

Measuring Public Perception of Service Quality and Government Policy in Batubara District, a Survey Analysis

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ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk menganalisis kepuasan masyarakat terhadap pelayanan publik tujuh organisasi kerja daerah (OPD). Metode penelitian ini menggunakan deskriptif kuantitatif dengan instrumen angket. Jumlah responden sebanyak 270 responden dan informan kunci sebanyak 7 orang. Alat pengumpulan data yang digunakan adalah berupa angket dan daftar pertanyaan pada saat wawancara. Selanjutnya dianalisis secara deskriptif. Rata-rata pencapaian Indeks Kepuasan Masyarakat pada 7 OPD terpilih di wilayah Kabupaten Batu Bara Tahun 2023 adalah sebesar 80.446 dengan kategori BAIK. Hal ini ditandai dengan terpenuhinya kebutuhan pelayanan publik masyarakat berupa barang publik dan pelayanan publik. Indeks Kepuasan Masyarakat 7 (tujuh) Organisasi Kerja Daerah (OPD) terhadap komponen pelayanan publik yang tertinggi adalah Prosedur Pelayanan yaitu sebesar 3,329.

ABSTRACT

This research aims to analyze public satisfaction community through with seven regional work organizations (OPD). Types of this research is quantitative descriptive with a questionnaire instrument. The number of respondents was 270 respondents and the key informant was 7 respondents. The data processing technique applied questionnaires and interviews; while data analysis used qualitative analysis. The average achievement of the Public Satisfaction Index on the 7 OPDs selected in the Batu Bara district in 2023 was 80,446 with the category GOOD. This was characterized by the provision of public goods and services to meet the community's requirements for public services. The Public Satisfaction Index of 7 (seven) Regional Work Organizations (OPDs) of the highest public service component was the Service Procedure, which is 3,329.

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INTRODUCTION

Popular discourse about public opinion tends to consider important issues of the day, especially in public services that influence public welfare and health. The goal of development is the welfare of the people. Certainly, society has an important role as a social balancer to prevent social inequality in public services (Gioh, 2021). The role of local government is as a responsible actor in providing excellent service because the community is burdened with state taxes. In return, the community should also receive good and serious treatment when they have administrative matters with relevant regional or government organizations (Bakir, 2022). Efforts to realize government administration that is clean, public service providers must possess basic qualities, such as professionalism and accountability, in order to perform public services (Pambudi, 2022; Pope, 1999). The standard of public services and government administration will decline if professionalism is neglected in the performance of organizational responsibilities. Here, professionalism is more concerned with the apparatus's capacity to deliver high-quality, equitable, and inclusive services than it is with simply matching talents to tasks. (Martin, 2000). Therefore, Officials must possess the capacity to translate community desires and requirements into actions (Chollisni, Syahrani, Dewi, Utama, & Anas, 2022).

Service is the primary objective maintenance of community administration. Given quality of

public services is a citizen's right and a constitutional obligation of the state (Chollisni, et.al, 2022). Therefore, its legally bound do the best public service to the public. In accordance with Republic of Indonesia Law No. 25 of 2009, Any activity that satisfies a citizen's or resident's basic rights or meets their requirements is considered public services (Chater, 2022), administrative and/or service provisions made by the organizer of services related to the public interest. One of the main concerns of the administration is the declining quality of public services work in the area of bureaucratic reform (Subedi & Kubickova, 2024).

With the evolution of the times, the quality given is demanded to be able to balance the dynamics of an increasingly dynamic society with the concept of public service must be simpler and more competitive (Nadia, et.al, 2023). Public services are at the top of the spear of interaction between society and regional device organization. Society do judge through the skill of the government are received (Sukarno, Winarsih, Wijaya, & Cahyan, 2021) Since many individuals are interested in the quality of public services and the public from all walks of life can directly feel the influence. In this case, the government's success in building public service performance professionally, effectively, efficiently, and accountably will raise the positive image of the government in the eyes of its public (Attahara, 2018). As a provider of public services, the government is accountable and always works to give the people the greatest possible experience (Alamedin Bannaga, 2013).

Considering that serving the public interest is the government's main duty, the government must continue to work to improve the quality of (Lumbanraja, 2020). As part of the endeavor to enhance the caliber of public services, it is imperative to establish a public satisfaction index to gauge service quality and to measure the effectiveness of service abuse through public satisfaction surveys.

