

Measurement Public Satisfaction Level Of Service Government Katapang District of Bandung Residence

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Abstract

The government district is representative of the indirect lot of contact with the public directly of them in terms of the management interests the administration of residence. Even indirectly sub-district government acts as a medium of socialization for front of the government's policies. In this era of globalization, the district governments should have the competence and effective management to improve the quality of service necessary to have an adequate facility. Services is one choice of marketing strategies to create customer satisfaction.

District Katapang an important buffer zone for Soreang as the capital of Bandung Residence, and is the frontline in terms of industrial development in the region and surrounding Soreang, considering Katapang is one of the industrial bonded zone in South Bandung. The total population in the District Katapang is 117.113 people consisting of the total male population as much as 60.430 people and the number of females as many as 56.683 people (BPS Kab. Bandung, 2013)

In this study the authors used quantitative research approach is descriptive research method which is a study with regard to the question of the existence of independent variables, either only on one or more variables. Data collected by interviews and questionnaires. The analysis tool used is a Cartesius diagram.

Based on the discussion that has been conducted shows that the overall level of interest of 3.795 whereas overall performance given of 2.73, meaning that the service performance Katapang District of Bandung Residence is below standard in conducting basic services and not basic services to the population.

Keywords: Service, Satisfaction

Introduction

The government district is representative of the indirect lot of contact with the public directly of them in terms of the management interests the administration of residence. Even indirectly sub-district government acts as a medium of socialization forefront of the government's policies. In this era of globalization, the district governments should have the competence and effective management to improve the quality of service necessary to have an adequate facility. Services is one choice of marketing strategies to create customer satisfaction.

There are three keys provide superior customer service. First the ability to understand the needs and desires of customers. Second, the development of a data base that is more accurate than competitors (include data needs and desires of each customer segment and changes in competitive conditions). The third use of the information obtained from market research in the development of relationship marketing. Service delivery must be timely, accurate with attention and friendliness. Characteristics of the current world environment characterized by rapid development in all fields. Competition is not just about how high the level of productivity of an organization and how low the level of prices and services, but rather on the

quality of service or service, comfort, convenience, and accuracy and speed of time in achievement.

Quality of service is one of the variables that is important in the implementation of civil duties or provide public services. Quality of service can be expressed as the ratio between the expected service with the service he received. Under these conditions it is understood that the satisfaction of the people can be influenced by the level of service quality of employees, while service prices can affect people's satisfaction.

Under Law No. 23 Year 2014 on Regional Government, obtained the following provisions: Article 1, point 24 reads the District or called by any other name is part of the territory of districts / cities, led by the district head.

Article 1, point 16 Basic Service is a public service to meet the basic needs of citizens. Article 1, point 17 Minimum Service Standards are the regulations on the type and quality of Basic Service which is entitled Mandatory Government Affairs obtained every citizen is minimal.

District Katapang an important buffer zone for Soreang as the capital of Bandung regency, and is the frontline in terms of industrial development in the region and surrounding Soreang, considering Katapang is one of the industrial bonded zone in South Bandung. (Wikipedia accessed on October 1, 2015 at 10:13 pm)

Geographical and topographical circumstances astronomically Katapang districts located at coordinates 107 38 ' - 107 42' east longitude and 6 49 ' - 6 53' south latitude, the height of the area varies from 675 m to 700 m above sea level. all villages in the region located outside the forest area. This area is also traversed by one of the longest rivers in western Java namely Citarum river. where the river is profitable industry, but if the rainfall is high enough to be flooding in certain areas, especially along the river. The area of the village in the district according Katapang Gandasari in 2012 covering 160.40 hectares, 216.90 hectares Katapang, Cilampeni 207.90 hectares, 155.20 hectares Pangauban, Banyusari 169.20 hectares, 307.00 hectares Sangkanhurip, and Sukamukti 303 , 00 hectares. The total population in the District Katapang is 117 113 people consisting of the total male population as much as 60 430 people and the number of females as many as 56 683 people (BPS Kab. Bandung, 2013)

