

CUSTOMER EXPERIENCE BASED PUBLIC SATISFACTION SURVEY ON OFFICE OF INTEGRATED PERMIT SERVICE (Kantor Pelayanan Perizinan Terpadu Cimahi City, West Java – Indonesia)

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ABSTRACT. *Public satisfaction survey must be carried out as a monitoring and evaluation of existing policies. Therefore, the Government Cimahi need a variety of information related to a quality of service by using customer satisfaction survey. Customer satisfaction survey on permit services is intended to ensure the quality of service of KPPT (Kantor Pelayanan Perizinan Terpadu or Office of Integrated Permit Service) of Cimahi City is really effective and efficient. The results coming from the customer satisfaction index that do not meet the criteria, which would become fundamental for next years' improvement. However, the components for the assessment of existing survey taken from customers tend to evaluate KPPT Cimahi City internally, which overlook the factor of customer experience. The survey results are just focusing on aspects of self-assessment, without any regard on necessary customer's perspective. This research explores customer experience perspective by using best practice of measuring customer value by Park and Recreation of Ontario (2012), which captures the survey results based on several factors: (1) Use, (2) Information & Customer Services Experience, (3) Facility experience, (4) Program experience, (5) Motivation & Barriers, (6) Personal Outcomes, (7) Community Outcomes, (8) Suggestion for The Future, and (9) Information About You (Demographics). Survey shows that factors of Information & Customer Services Experience becomes the main thing that is seen by the customer, which indeed building up a need for more service. Other occurring factors shows tendency of services to be monotonous.*

Key words: *Customer Experiences, Surveys, Customer Satisfaction*

INTRODUCTION

Reformation of bureaucracy in central and regional department is a fundamental necessity to develop good governance. Reformation in bureaucracy in regional government, especially in integrated permit service, is done through a more simplistic process of business permit, thus would create a better service for public to do their economic activity.

Commitment from every parties involved in embodying good governance is needed, those include government, public, and business. Government apparatus in managing permit ought to have good coordination, integrity, professionalism, work ethic, and high moral value. The accessibility of information on government performance report should be opened for general public. Basic concept of accountability is based on classification of managerial responsibility in every level of organization, which sole purpose is to have accountable report on every activity in every department that leads to enabling supervised control for any particular activity.

The accountability of government institution is embodied in the obligation to be responsible on every success and failure of goals and objectives implementation in a particular institution. In practical way, accountability is the obligation to give report of liability or answering and explaining performance or act of individual/legal body/head of an organization to authority according to Government Rule No.8 Year 2006 on Financial and Performance of Government Institution Report and also President Decree No.29 year 2014 on Accountability System of Government Institution's Performance. To develop an effective and transparent Cimahi City

Government, in the form of accountability of government institution's performance, every SKPD (Satuan Kerja Pemerintah Daerah or Regional Government Work Unit) should provide LAKIP (Laporan Akuntabilitas Kinerja Instansi Pemerintah or accountability report of government institution performance) and performance goals. LAKIP must refer to State Minister of State Apparatus Utilization and reformation rules no.53 year 2014 on Technical Guidance on Performance Agreement, Performance Report, and review guidance of LAKIP.

Performance not only measured internally but also externally as success benchmark for all stakeholders involved. The measurement can be done through public satisfaction survey, by focusing on directly involved public, which is also felt the impact of KPPT of Cimahi city. Based on the documents in this research, KPPT has been doing public satisfaction survey since 2012, but the indicators are focusing more on KPPT subjectivity, without any regards on the impact of the service on individual basis.

This research explores the indicator of public satisfactory index based on public perspective on the impact of ongoing service rather than measuring KPPT performance.

There are some government institutions have done public satisfaction survey in the last 2-3 years. One of them is Malang city Regional Secretary Office, by implementing nine key indicators (figure 1) and nine additional indicators (figure 1)

The next one is Ministry of Trade, which uses 20 complex survey indicators (figure 2) undoubtedly would bored respondents.