Furthermore, since public confidence increases with better government and higher-quality services, the Public Satisfaction Index also seeks to establish a relationship with public confidence (Gioh, et.al, 2021). As a responsible public service provider, Batu Bara District is dedicated to giving the community the finest possible service (Decree of the Minister of Public Information of State Appliances No. KEP/25/M.PAN/2/2004 dated 24 February 2004 on the General Guidelines for the Preparation of the Public Satisfaction Index of Government Service Units).

Literature Review

Public Perception

In contentious affairs, public opinion is the attitude that a person presents to the public without having to put himself in risk, namely in the form of exclusion. Noelle-Neumann defines public opinion as the attitude or behavior that a person shows to the public if he does not wish to be excluded (in Morissan, 2008). To be able for the public to have a favorable opinion of a public entity, it needs to be informed completely and impartially about the activities that affect their interests. Only then will understanding result from this information. Aside from that, public comments and ideas about the agency's policies have to be taken into account and honored. According to Emory Begardus, public opinion is the consequence of integrating perspectives based on debates made in a democratic society.

The whole number of individual opinions gathered does not constitute public perception, which means that: a. public opinion is not a consensus (senstemimig, unanimous); b. it is not the number of opinions that are calculated "numerically," that is, the number of

people on each party so that the majority of opinions can be called public opinion; and c. public opinion can only develop in democratic countries where each individual is free to express his opinions verbally, in writing, in pictures, signs, and other understandable symbols (Abdurrachman, 2001).

Freedom to express opinions in society cannot be separated from the press system adopted by society itself. Among democratic nations is called "freedom of the press", so that opinions expressed by the public can be developed or disseminated through the press (including radio, film and television, and even photography). William Albig argued that The outcome of public opinion is interactions to other person in any group. This means that public opinion arises due to interactions between individuals who express their opinions (Abdurrachman, 2001). The images that are produced by the communication process make up public opinion. Communication participants will interpret a description of something in a variety of ways. Emphasized that the shift that occurred in public opinion was resulting from a number of psychological issues. Individuals are not comparable to each other; rather, there are commonalities accompanied by numerous disparities.

Individual differences can be seen in the ways that different people react to the same stimulus and in different ways. Different encodings of the same reality are produced by differences in psychological elements. Political sociology, on the other hand, explains why public opinion is associated with ideological hegemony and presents an image of superiority as well as individual engagement in specific events, plans, and activities. Nonetheless, certain elements impact public opinion, namely cultural elements, which are a system of principles employed to regulate and preserve existence, guard against internal and external disruptions, and advance human life. People use the values that have been established within the cultural system to define their social identities or to indicate that they belong to a specific cultural community. Media content is then produced as a result of the communication element, which takes the shape of interactions between the media and community institutions. By audience, media content is transformed into clusters of meaning. The community norms that are in effect, the individual's experience, personality, and interpretive selectivity all influence what emerges from the message encoding process.

Public Service Quality

The definition of service quality is putting the customer's wants and expectations first, along with punctuality. All services rendered by the business to a client while they are there fall under the category of "public service quality. The quality of public service is an effort to raise the standard and innovation of government services In accordance with the needs and expectations of the community. The standard of government work can be assessed based on several indicators, namely: tangibility, or physical proof, dependability, and reactivity; empathy, assurance. A number of criteria, including the public interest, legal certainty, equality of rights, balance of rights and obligations, professionalism, equality of treatment, openness, accountability, and timeliness, are taken into consideration when evaluating the quality of public service. Activities completed to satisfy the needs of community services, such as providing goods, services, and administrative support, are referred to as high-quality public service. "Quality is the completeness of the features of a product or service that can satisfy a need," claim Kotler and Keller (2016). As to Kasmir's (2017) definition, service quality encompasses the actions taken by an individual or organization to ensure customer or employee satisfaction. In the meantime, service quality is a crucial factor that needs to be considered to provide exceptional