District Katapang as the element lines / executor also considers that the territorial aspect of empowerment to date not been explored to the fullest. Some chores that become food for thought, and continue to be a topic of discussion include

1. Environmental conditions are increasingly inadequate (drainage, handling of the Citarum river and its tributaries, waste management is not finished, etc.)
2. Conditions burgeoning SME but minimal assistance and attention, so that many SMEs are switching from being an employee because manufacturers hit the financial / capital and aspects of the distribution of goods
3. Conditions SMEs need guidance and skills in terms of production s.d packaging / packaging
4. Projection storefront development / product of the District centers Katapang
5. Increasing the contribution of youth in development through the training of young entrepreneurs and optimization of youth organizations
6. Program acceleration community preparedness in disaster mitigation and all potential hazards in the community, etc.

(Katapang, 2015)

According Sadu Wasistiono (2004: 15) "is more appropriate districts put in a category implementing elements. To distinguish it from the Regional Office as an authority implementing elements of a technical nature, then the districts more appropriately called ELEMENTS OF EXECUTIVE territorial. Regional Department run the authority of a technical nature such as healthcare, education. While Head can run any governmental authority delegated by the Regent / Mayor him with a working area along the boundary are not very technical. The rationale is political will from local government to make district as a community service center (PUSYANMAS). Such thinking is in line with the approach of "close to the customer" which is being intensively carried out by the private sector. Banking business by building lots of ATMs in strategic places a real example of the approach of "close to the customer".

Characteristics authority services to be run by Head according Widanarto (2014) is as follows:

- a) easy, in the sense that it does not require high technical requirements;
- b) simple; in the sense that it does not require a lot of procedures;
- c) cost; within the meaning of the financing cheaper for society than if they are handled by the Technical Department in the capital of the Regency / City;
- d) affordable by the local community, in terms of location and time.

In order to acquire sufficient knowledge continuously to improve the value of a product or service, an organization or a company must determine the level of satisfaction of existing customers or potential customers with the products or services offered. The main purpose of customer satisfaction is to build and repair, and maintain customer loyalty to the company and the products or services it produces. Customer satisfaction is very influenced the decision to re-purchase a product or service.

Identify the characteristics of customers, knowing customer responses to the attributes of a product or service, and measuring the level of customer satisfaction is an important element in providing better services, more efficient and effective. If the customer was not satisfied with a service that can certainly not be effective and efficient. This is particularly important for the public service.

Based on the above, the identification of this research is "Level Measurement Public Satisfaction Level of Services Government Katapang District of Bandung Residence"

Literature review

According to Philip Kotler (2009: 163) quality is the totality of features and characteristics of the products and services based on its ability to satisfy stated or implied needs. Marketers play a key role in achieving a high level of total quality so that the company afloat and profitable.

Philip Kotler (2009: 40) suggests the notion of service is any activity or benefit that may be given a party to the other that is essentially intangible and does not also result in selection of a production may or may not be associated with a physical product.

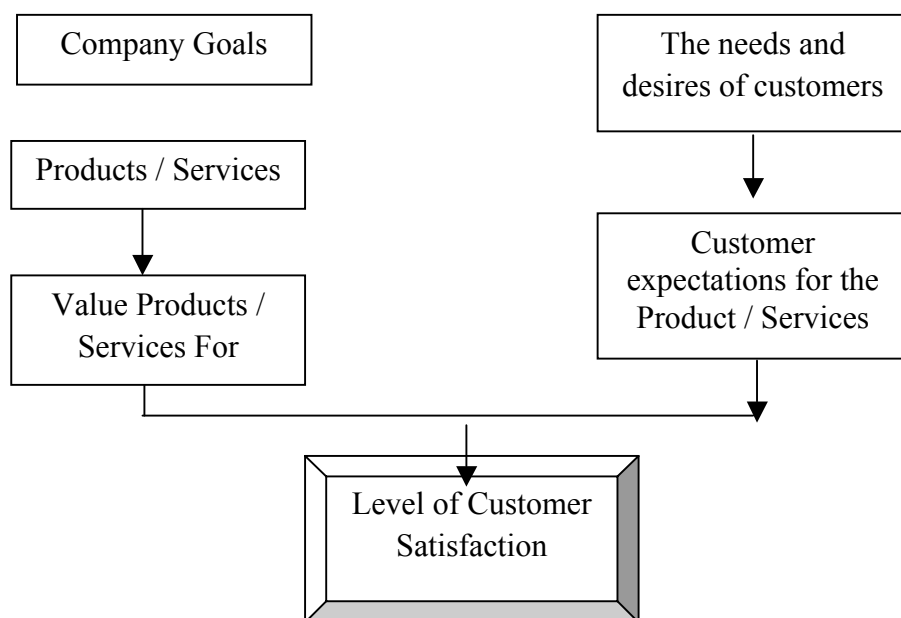
According to Law No. 23 Year 2014 on Regional Government Article 12 reads as follows:

