

ANALYSIS OF COMMUNITY SATISFACTION INDEX VALUE (IKM) ON THE LEVEL OF PUBLIC SERVICES AT THE STANDARD TESTING CENTER FOR AGRICULTURAL LAND RESOURCES INSTRUMENTS

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Abstract

The aim of this research is to measure public satisfaction with the level of public services at the Center for Standard Testing of Agricultural Land Resources Instruments (BBPSI SDLP) from a marketing management perspective. The research method used was qualitative description with a population of 50 people. The Community Satisfaction Index (IKM) is the result of measuring the Community Satisfaction Survey (SKM) in the form of numbers on a scale of 1 to 4. Based on the Community Satisfaction Survey Guidelines for Public Service Work Units within the Ministry of Agriculture at the BBPSI SDLP work unit, The analysis results show a value of 3.38 and an IKM value of 84.53 in the good category. These results indicate that the services provided have met community expectations, which is important for BBPSI SDLP's public marketing strategy.

1. INTRODUCTION

Background problem

According to Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services. Public services are all activities in the context of fulfilling basic needs in accordance with the basic rights of every citizen and resident or goods, financial services or administrative services provided by public service providers in an effort to fulfill the needs of service recipients and implement statutory provisions. [1]. Kasmir (2005), states that service is the activity of a person or organization in providing services that can provide satisfaction to customers with predetermined standards or categories. [2].

Customer satisfaction is a condition where a customer's needs, desires and expectations are fulfilled through the products they consume [3] (Nasution, 2001). Meanwhile, according to Schnaars in Pasolong, (2010) that satisfaction is created when customers provide benefits, including the relationship between customers and the agency being harmonious, providing a good basis for buyers with repeated use, loyalty is created from customers which is formed from word of mouth recommendations that can provide benefits to the company [4].

The main factor in realizing good governance is implementing principles such as accountability, transparency, participation, equality and legal certainty which are important in creating a healthy bureaucratic climate. In the context of developing a state administration system, bureaucratic reform greatly determines the efficiency and quality of services to the community.

In the context of marketing management, community satisfaction can be measured through the Community Satisfaction Index (IKM). SMEs provide an overview of the public's perception of the quality of services provided by an agency. A high level of satisfaction shows that the agency has succeeded in meeting or even exceeding community expectations. Therefore, it is important for the Center for Standard Testing of Agricultural Land Resources Instruments (BBPSI SDLP) to measure and analyze SMEs in order to improve the quality of public services and achieve strategic goals in marketing management.

Service activities carried out by public service providers are one way of meeting the needs of service recipients and implementing statutory regulations. A service can produce satisfaction. Service and satisfaction are two things that cannot be defined separately in terms of customer satisfaction. With satisfaction, the related parties can mutually correct each other as to whether the service provided is good or bad.

According to the Republic of Indonesia Minister of Agriculture Regulation no. 13 of 2023 dated 05 June 2023 Center for Standard Testing of Agricultural Land Resources Instruments (BBPSI SDLP) as an Echelon II Work Unit under the Agricultural Instrument Standardization Agency (BSIP), BBPSI SDP has duties and functions including coordination, planning, data preparation, implementation, maintenance and harmonization of standards for agricultural land resource instruments and those related to climate change in the agricultural sector [5]. In carrying out its duties, BBPSI SDLP also provides public services consisting of requests for thematic geospatial data on agricultural land resources, consultations, visits, PKL/internships, and libraries.

SKM or community satisfaction survey is a general measurement activity regarding the level of community satisfaction with the quality of services provided by an organization as a public service provider in accordance with 19/PERMENTAN/OT.080/4/2018 concerning Guidelines for Community Satisfaction Surveys in UK Public Services in Scope of the Ministry of Agriculture [6].

The main goal of public services is community satisfaction. This satisfaction will be realized if the service provided is in accordance with or better than the established service standards. The problem that some people still often complain about is service time. The time for the service process to the community is around one to two weeks which is considered too long for the community, however the length of service is in accordance with the provisions regarding public service time standards as stipulated in Law no. 25 of 2009 concerning Public Services.