service quality, according to Aria (Atik, 2018). A company's focus should be on service quality because it has a direct impact on customer satisfaction, which will increase if the services are of high quality (Ningrum & Hermayanty, 2018). Generally speaking, service quality explains that it is an action the business takes in the form of things that are not tangible but impact customers. A service that customers have gotten to satisfy their requirements and wishes can be used to gauge how well that service is doing. Six major concepts underpin service quality, and the organization needs to adhere to them in order to provide high-quality service (Tjiptono and Chandra, 2016), particularly: 1) Headship Top management must take the initiative and be committed to the company's quality plan. With minimal influence on their business, top management must guide their organization to increase quality. 2) All staff members, from senior executives to front-line workers, need to be trained in quality. The notion of quality as a company strategy, the instruments and methods for putting quality plans into practice, and The function of executives in putting excellent tactics into practice are all elements that need to be highlighted in education. The strategic planning process necessitates the inclusion of quality measurements and objectives that guide the organization toward realizing its vision. 4) Review: The most powerful weapon available to management for influencing organizational behavior is the review process (Priyanto, 2024). This procedure serves as a safeguard to guarantee that quality objectives are always met. 5) The company's internal communication process affects how the quality plan is communicated inside the company. It is necessary for stakeholders in the firm, including consumers and staff, to communicate. like vendors, investors, the public at large, the government, and others. superiority A crucial consideration is service quality, particularly for businesses in the service industry. Utilizing quality The company's strategy to attain sustainable excellence, as a market leader and as a strategy to continue growing, includes service quality as a characteristic of product presentation or performance.

Government Policy

In general, a definition of government policy emerges as a series of actions legally chosen and allocated by the government/state to all members of society to solve problems faced to achieve certain goals in the interests of society as a whole. Government policies are closely related to public or government problems in a country. Anderson stated that "Policy is a series of actions that have a specific goal that is followed and implemented by an actor or group of actors to solve a particular problem". Based on the definition above, a policy is an activity taken by an individual or group of individuals with the intention of resolving a specific issue. Friedrich went on to say, "Action that progresses toward a goal put forth by an individual, group, or government in a particular setting, considering the presence of certain barriers, while seeking out possibilities to accomplish the goal or realize the desired target. Based on this definition, policies are actions taken. Government policies are in principle made or based on wide policies. Werf defines policy as an endeavor to accomplish specific objectives with certain deadlines and in a specific sequence. A common definition of government policy is a methodical decision made by the government with specific goals and objectives concerning the public interest.

Policies under the Republic of Indonesia's administrative system can be categorized into two categories: internal (managerial) policies, which bind officials inside the government organization, and external (public) policies, which bind the entire public. The following items are covered in the policy-making process: Be led by greater wisdom initially. coherence with other relevant policies, future-focused, and informed by the transparent, explicit, and unambiguous public interest.

Measuring Quality of Public Services

The measurement of public service quality is the process of assessing the extent to which the services provided by the government to the community meet quality standards (Wright, Christense, & Pandey, 2013). The quality of public service can be measured by comparing consumer expectations with the reality received should the situation really be received greater than anticipated, quality is considered good. Some aspects that can be dimensions of public service quality include: Friendliness, Respectful attitude, Empathy. Measuring quality of public service is important because it can influence customers' perceptions and evaluations of the services provided. Measuring quality of public service can also help organization to improve community satisfaction, build community loyalty and trust, enhance community retention, reduce complaints and product returns, increase competitive advantage. To measure the quality of public services, companies or organizations can conduct customer satisfaction surveys, analyze complaints, and examine operational data (Elida, Listiyawati, Zain, Sasongko, & Alun, 2023). Also can affect the perceptions and evaluations of customers regarding your services, as well as their likelihood of recommending them to others. High-quality service can create a positive consumer experience, boost customer happiness, and build customer loyalty and trust (Budiyanti, Patiro, & Yamin, 2019)

From the various literature reviews above, the researcher describes that the novelty of this research is an attempt to compare the achievement about the standard of public services in Batubara Regency with indicators that have been determined. This research was also conducted not only for services in the health sector but in all related fields whose concept is to serve the community directly.