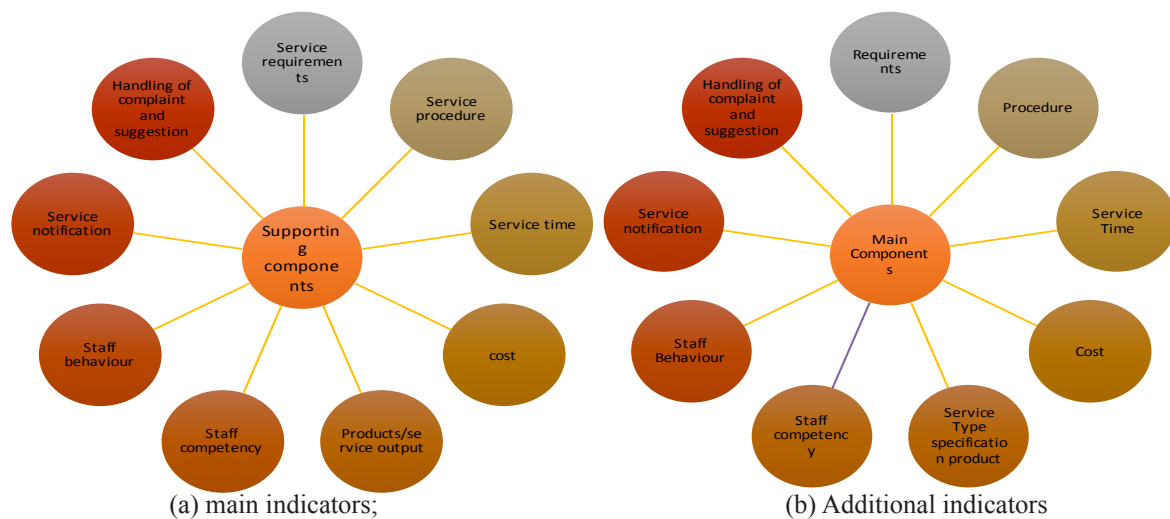


Figure 1. Public Satisfaction Survey by Malang city Regional Secretary Office 2015:



Figure 2. Satisfaction Survey Indicator of Ministry of Trade 2014

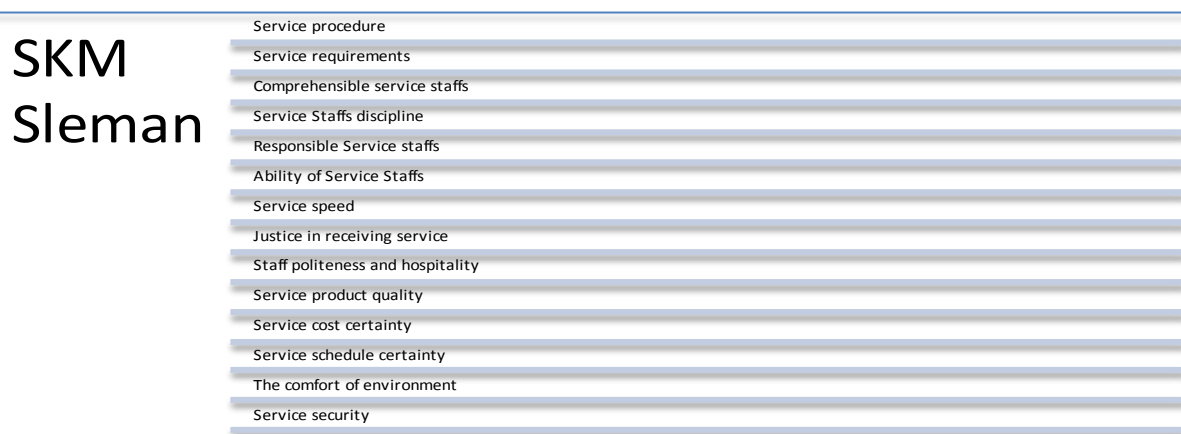


Figure 3. Survey Indicators of Sleman Regency

Lastly, Sleman regency uses 14 indicators (Figure 3) to measure service quality given to its stakeholders. It is found that there are at least 39 indicators, which is too many to be asked to a respondent in one occasion. Based on some indicators used by several institutions above, it can be seen that they tend to see on business process implementation from stakeholders/public's perspective and disregard public experience

as element to focus on. Those indicators are implemented with a closed indicator concept, which means stakeholders/public are not given any chance to have argumentation on what they want in term of service. This is an issue needed to be addressed as public is the one who understand and feel the impact of the service.

METHODS

This article uses quantitative approach by distributing questionnaires towards stakeholders of KPPT Cimahi City. Concept of best practice measuring customer value by Park and Recreation Ontario (2012) and snowball sampling in questionnaire distribution is being implemented for this research. Those questionnaire are being given to public who uses KPPT Cimahi City at a particular time.

RESULTS AND DISCUSSION

Cimahi City Government Office are using closed indicators concept, measuring from public version of business. Those indicators can be seen in figure 4 as follows: (1) Service requirements (2) Service speed (3) Service Schedule certainty (4) Service procedure (5) Justice in receiving the service (6) Service staffs discipline (7) Service cost fairness (8) Comprehensible service staffs (9) Service staffs' responsibility (10) Service Staffs ability (11) Service staff's politeness and hospitality (12) Service cost certainty (13) The

comfort of environment (14) Service security. All those indicators are very normative.

