of service and employee performance at the Regional Planning and Development Agency (Bappeda) of Southwest

Aceh Regency still has room for improvement. [23] According to this research, it shows that service quality and promotion together or separately have a significant impact on customer satisfaction of Grab-food service users through the Grab application in Singaraja. Overall, the impact of promotion and service quality together on customer satisfaction reached 62.1%, while other variables influenced 37.9%. Separately, promotions had a positive and noteworthy effect of 33.6% About customer satisfaction, while service quality contributed 11.2%. [24] The reason of this ponder is to distinguish and analyze service performance in SAMSAT Bogor Regency and its impact on community satisfaction. In addition, the study also aims to measure the service expectations owned by the community towards SAMSAT Bogor Regency. The results showed that the community satisfaction index on service quality at SAMSAT Bogor Regency currently reaches 81.50%, indicating a fairly good level of satisfaction. However, there is still potential for service improvement to achieve maximum satisfaction.

Therefore, the author uses the Service Quality method to solve the case, with this by the problems in the Bappeda of Gresik Regency, especially in the field of Weekly service, because it peeps at previous research this method is related to community or customer satisfaction with the quality of service or service provided in a week. So, the Service Quality method can be used to solve these problems.

So it can be concluded that the results obtained from the Bappeda of Gresik Regency called the SEPEKAN System Service section, which including What is the the value of community (applicant) satisfaction on service quality and which service criteria need to be improved based on the gap between perception and expectation occurring in the SEPEKAN system in Bappeda Gresik Regency. The goal is to find out how much the value of community satisfaction (Applicant) with the quality of service and find out the service criteria that need to be improved Based on the perception-expectation gap that arises in the Bappeda Gresik regency's SEPEKAN system.

2. Material and Methods

In the study, the initial steps in starting include: The initial stage in starting this research is to identify symptoms of problems that arise or are seen within the company. Once the symptoms of the problem are identified, the next step is a literature study and field study. The next step is to formulate these problems in more depth. From the formulation of the problem that has been made, then set concrete research goals. At this stage, what is done is data collection which will later be used to carry out data processing. Data collection through questionnaire distribution during the field.

Distribution of questionnaires to measure consumer satisfied with the company's service. In this case, the distribution of questionnaires to the required number of samples is carried out. Bernoulli's calculations are used here to determine the minimum sample size to estimate the quality of research [25]. Once the questionnaire is distributed and the data collected, the next step is to measure the satisfaction felt by consumers. In this case, it is used through sampling with a data adequacy test (Valid or not). Vice versa, it turns out that the sampling is not valid, it will be retested. Data adequacy tests are conducted to check whether the data from the questionnaire is sufficient to represent the entire customer population.

[26] After conducting the adequacy test, the next step is the data processing stage, this is by doing first, the validity test and reliability test. According to the Test validity and reliability, it is necessary to ensure that the quality of the data collected is following the established criteria. The validity test is used to assess whether a questionnaire has validity in measuring the intended variable.

The validity and reliability test has been declared valid. The study used the Service Quality method to assess the difference between perception and expectation. Next, the second way is to do calculations using the Service Quality method, including calculating the level of importance, level of perception and expectations, and gaps in GAP values. [27] Servqual method is used for determination the difference between the level of satisfaction received by customers and the expectations they desire [28]. The next stage is Results and Discussion, this stage is carried out by analyzing the level of importance and the level of gap in the GAP value. If the GAP has a positive value, it can be concluded that the service is considered to be of good quality and the final stage, is a conclusion and suggestion [29].