RESEARCH METHODS

This is quantitative research. Sample taken from an individual who is or has ever (the longest of the last two months) been in public service on a related OPD. Thirty respondents per OPD will be interviewed by surveys. The sampling technique is random sampling and a total sample of 280 respondents (Sugiyono, 2017). The research was carried out at the Regional General Hospital (RSUD) on Social Services, Empowerment of Women and Child Protection, Employment, Industry and Commerce Services, Community and Village Empowering Services, Youth, Sports, Culture and Tourism Services, Fisheries and Farms Services, and Talawi Department. Data collection will be done using structured questionnaires. The questionnaire is structured by raising 14 elements of public satisfaction service as the minimum element that must exist for the basis of measurement of the Public Satisfaction Index (IKM). This is by the Decree of the Minister of State of Public Information Appliances No. KEP/25/M.PAN/2/2004 on the General Guidelines for the Preparation of the Public Satisfaction Index. In this study, data analysis techniques, i.e. by calculating the value of the Public Satisfaction Index (SPI) for each OPD. Data analysis methods are guided by Regulation No. 14 of 2017 on the General Guidelines for the Preparation of the Social Satisfying Index of Government Service Units, which is as follows:

$$\text{Weighted Average Value} = \frac{\text{number of wight}}{\text{number of elements}} + \frac{1}{14} = 0.071$$

To obtain the value of the service unit, use the approach of the calculated weighted average using the subsequent formula:

Public Satisfaction Index (IKM)=

$$\frac{\text{Perception Value Total for Each Element}}{\text{Total Elements Filled}} \times \text{Weighted Average Value}$$

In order to make the interpretation of the ICP ratings between 25 and 100, the above ratings are converted to base values of 25, with the following formula:

Table 1.
Public Satisfaction Index (PSI)

Value of Perception	Public Satisfaction Index Interval value	Public Satisfaction Conversion Interval Value	Quality of Service	Performance of Service Units
1	1,00 – 2,5996	25,00 – 64,99	D	Not Good
2	2,60 – 3,064	65,00 – 76,60	C	Less Good
3	3,0644 – 3,532	76,61 – 88,30	B	Good
4	3,5324 – 4,00	88,31 – 100,00	A	Excellent

Source: Data Fields, 2023

For objectivity analysis material, the public opinion data that has been entered in each questionnaire is compiled by compiling respondent data collected by age group, gender, past education, and primary occupation. Based on the results of the calculation of the index of public satisfaction, the sum of the value of each unit of service is obtained from the amount of the average value of every element of service.

When known the mean value of the element and each unit of service is as shown in the following table:

Table 2.
Public Satisfaction Survey Element Value (SKM)

No.	Elements of Public Satisfaction Survey Element	Value of Public Satisfaction Survey Element
1.	Service Procedures	A
2.	Terms of Service	B
3.	Service Officer Clarity	C
4.	Service Officer Discipline	D
5.	Service Officer Responsibilities	E
6.	Employee Services Skills	F
7.	Response Time	G
8.	Justice Is Obtained	H
9.	Officer's Politeness And Cruelty	I

Source: Data Fields, 2023

To find out the index value of each OPD, the IKM is calculated as follows:

$$(a \times 0,071) + (b \times 0,071) + (c \times 0,071) + (d \times 0,071) + (e \times 0,071) + (f \times 0,071) + (g \times 0,071) + (h \times 0,071) + (i \times 0,071) + (j \times 0,071) + (k \times 0,071) + (l \times 0,071) + (m \times 0,071) + (n \times 0,071) = \text{Index Value (X)}.$$

This research has limitations in sampling and informants due to the distance and time constraints considering the vast area of the research location. As a result, the researchers have not fully obtained data and information regarding the public services experienced by all elements of society in the Batubara Regency government.

RESULTS AND DISCUSSIONS

Result

The public satisfaction index's average value against 14 elements of service 7 OPD District of Batu Bara is shown in Table 2 below:

Table 3.
Average Value of IKM 14 Service Elements in 7 Regional Device Organization (OPD) Years 2023

No	Indicator	Value	IKM		Rank
			Convert Category	Convert Category	
1	Procedure for Servicing	3,257	81,429	B	4
2	Requirements	3,329	83,214	B	1
3	clarity	3,225	80,625	B	7
4	Discipline	3,214	80,357	B	9
5	Responsibility	3,250	81,250	B	6
6	Capability	3,254	81,339	B	5
7	Response Time	3,225	80,625	B	8
8	Justice Is Obtained	3,161	79,018	B	11
9	The courtesy and Hospitality Of The Officers	3,157	78,929	B	12
10	Service Charge Liability	3,107	77,679	B	13
11	Service Cost Certainty	3,107	77,679	B	14
12	Service Booking Confidence	3,179	79,464	B	10
13	Comfort in the Environment	3,289	82,232	B	3
14	Security	3,296	82,411	B	2
	Total of Public Satisfaction Index	3,218	80,446	B	