This research is based on several book and article references related to community satisfaction index and marketing management. Research on the community satisfaction index was also carried out by Dedie Firmansyah, et al (2018) entitled Measuring the Community Satisfaction Index (IKM) of Health Services at the North Hulu Sungai District Health Center. The purpose of this scientific work is to present and provide information regarding the legal basis for implementing community satisfaction surveys, determine the value of IKM in BBPSI SDLP, and analyze the results of IKM in BBPSI SDLP.

Problem Formulation

1. What is the legal basis for implementing SKM?
2. What is the value of IKM to public services at BBPSI SDLP?
3. What are the results of the analysis of the value of SMEs in BBPSI SDLP?

Research purposes

1. Know the legal basis for implementing SKM
2. Knowing the Value of the Community Satisfaction Index at BBPSI SDLP
3. Analyzing the Community Satisfaction Index at BBPSI SDLP from a marketing management perspective

2. LITERATURE REVIEW

Customer Satisfaction Theory

Customer satisfaction is a key concept in marketing management that describes how well a product or service meets or exceeds customer expectations. According to Kotler and Keller (2016), customer satisfaction is the level of a person's feelings after comparing the perceived performance of a product or service with their expectations [7]. This satisfaction will have an impact on customer loyalty, which in turn can affect the organization's reputation and profits.

Community Satisfaction Index (IKM)

IKM is a tool used to measure public satisfaction with services provided by government agencies. SMI is measured through surveys that assess various aspects of service, such as speed, clarity of information and professionalism of staff. According to the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017, IKM is a service performance indicator that can be used to evaluate and improve service quality [8]. IKM implementation helps government agencies to understand public perceptions of the services they provide and determine areas that require improvement.

Marketing Management in Public Services

Marketing management in the context of public services aims to understand and fulfill the needs and expectations of society as customers. According to Lovelock and Wirtz (2016), services marketing involves the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals [9]. In public services, this approach helps government agencies to design and deliver more effective and efficient services, which ultimately increases public satisfaction.

The Relevance of SMEs to Marketing Management

Measuring SMEs in public services can be considered as part of a marketing management strategy to understand public perceptions of the services provided. By analyzing SMI results, government agencies can identify areas that need improvement and formulate better marketing strategies to improve service quality and community satisfaction. This is in line with the view of Kotler (2003) who states that effective marketing must start with understanding customer needs and desires [10].

3. RESEARCH METHODS

Data Collection Techniques

This scientific work was prepared using a qualitative descriptive research design, namely a mixture of qualitative and quantitative to determine the value of SMEs at the Agricultural Land Resources Instrument Standard Testing Center (BBPSI SDLP). The type of data used is primary data, which comes from respondents, namely people who provide answers after receiving services at BBPSI SDLP online through community satisfaction surveys.

4. RESULTS AND DISCUSSION

Results

Service quality at BBPSI SDLP was measured using an online questionnaire given to 50 respondents to collect their respective opinions. The Community Satisfaction Index (IKM) is used as a measuring tool for the quality of services provided by BBPSI SDLP.

The SME value is calculated using a weighted average value involving 9 (nine) service elements. These service elements are presented in Table 1. Meanwhile, service quality is categorized into 4 (four) classes consisting of interval value, conversion interval value, service quality, and service unit performance, which are presented in Table 2.

The table below shows the 9 (nine) service elements used in the community satisfaction survey. Each service element has a specific definition and criteria, which can help in evaluating the quality of services provided by BBPSI SDLP.

Table 1. Elements of Community Satisfaction Services

No	Service Elements	Description
U.1	Condition	Requirements are one of the requirements for a type of service, namely technical and administrative requirements.
U.2	Service Procedure System	The service procedure system is the service scheme provided to service recipients.
U.3	Service Completion Time	Service completion time is the time period used to complete the service process, at BBPSI SDLP a maximum time is given 1-2 weeks after the letter is received.
U.4	Fees or Tariffs	Fees or tariffs are the costs of services charged to service recipients. The rate charged at BBPSI SDLP is the PNBP rate, for map SHP requests the rate is IDR 1000/Kb and pdf IDR 45,000/sheet.
U.5	Implementing Competency	Implementing competency is one of the skills that service providers must have.
U.6	Implementing Behavior	Implementer behavior is one of the attitudes that service providers have when serving.
U.7	Infrastructure	Infrastructure is the quality of service provided to customers. BBPSI SDLP provides several platforms to make it easier to provide services to customers.
U.8	Product Type of Service	Service type products are several types of services that BBPSI SDLP can provide, including requests for thematic geospatial data on agricultural land resources, consultations, visits, PKL/internships, and libraries.
U.9	Handling, Complaints, Suggestions and Feedback	Handling, complaints, suggestions and input are procedures for providing service and follow-up to customers.