(1) Mandatory Government Affairs relating to fundamental services as referred to in Article 11 paragraph (2) shall include: education, health, public works and spatial planning, housing and residential areas, peace, public order, and community and social protection.

(2) Government Affairs Mandatory unrelated to Basic Services as referred to in Article 11 paragraph (2) shall include: employment, empowerment of women and protection of children, food, land, environment, population administration and civil registration, community empowerment and village, population control and family planning, transportation, communication and informatics, cooperatives, small businesses, and medium enterprises, investment, youth and sports, statistics, coding, culture, libraries and archives.

Conceptually according Tjiptono (2007), customer satisfaction can be described as shown in the following figure:

Figure 1
Concept of Customer Satisfaction



Of the various opinions expressed by the experts could conclude the definition of customer satisfaction is the response of the behavior exhibited by the customer by comparing the performance or result in feel with expectations. If the result of the perceived short of expectations, then the customer will be disappointed, not satisfied even dissatisfied, but otherwise when in accordance with expectations, the customer will be satisfied and if the performance exceeds expectation customers will be very satisfied.

Both the poor public services given product, more depending on the extent of the response or service recipient satisfaction. District and also other regional organizations, is aimed to be an organization that provides services directly to the public. To determine the level of satisfaction of the people it serves, required periodic surveys through a standard measuring tool. be related to this end, in February 2004, the Minister of Administrative Reform has issued Decree No. Kep / 25 / M.PAN / 2/2004 on General Guidelines for Preparation of Public Satisfaction Index Service Unit Government Agencies as follows: service procedure, terms of service, clarity officer service, service personnel discipline, responsibility of service

personnel, the ability of service personnel, speed of service, justice get the service, politeness and friendliness of the clerk, reasonableness of fees, service charges certainty, the certainty of the schedule of services, environmental comfort, and security services

Several previous studies that have been conducted and referenced is

1. Estie Kusuma W. (2006) in his study of consumer satisfaction on Garuda Indonesia flight services concluded that customer satisfaction Garuda Indonesia flight service needs to be maintained. This should be done Garuda Indonesia to increase the purchasing power of consumers, expand market share, and retain customers not to switch on the other airline.

2. Sagung Mas Suryaniadi, Anak Agung Ayu Mirah kencanaawati, and A.A. Raka Sitawati (2012) states that the successful bank will use its core competencies to satisfy customer needs. Strategic competitiveness and high profitability can be achieved when actions are always focused on customer bank so that it can have a large impact on the performance of banks

3. Sri Hadiati and Sarwi Ruci (1999) in his study on the performance of service quality on customer satisfaction at Telkomsel Malang region concluded that the behavior of the customer service (the first component) with ordinate (3.9115, 4.2124), in response to a customer complaint (the second component) with ordinate (3.7788, 4.2301) and additional facilities (fourth component) with ordinate (4.1062, 4.2389) is located in quadrant I. That means they are satisfied and considered important for the customer. Payment services (fifth component) with ordinate (3.5664, 4.1062) is located in quadrant III. Means less than satisfactory and considered important for the customer. Ideally, the timeliness of the service should be moved to the first quadrant, so as to satisfy the customer. Therefore, Graha Pari Saraya, Malang should improve the quality of services regarding the timeliness of service