3. Results and Discussion

3.1. Collection Data

In this study, data was collected qualitatively in the form of service attributes needed in the SEPEKAN system in Bappeda, Gresik Regency. The method used is Service Quality with attributes derived into 5 aspects of service quality, namely tangibility, reliability, responsiveness, assertiveness, and empathy. These attributes have been taken from the provisions of Bappeda in the SEPEKAN system and made part of a questionnaire that will be distributed to applicants to fill out. Service Attributes in the SEPEKAN

Bappedada System of Gresik Regency include: 1. What do you think about the Quality of Facilities and Infrastructure; 2. What do you think about the Matching of service requirements to the type of service; 3. What do you think about the Service capacity/capacity of the officer; 4. How do you Facilitate service procedures in this unit; 5. What do you think about the Conformity of service products between results stated in service standards and results provided; 6. What do you think about the Speed up service delivery time; 7. What do you think about the Service user complaints; 8. What do you think about the Teaching costs / rates in service; 9. What do you think about the The behavior of officers in service is related to politeness and friendliness

Sampling

Researchers distributed 67 questionnaires to applicants, but 2 questionnaires were incorrectly filled. So there are only 65 questionnaires that are filled in correctly and are considered to represent various attributes. By setting a certainty level (α) of 95% and a Acceptable error rate does not exceed 5%, the sample size required in this study is as much as 45. The number of questionnaires that have been distributed to applicants is 65 respondents so they have met the requirements for the adequacy of Bernoulli data.

3.2. Data Processing

Validity Test

An attribute is considered Valid if R counter value is valid can be greater than the R table value for $df = N-2$. For the number of respondents of 67, $df = 67-2 = 65$. From these respondents, a critical r number of 0.244 will be obtained (obtained from the r-table value).

Table 1. Validity Test Value Results

Not. Attribute	r Expected Results	r Perceptual Results	r Table	Information
X1	0,64	0,661	0,244	Valid
X2	0,857	0,788	0,244	Valid
X3	0,762	0,813	0,244	Valid
X4	0,929	0,803	0,244	Valid
X5	0.804	0,892	0,244	Valid
X6	0.886	0,838	0,244	Valid
X7	0.892	0,879	0,244	Valid
X8	0,755	0,7	0,244	Valid
X9	0,856	0,837	0,244	Valid

Thus, the validity test of Expectations and Perceptions is declared valid. If r results > r table, then the 9 questions above are declared valid.

Reliability Test

The results of the reliability test of the applicant satisfaction questionnaire using SPSS software using the alpha Cronbach coefficient method, including:

Table 2. Expectation and Perception Reliability Test

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
,939	9	,931	9

From the results of reliability tests on the SPSS software above, it reads an Alpha value of 0.939 in expectations and 0.931 in perception. Therefore, expected value can be said to be reliable as it gives Cronbach's alpha value of > 0.6. If Cronbach's Alpha value exceeds 0.60, the variable is considered reliable. The higher the Cronbach alpha value, the more reliable the data [30].

Importance Value

After testing the data, then calculating the level value, each attribute of this value is obtained by averaging the measure. After the value of each attribute is in the importance level.

Table 3. Importance Value

No	Attribute	Importance
X1	Quality of Facilities and Infrastructure	3,323
X2	Matching of service requirements to the type of service	3,492
X3	Service capacity/capacity of the officer	3,477
X4	Facilitate service procedures in this unit	3,523
X5	Conformity of service products between results stated in service standards and results provided	3,446
X6	Speed up service delivery time	3,615
X7	Service user complaints	3,585
X8	Teaching costs / rates in service	3,708
X9	The behavior of officers in service is related to politeness and friendliness.	3,692

Perception and Expectation Value Calculation Results

This value can be averaged by measuring all the values of each attribute in the level of perceived and expected values.

Tabel 4. Calculation Results of Perception and Expectation Values

No	Attribute	Perception	Expectation
X1	Quality of Facilities and Infrastructure	3,354	3,323
X2	Matching of service requirements to the type of service	3,477	3,538
X3	Service capacity/capacity of the officer	3,523	3,508
X4	Facilitate service procedures in this unit	3,569	3,538
X5	Conformity of service products between results stated in service standards and results provided	3,554	3,431
X6	Speed up service delivery time	3,769	3,6
X7	Service user complaints	3,585	3,615
X8	Teaching costs / rates in service	3,8	3,692
X9	The behavior of officers in service is related to politeness and friendliness	3,692	3,677

Service Quality Calculation (The Gap between Perception and Expectation)

Data on the applicant's perception gap and expectations are needed to prioritize attention to the service attributes that are expected to be improved gap value (GAP) obtained from the difference between the perceived value (reality) and expected.