Source: Processed Data, 2024

This table helps in identifying and measuring important aspects of the services provided, to ensure that the quality of services can be improved in accordance with community needs and expectations.

A total of 50 respondents were studied in April, each respondent assessed 9 (nine) service elements, namely U.1 to U.9. Apart from analyzing the value of SMEs, community satisfaction surveys can also be used to analyze respondent categories based on the type of service used, age, gender, occupation and latest education.

Table 2. Service Quality Score

Perceived Value	SMI Interval Value	SMI Conversion Interval Value	Service Quality	Service Unit Performance
1	1,0 - 2,59	25,0 - 64,9	D	Not good
2	2,6 - 3,06	65,0 - 76,6	C	Not so good

3	3,061 - 3,58	76,61 - 88,3	B	Good
4	3,59 - 4,00	88,31 - 100,0	A	Very good

Source: Processed Data, 2024

The table above shows how the perception values from respondents are converted into IKM values (Community Satisfaction Index), as well as how these values are translated into service quality and service unit performance. The perception value given by respondents ranges from 1 to 4, which is then converted into an IKM value interval. Based on the SME value interval, service quality is categorized from D (Not Good) to A (Very Good), which reflects the performance of the service unit.

To understand the extent of public satisfaction with the services provided by BBPSI SDLP, a survey was conducted in April 2024. This survey involved 50 respondents who assessed various aspects of the services received. The results of data processing from the community satisfaction survey from 50 respondents and each service element in April 2024 are presented in Table 3.

Table 3. BBPSI SDLP community satisfaction survey data processing

Amount	ELEMENTS OF SERVICE									Information
	U.1	U.2	U.3	U.4	U.5	U.6	U.7	U.8	U.9	
Respondent	1	2	3	4	5	6	7	8	9	
1.	3	3	3	4	3	3	3	3	4	
2.	4	4	4	4	4	4	4	4	4	
3.	3	3	4	4	3	3	3	3	3	
4.	3	3	4	4	4	4	3	3	4	
5.	3	3	3	3	3	3	3	3	4	
6.	4	4	4	4	4	4	4	4	4	
7.	3	3	3	4	3	3	3	3	3	
8.	4	3	3	4	3	4	3	3	4	
9.	3	3	3	3	3	3	3	3	3	
10.	3	3	3	4	3	4	4	3	4	
11.	3	3	3	4	3	3	3	3	4	
12.	3	3	3	4	3	3	3	3	3	
13.	3	3	4	4	4	4	4	3	3	
14.	3	3	3	4	3	4	4	4	4	
15.	3	3	3	4	4	4	4	4	4	
16.	3	3	3	4	3	3	3	3	4	
17.	3	3	3	3	3	4	3	4	4	
18.	3	3	3	3	3	4	3	3	4	
19.	3	3	3	4	3	3	3	3	4	
20.	4	4	4	4	4	4	4	4	4	
21.	3	3	3	4	3	4	4	4	4	
22.	3	3	3	4	3	3	3	2	4	
23.	3	3	3	4	3	3	3	3	4	
24.	4	3	4	3	4	3	3	4	4	
25.	3	3	3	4	3	3	3	3	4	
26.	3	3	3	4	4	4	4	4	4	
27.	3	3	3	4	4	4	4	4	3	
28.	3	3	3	4	3	3	3	3	4	
29.	3	3	3	3	3	3	3	3	4	
30.	4	3	4	4	4	4	4	3	4	
31.	3	3	3	4	4	4	4	4	4	
32.	3	3	3	3	4	4	3	3	3	
33.	4	4	4	4	4	4	4	4	3	
34.	3	3	3	3	3	3	3	3	3	
35.	4	3	3	2	3	3	3	3	4	
36.	3	3	3	3	3	3	3	3	3	