Source: Data Fields, 2023

According to data table 3 above, the acquisition of the Public Satisfaction Index in the year 2023 was 3,218. The data are obtained from a series of 7 OPDs in Batu Bara district that are used as a sample. Based on the achievement of the value of the Index per element, it is achieved that the whole element of service is in the category Good (B) in order from highest to lowest as follows: service requirements, service security, environmental comfort, service procedures, service officer ability, service responsibility, clarity, response time and discipline, service schedule on time, justice to receive assistance, officials' politeness and hospitality, obligation for service fees and assurance for service fees. Furthermore, the average value of IKM against the respective services of the 7 OPD district of Batu Bara is shown in Table 3 below:

Table 4.
Average Value of Public Satisfaction Index to the Respective Services of 7 OPD district of
Batu Bara Years 2023

No	Regional Device Organization (OPD)	Value of Public Satisfaction Index	Public Satisfaction Index Value Conversion	Category
1	District General Hospital	3,246	81,161	Good
2	Social Services, Women's Empowerment, and Child Protection	3,214	80,357	Good
3	Employment, Industry, and Trade	3,216	80,402	Good
4	Public and Village Empowerment Service	3,195	79,866	Good
5	Fisheries and Livestock Service	3,204	80,089	Good
6	Department of Youth, Sport, Tourism and Culture.	3,209	80,223	Good
7	Talawi District	3,241	81,027	Good
	Total Average	3,218	80,446	Good

Source: Data Fields, 2023

Based on the above data, then the average achievement of the Public Satisfaction Index of the 7 OPDs selected in Batu Bara district in 2023 was 80,446 with the *good category*, where the Regional General Hospital has the highest IKM rating, that is, 81,161 and the Village Public Development Service has the lowest IKP rating, which is 79,866.

Discussion

Public Service Analysis

Conceptually, it can be explained by browsing word by word. According to Kotler, it is mentioned that a service is any profitable activity within a group or unity, and offers satisfaction even if the result is not bound to a product physically (Krishno Hadi, 2020). According to (Irawan, 2018) said that the term public in the everyday sense in Indonesia is often understood as state or general, this is commonly found in the Indonesian pattern that translates public as in the term public administration translated as state administration.

Based on the definition above, then various meanings of public service can be understood as the provision of services for the needs of a person or community that has an interest in the organization by the basic rules and procedures that have been established According to the Law of the Republic of Indonesia No. 25 Year 2009 on Public Service Article 1 A public service is an action or a sequence of actions to satisfy a citizen or resident's need for goods, services, and/or administrative services in accordance with the laws and rules supplied by the public service organization (Istyanto & Nasrulloh, 2019).

Furthermore, the Decree of the Minister of Public Information of State Appliances No. Kep/25/M.PAN/2/2004 on the General Guidelines for the Preparation of the Public Satisfaction Index of Government Service Units stipulates that public service is all service activities carried out by public service organizers as an attempt to meet the needs of recipients of services, or in the framework of the implementation of provisions of legislative (Jalma, Putera, & Kusdarini, 2019). To guarantee the smooth maintenance of the public service required Builders and accountable. Under Law No. 25 of 2009 on Public Services, the scope of public services includes

public goods services and public services as well as administrative services regulated in the legislative regulations. Based on this statement, then the sphere of public service at 7 (seven) OPD examined is administrative service. Administrative service, that is, is a public service organized to produce various forms of official documents required by the public. According to Act No. 25, 2009, on Public Service, the spheres of public Service include public goods and public service services, and administrative Services regulated by the regulations of the legislation of invitation.

Public Satisfaction Index

District General Hospital

Public services organized by the Regional Government should be implemented to provide services that satisfy the public. A quality service will satisfy the public and increase public confidence in the quality of the performance of public servants (Kurnia, Rauta, & Siswanto, 2017). The evaluation given by the public determines the measure of public service performance as is the case in the General Hospital of the Coal District. One thing that can be done to know the public service is to measure the level of public satisfaction. The Public Satisfaction Index is one tool used to assess a public organization's level of service quality (SCI) as data and information on the level of public satisfaction obtained from the results of measuring quantitatively and qualitatively the opinion of the public in obtaining services from the apparatus of public service organizers by comparing between their expectations and needs. Customer satisfaction can be measured using a variety of measurement methods, one of which is a customer satisfaction survey.