Different perspective is taken in measuring public satisfaction survey by recording customer experience perspective in using KPPT of Cimahi city. This research applied best practice Measuring Customer Value by Rob Armstrong, et.al (2012), who capture the survey results based on factors: (1) Use, (2) Information & Customer Services Experience, (3) Facility experience, (4) experience Program, (5) Motivation & Barriers, (6) Personal Outcomes, (7) Community Outcomes, (8) Suggestion for The Future, and (9) Information About You (Demographics). The research distributed questionnaires towards service users, which every questionnaire using 1-5 scale, in which 1 represents not as expected, while 5 represent same with expectation.

Survey shows that factor of Information & Customer Services Experience becomes the main thing that is seen by the customer, with other as shown in the survey results follows, like suggestion for the Future factors. Other factors show symptoms of services tend to be monotonous.

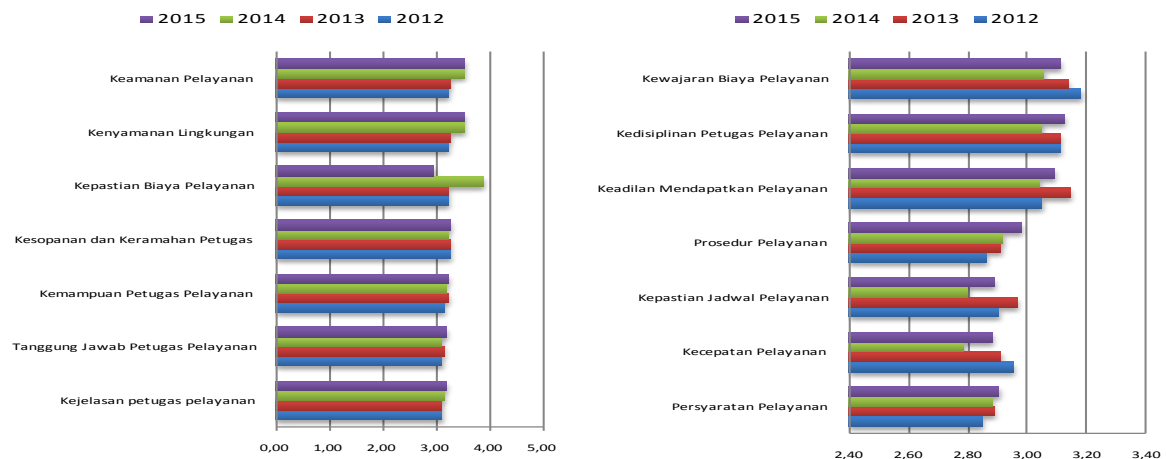


Figure 4. Existing Customer Satisfaction Survey indicator of measurement of KPPT Cimahi City.

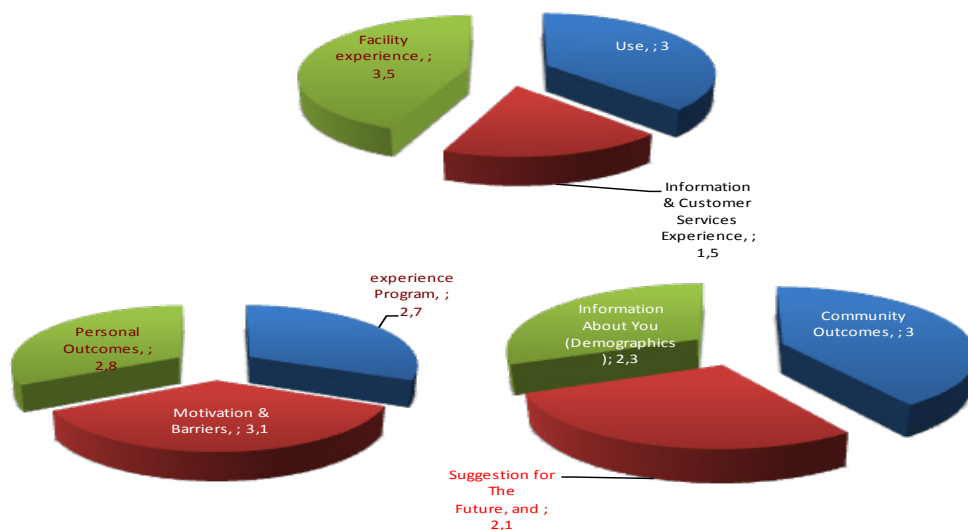


Figure 5. Questionnaire results on Customer Experience Index (1-5 scale)

CONCLUSION

This research tries to convey what public felt based on their experience. This research would be more valid if respondents data are individuals who already experience the service more than one time.

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