4. Sinollah (2011) in his research at PT. Centranusa Insan Cemerlang (CNI) and PT. Harmoni Dynamics (HD) in Malang concluded the level of customer satisfaction on the performance of each company as follows:

- a) Customer CNI did not reach the level of satisfaction according to their expectations (expectation disconfirmation). This dissatisfaction occurs because the expectations of customers is greater than the actual performance they receive.

- b) Customer HD does not reach the level of satisfaction according to their expectations (expectation disconfirmation). This dissatisfaction occurs because the expectations of customers is greater than the actual performance they receive

Methodology

In this study the authors use quantitative research approaches. According Sugiyama (2008: 31), "Quantitative research is a research procedure that collects the data in the form of numbers and statistically analyzed".

Quantitative research methods were used in the conduct of this research is descriptive research method. According Sugiyono (2010: 53): "The research method is a descriptive study with regard to the question of the existence of independent variables, either only on one or more variables". The variables used in this study is the independent variable. Independent variables in this study is the satisfaction of service.

The population in this study were all Katapang District of Bandung Residence totaled 117.113 (BPS Regency Bandung, 2013). The sampling method used by the researchers is nonprobability sampling with accidental sampling method. A technique of determining the number of samples according to Anton Bawono (2006: 29) can be done by using the formula

$$s = \frac{P}{P(e^2) + 1}$$

So we get the number of samples taken is 99.75 people (rounded to 100 people). Methods of data collection conducted with questionnaires and interviews.

Discussion result

Responden on the level of interest and services carried out by the Katapang District of Bandung Residence related to basic services and not basic services can be explained in the following table.

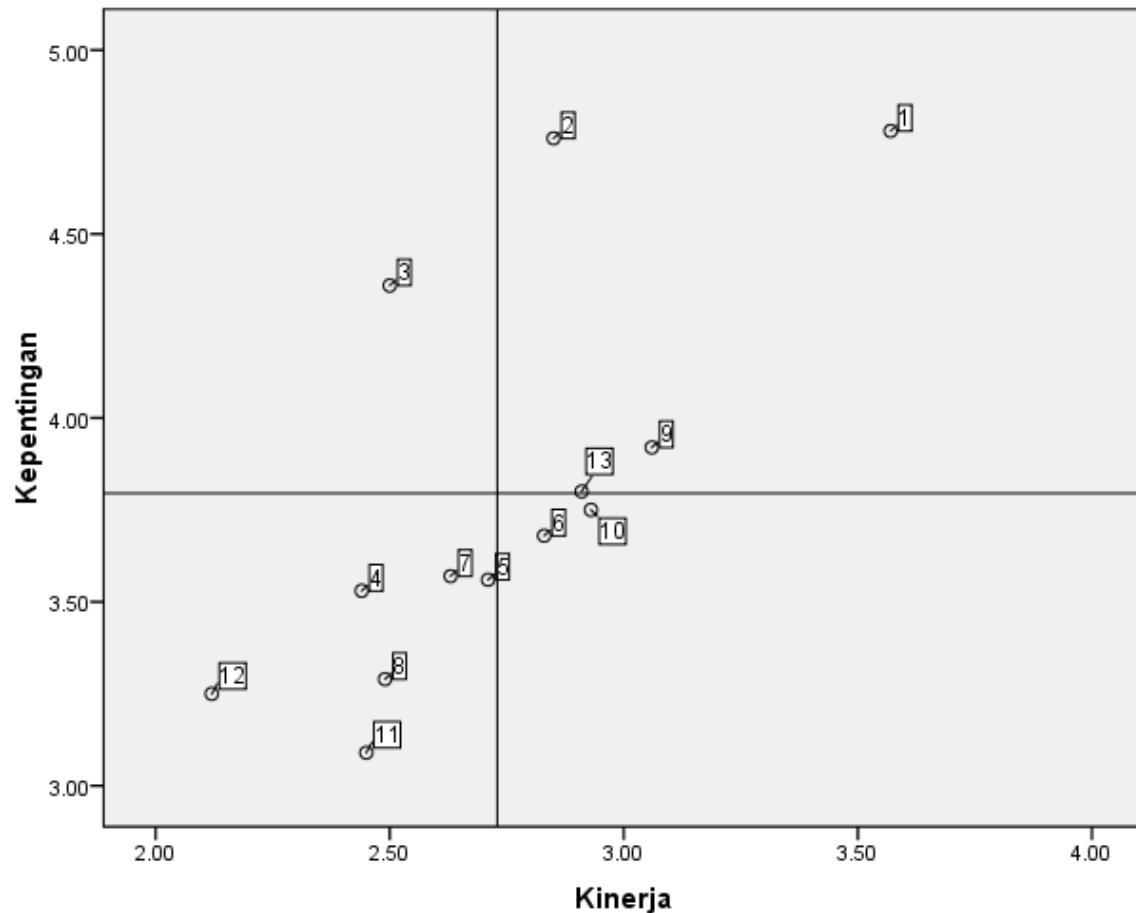
Table 1. Responden for services Katapang District of Bandung Residence