By the (Regulations of the Ministry for Public Information on State Repairs and Bureaucracy No. 14 of 2017 on the Guideline for the preparation of a Survey on the Public satisfaction Survey of the Organizers of Public Service Units of Public Services), and Based on the principles of service as set out in the Declaration No. 25 of the Year 2004, there are 14 relevant, valid and reliable elements as the minimum elements that must exist for the basis of measurement of the public satisfaction index as follows:

1. The procedure of service, that is, the ease of the stages of service given to the community is seen from the ease of use of the service program
2. Terms of Service, i.e. the administrative and technological prerequisites required to acquire a service by the type of service;
3. The clarity of the service officer, i.e. the presence and certainty of the officer providing the service (name, position authority, and responsibilities)
4. The discipline of the service officer, that is the officer's righteousness in the provision of service, especially about the consistency of working hours by the provisions in force.
5. Responsibilities of the service officer, i.e. clarity of authority and responsibility of the officer in maintenance and completion of service
6. The capacity of the service officer, i.e. the level of expertise and skills that the officer possesses in providing/ completing services to the community
7. Service speed, i.e. the target service time can be completed within the time specified by the service provider unit
8. The justice of service, that is, the performance of service without distinction between the group/status of the community served.
9. The courtesy and hospitality of officials, that is, the attitude and behavior of officers in rendering service to the community in a courteous and friendly manner and with mutual respect and respect;

10. Service cost liability, that is, public affordability to the size of the cost established by the service unit
11. The certainty of the cost of service, that is, the compatibility between the cost paid and the cost established
12. The certainty of the schedule of service, that is, the execution of the service time, according to the provisions that have been established
13. The comfort of the environment, like, neat, and tidy to give the service client a sense of security.
14. Security of Service: this refers to how safe the service provider unit's surroundings are or how they employ the service in order to protect the general public from risks associated with providing the service.

From the findings of this study, it can be explained that all the elements of public service in the General Hospital of the Coal District have been met with the category of good. It indicates that the implementation of the service to the community of the Seventh OPD in Coal continues to make improvements and refurbishments to obtain the satisfaction of the community. In addition, to dig into public perception continuously 7 OPD Coal has created an application e-SUKMA (electronic Public Satisfaction Survey) where in the filling of the electronic SUKMA patients are asked to answer questions about the quality of services that have been provided after receiving treatment. These innovations also gain appreciation and appreciation from MENPAN-RB as an OPD that actively covers the aspirations of the community. As presented by the informants in this study explains that the service so well provided by the Seven OPD is friendly, quick, and in line with expectations.

Social Services, Women's Empowerment, and Child Protection

The Public Satisfaction Index for OPD is an important tool for evaluating and improving community experience. It can help OPDs deliver better services, allocate resources effectively, and remain competitive in a rapidly changing public service landscape. Prioritizing satisfaction can create a more positive and supportive environment for society and professionals. By understanding what is expected and needed by the community in the coal district can adapt services to meet the well-being of the community, by identifying the weak points of OPD, so can target improved quality and better allocation of resources. Satisfied people are more likely to return to the OPD for their future needs and recommend it to others. A higher public satisfaction index can contribute to the retention and attractiveness of the public. This can lead to better user retention, as satisfied users are more likely to continue using the service. Job services that consistently receive high satisfaction scores can use this as a competitive advantage. People are more likely to use services that have proven to satisfy users. A public satisfaction index can provide valuable data that can inform decision-making in the public service. This data-based approach can lead to better resource allocation and strategy development (Kurnia, Rauta, & Siswanto, 2018).

Employment, Industry, and Trade

The Satisfaction Index is an important tool for evaluating and improving the quality of services provided to job seekers and employers. By prioritizing user satisfaction. Good service can boost their offerings, build confidence, and remain competitive in the labor market industry. According to the explanation of the research informants, the services of the Employment, Industry, and Trade Department from various aspects are good. This is evident from the rapidness of the service provided by the apparatus. It has been created a service that is just by promoting the principle of equal rights. It is necessary to grow a sense of responsibility for each service officer to always provide services with the principles of equality of rights to every society. In addition,

the Chief of Staff always gives an effort to cultivate understanding to the officers to always provide a service that is fast, accurate accurate, and fair (Berglund, Dunlop, Koebele, & Weible, 2022). It can be concluded that when employment services are accessible, efficient, and effective, and maintain a positive service interaction, feedback mechanisms and transparency will then contribute to sustainable improvement.