Table 5. GAP Value Calculation Results

No	Attribute	Perception	Expectation	GAP
X1	Quality of Facilities and Infrastructure	3,354	3,323	0,031
X2	Matching of service requirements to the type of service	3,477	3,538	-0,061
X3	Service capacity/capacity of the officer	3,523	3,508	0,015
X4	Facilitate service procedures in this unit	3,569	3,538	0,031
X5	Conformity of service products between results stated in service standards and results provided	3,554	3,431	0,123
X6	Speed up service delivery time	3,769	3,6	0,169
X7	Service user complaints	3,585	3,615	-0,03
X8	Teaching costs / rates in service	3,8	3,692	0,108
X9	The behavior of officers in service is related to politeness and friendliness	3,692	3,677	0,015

3.3. Analysis Data

In data collection research, the scope of research is limited to performance and facilities. So that 9 attributes of the level of service needed by applicants for the SEPEKAN System service at Bappeda Gresik Regency are obtained, service attributes of applicant satisfaction based on *Service Quality*.

Value Analysis Importance

Analysis of applicant needs based on level of importance will be associated with the results of the applicant needs analysis based on the level of quality gap. The smallest order is the top order that needs correction.

Table 6. Rank Value Level of Importance

No	Attribute	Importance	Rank
X1	Quality of Facilities and Infrastructure	3,323	1
X5	Conformity of service products between results stated in service standards and results provided	3,446	2
X3	Service capacity/capacity of the officer	3,477	3
X2	Matching of service requirements to the type of service	3,492	4
X4	Facilitate service procedures in this unit	3,523	5
X7	Service user complaints	3,585	6
X6	Speed up service delivery time	3,615	7
X9	The behavior of officers in service is related to politeness and friendliness	3,692	8
X8	Teaching costs / rates in service	3,708	9

Value analysis GAP

Analysis of applicant needs based on satisfaction level, which is the gap (GAP) between applicant perception and expectation is a need that must be corrected by management. The level of improvement is obtained from negative attributes that identify unmet consumer desires. While service attributes that have positive values identify consumer desires that have been fulfilled (perceived value reduced by expected value).

Table 7. GAP Value Analysis Results

No	Attribute	Perception	Expectation	GAP
X2	Matching of service requirements to the type of service	3,477	3,538	-0,061
X7	Service user complaints	3,585	3,615	-0,03
X3	Service capacity/capacity of the officer	3,523	3,508	0,015
X9	The behavior of officers in service is related to politeness and friendliness	3,692	3,677	0,015
X1	Quality of Facilities and Infrastructure	3,354	3,323	0,031
X4	Facilitate service procedures in this unit	3,569	3,538	0,031
X8	Teaching costs / rates in service	3,8	3,692	0,108
X5	Conformity of service products between results stated in service standards and results provided	3,554	3,431	0,123
X6	Speed up service delivery time	3,769	3,6	0,169

Of the 9 attributes, 2 attributes are negative values that identify the unfulfilled desires of the applicant or consumer. So the need for improvement of the service attributes.

4. Conclusion

Based on the results of the conducted research, the following conclusions can be drawn: The GAP value of community (applicant) satisfaction with the service quality of the SEPEKAN system has many positive values, indicating that the current state of service quality is fully consistent with the applicant's or consumer's expectations. I'm here. Scored from the above indicators or 9 questions and criteria that need improvement based on GAP, such as service type and service requirement compatibility (-0.061) and response to service user complaints (-0.03).

Including the highest level of importance, namely the attribute X8 regarding the fairness of costs/rates in service with a value of 3.708. The dimension of service quality that most affects community satisfaction in the SEPEKAN Bappeda System of Gresik Regency is the dimension of Responsiveness with a gap level of 0.169, namely the attribute of the speed of time in providing services. These findings have important implications for relevant parties in identifying areas of improvement and developing policies to improve the quality of public services in the future. It is hoped that this research can make a positive contribution to efforts to improve better public services in the regions.

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