No	Statement	Score Average	
		Performance	Interest
	Basic Service		
1	Education facilities (P1)	4,78	3,57
2	Health facilities (P2)	4,76	2,85
3	Levels condition of housing and residential areas (P4)	4,36	2,50
4	Social activities (P6)	3,53	2,44
	Not a basic service		
5	The level of women's empowerment and child protection (P2)	3,56	2,71
6	Condition of land (P4)	3,68	2,83
7	Environmental conditions (P5)	3,57	2,63
8	Activity empowerment and village (P7)	3,29	2,49
9	The rate of population control and family planning programs (P8)	3,92	3,06
10	Communications facilities (P9)	3,75	2,93
11	Communication and informatics facilities (P10)	3,09	2,45
12	Culture facilities (P16)	3,25	2,12
13	Archive Data (P18)	3,80	2,91
Average Sub Variables		3,795	2,73

Based on the above table, it can be seen that the rate of interest of 3.795 while the performance is given of 2.73, meaning that the service performance Katapang District of Bandung Residence is below standard in conducting basic services and not basic services to the population. It is seen from the level of greater importance than the performance conducted (2.73 to $3.795 = -1.065$).

Cartesius diagram then obtained as follows:

Figure 2. Cartesius diagram



Conclusion

Based on the discussion, it can be concluded as follows

1. The level of housing conditions and residential areas in the District Katapang (attribute 4 / basic service) are in quadrant A this means that this factor is considered very important by the community, but the service received in its implementation is considered less than what is expected by society
2. Means of education (attribute 1 / basic service), Health (attribute 2 / basic service), rate of population control and family planning program (attribute 8 / Non-basic services), data archive (attribute 18 / Non-basic services) are in quadrant B this means that this factor is considered very important by the people and the Government of the District Katapang has to provide maximum service, so that people were satisfied that the service received in accordance with what is expected. Therefore, in this quadrant, the District Government Katapang need to maintain the level of performance / services received by the community
3. Social activities (attribute 6 / basic service), The level of women's empowerment and child protection (attribute 2 / Non-basic services), environmental conditions (attribute 5 / Non-basic services), community empowerment activities and Village (attribute 7 / Non-basic services), means of communication and informatics (attribute 10 / Non-basic services), and Turf Culture (attribute 16 / Non-basic services) are in quadrant C shows that the factors that influence people's satisfaction levels of performance (services received) considered less important by the community, while the part of the District Government Katapang quality of

services provided to the community has been carried out in accordance with the applicable quality standards

4. Conditions of land (attribute 2 / Non-basic services) and communications facilities (attribute 9 / Non-basic services) is in quadrant D this means that these factors are considered less important by the community, but the District Government Katapang execute very well

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