Village People's Enlightenment Service

The high public assessment of all the elements of service by the village community empowerment service is due to the requirements that apply to the policies established by the government. Besides, the services in the village community welfare service are not charged. An officer or employee of the Village Community Empowerment Service in serving the community commits not to make a bribe which greatly affects the satisfaction of the service users. The results of the recapitulation of the Public Satisfaction Index through the disseminated questionnaire obtained an average score of 79,554. Then it can be said that the performance of the Department of Rural Development in the coal district is good.

It should also be explained that the importance of socializing the index of public satisfaction to improve the quality of services to realize public service in the sense of meeting the expectations and needs of both service providers and recipients (Salsabila, Yusrani, Annajah, Azzahra, & Sabrina, 2023). The commitment of the public service organizers of the Village Empowerment Service to improve its capabilities, skills, comfort, security, and availability of support facilities and supplies and to be able to perform public services in a transparent, accountable, prompt, accurate, cheap, open, simple and easy to implement and non-discriminatory manner.

Public satisfaction with the authority of the village community empowerment service can be influenced by various factors, and it is important to consider the context and specific aspects of the service. Village empowerment services are usually aimed at improving the quality of life, infrastructure, and community development in rural areas. It is important to note that public satisfaction can vary depending on specific conditions, authority effectiveness, and community priorities. Regular assessments through surveys, feedback mechanisms, and community meetings can help measure and improve public satisfaction with services (Caner, 2022). As stated by the informants in this study the Department of Rural Development is tasked to coordinate the government of the village and the district continuously. When problems are found at the village level or in the district, it is the responsibility of the Village Public Enrichment Service to resolve them. For example, when there is a change in the head of the village, the crucial problem is the conflict in the village government.

Ministry of Youth, Sports, Culture and Tourism

The achievement of the index of public satisfaction to the Youth, Sports, Culture, and Tourism Services is a good category. This indicates that the Ministry of Youth, Sports, Culture and Tourism has carried out its tasks well. The Ministry of Youth, Sports, Culture and Tourism provides services in the field of letters of recommendation for athletes when there are certain activities. In carrying out its tasks and functions, the Ministry of Youth, Sports, Culture and Tourism is responsible for drawing up technical policy, monitoring and evaluation as well as reporting on youth and sports, culture and tourism.

The informant in this study explains that as long as it has been connected to the direct public every day it does not exist, but provides services in the form of letters of recommendation related to the activities of youth and sports, culture, and tourism. In providing services to the Youth, Sports, Culture, and Tourism Service promptly when the requirements and facilities

provided by the community are fulfilled and this has been well socialized through the website and notification of information directly in the office at the Department of Youth, Sport, Culture & Tourism in the form of posters and standard operational documents procedures (SOP). As for the types of public services that the Youth, Sports, Culture, and Tourism Service provides, the following are:

1. Tourism Services
2. Business List Mark Tourism Information and Tourism Consultant
3. Tourism Service Provider Business List
4. List Mark Travel Tourism Food & Beverage
5. Business List mark

Department of Fisheries and Livestock

Based on the results obtained, the community satisfaction index value for the Fisheries and Livestock Service is in a good category. This indicates that so far the Fisheries and Livestock Service has made various improvements based on input and complaints from the public. In principle, the Fisheries and Livestock Service carries out all public service activities for the community based on established standard operating procedures. However sometimes in providing services to the community, it is found that people forget and do not read the requirements. However, the Fisheries and Livestock Service remains humane in providing services by guiding and assisting the community so that their needs are still met, such as letters of recommendation to obtain subsidized fuel for fishermen. The Fisheries and Livestock Service also always provides solutions for the community and offers convenient services, the purpose of which is for time efficiency. As stated by the informants in this research, it was explained that when providing services, efforts were made to avoid the accumulation of public queues and crowds (T. C. García, 2021). Therefore, the solution given is to create an online registration method provided that all requirements must be met first. Every service provided is attempted to be completed within 1 x 24 hours.

Talawi District

Based on the obtained community satisfaction index values for public services in Talawi District, it can be explained that so far the sub-district government has carried out its primary duties and operations well in providing services to the community. If examined from the aspect of discipline and integrity of officers or employees, it is good, as can be seen from their presence in the office during operational hours and coordination every day with the village government. The provision of public services in Talawi District cannot be separated from the existence of standard service operational standards, starting from document requirements for administrative processing to the completion of administrative matters. In providing services to the community, officers accompany and provide explanations regarding the grace period for completing administrative matters. Like identity card matters, the average completion time is usually 1 x 24 hours if the requirements are complete.

Not only that, of course, other matters are needed by the community that are of an emergency nature (force majeure) such as processing certificates of incapacity for BPJS needs or health matters, so in this case the sub-district government provides convenience and priority services to the community. As stated by the informants in this research, it was explained that some time ago there were people who needed a certificate of incapacity requested by the hospital as a substitute for BPJS because the patient's condition was an emergency, so within a short time the sub-district head immediately helped to make the letter and signed it.

In the explanation, this research informant also explained that the task of the sub-district government is to be in contact with the community every day and must fully understand the community's needs, even though sometimes they have to receive criticism and input from the community. However, of course, there are limitations in facilities and infrastructure in Talawi District such as computer support, waiting rooms, and room facilities.

One of the things that supports the success of public services is infrastructure support. Sub-districts as providers of public services have the main task of assisting the Mayor/Regent in administering government, development, and society in the sub-district area as well as increasing the effectiveness of public services in the context of good governance and improving quality. Public satisfaction with government services, starting with service duration, service charges, and service protocols, must be taken into account by government agencies when evaluating their service delivery. As such, infrastructure, human resource quality, and local government accountability are critical components to consider while delivering community services in order to ensure that the community receives appropriate care.

The attainment of service quality is contingent upon meeting all necessary prerequisites for enabling service activities for the community. These include government-provided facilities and infrastructure factors, which set up equipment to support a seamless service process; additionally, the quality of human resources necessitates a high degree of accountability from service implementers to deliver the best possible service to the community and good capacity to receive feedback from the community on the services rendered (Colin & David, 2023).

The effectiveness of the service sector's work in providing services to the community—both in terms of timeliness and cost certainty in these service activities—is one of the most significant factors that the Talawi District Government pays close attention to. Service protocols in Talawi District are similar to those in other regions; for instance, community members place a high value on services that are clear and certain. Officials in charge of executing services are accountable and responsive in their roles as service providers. The service implementer goes over in great detail the steps and requirements needed to process Identity Cards, Legalize Letters, and other District Office-related matters.

CONCLUSIONS

Based on the results of research data analysis, it can be concluded that the average acquisition of the Community Satisfaction Index for the 7 selected OPDs in Batu Bara Regency in 2023 is 80.446 in the “good” category. This is characterized by the fulfillment of the public service needs of the community in the form of public goods and public services. The highest Community Satisfaction Index is at the Regional General Hospital OPD which has the highest IKM value, 81.161, which is in the “good” category, and the lowest IKM at the Community and Village Empowerment Service has the lowest IKM value, namely 79.554 which is also in the “good” category. The Public Satisfaction Index for 7 (seven) Regional Apparatus Organizations (OPD) from the highest public service element is service procedures, namely 3.329. This gain is based on the availability of standard operating procedures (OPD) as well as information boards and official websites for each OPD, making it easier for the public to prepare administrative requirements. The average Community Satisfaction Index for Regional Apparatus Organizations (OPD) in Batubara Regency is 3.208 and is in the “good” category with the three highest assessment elements being service requirements, service security, and service comfort. The recommendation in this research is that initiatives aimed at enhancing public services.

The strategy decrease public service in regional device organizations that are still lacking, efforts are needed to create human resources of employees who are competent, capable, and skilled,

as well as possessing a good attitude and compliance with laws and regulations. Not only that, there is a need for the sustainability of periodic public satisfaction surveys to determine level of public satisfaction. Improving the quality of service can enhance the quality of public service by shortening service procedures, speeding up completion times, reducing service costs, improving the quality of service products, and preparing facilities and infrastructure. Certain work units can independently keep an eye on and assess how the implementation of IKM assessments. The results of the performance monitoring of these service units are then reported to the leadership of the government agency as material for policy formulation.

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