Amount	ELEMENTS OF SERVICE										
Respondent	U.1	U.2	U.3	U.4	U.5	U.6	U.7	U.8	U.9	Information	
	1	2	3	4	5	6	7	8	9		
37.	3	3	3	4	3	4	4	4	4		
38.	4	4	4	4	3	3	3	3	4		
39.	3	3	3	4	3	3	3	4	4		
40.	3	3	3	2	3	3	3	3	4		
41.	3	3	3	4	4	4	4	3	4		
42.	4	3	3	3	3	3	3	3	4		
43.	3	3	3	4	4	4	4	3	3		
44.	3	3	3	3	3	3	4	3	3		
45.	3	3	3	3	3	3	4	3	3		
46.	3	3	4	4	4	4	3	3	4		
47.	3	3	3	4	3	3	3	3	4		
48.	3	4	3	3	4	3	4	3	4		
49.	3	3	3	3	3	3	3	3	4		
50.	3	4	3	3	3	3	4	3	4		
51.	4	4	3	4	4	4	4	3	4		
Amount	164	161	164	185	171	176	174	166	191		
Average value	3,22	3,16	3,22	3,63	3,35	3,45	3,41	3,25	3,75		1
											9
Weighted NRR	0,36	0,35	0,36	0,40	0,37	0,38	0,38	0,36	0,42	25	
											0,111
											84,53

Source: Processed Data, 2024

To provide a clearer picture of the performance of the BBPSI SDLP service unit, below is the Community Satisfaction Index (IKM) value obtained from the community satisfaction survey in April 2024. This value reflects how good the service is provided based on various service elements that have been assessed by respondents.

Table 4. BBPSI SDLP SME values for April 2024

Service Elements		Average value	%	Stop
U.1	Condition	3,22	80,39	Good
U.2	Service Procedure System	3,16	78,92	Good
U.3	Service Completion Time	3,22	80,39	Good
U.4	Fees or rates	3,63	90,69	Very good
U.5	Implementing Competency	3,35	83,82	Good
U.6	Implementing Behavior	3,45	86,27	Good
U.7	Infrastructure	3,41	85,29	Good
U.8	Product Type of Service	3,25	81,37	Good
U.9	Handling, Complaints, Suggestions and Feedback	3,75	93,63	Very good
	Element Weighted NRR	3,38	84,53	Good

Source: Processed Data, 2024

Processing of community satisfaction survey data in Table 3 shows that based on the survey results, the work value of the BBPSI SDLP service unit in April 2024 is categorized as GOOD with a weighted NRR of 3.38 and a Conversion Interval Value of 84.53. The results of the service elements are as follows: requirements 3.22 (good), service procedure system 3.16 (good), service completion time 3.22 (good), cost or tariff 3.63 (very good), product type of service 3.35 (good), implementing

competence 3.45 (good), implementing behavior 3.41 (good), infrastructure 3.25 (good), and handling complaints, suggestions and input 3.75 (very good).

The types of services used by respondents included: consultations for 4 respondents, internships and work practices for 6 respondents, libraries for 1 respondent, map requests for 2 respondents, technical guidance for 23 respondents, and information service features for 12 respondents. Respondents had various ages, including: <20 years, 20-30 years, 30-40 years, and >40 years. The gender of the respondents consisted of 34% men and 66% women. Respondents' final education included: high school (32%), D1/D2/D3 (8%), S-1 (44%), and S-2 or above (16%). Respondents' jobs are dominated by civil servants/TNI/Polri.

Discussion

Legal Basis for Implementing SKM

The implementation of the Community Satisfaction Survey (SKM) at the Center for Standard Testing of Agricultural Land Resources Instruments (BBPSI SDLP) is based on Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services and Regulation of the Minister of Agriculture of the Republic of Indonesia No. 13 of 2023. This law emphasizes the importance of providing quality and transparent public services. Republic of Indonesia Minister of Agriculture Regulation No. 13 of 2023 provides guidelines for conducting surveys to measure public satisfaction with the services provided by BBPSI SDLP. The main objective of conducting this survey is to determine public perceptions regarding service quality and use the results as a basis for continuous improvement.

The Value of SMEs on Public Services at BBPSI SDLP

The results of a survey involving 50 respondents showed that the IKM score for public services at BBPSI SDLP was 84.53, which was categorized as good. This value reflects the high satisfaction of the community with the services provided. The assessment was carried out on a measurement scale from 1 (not good) to 4 (very good), and the results showed that the majority of respondents were satisfied with various aspects of BBPSI SDLP services.

Analysis of the Value of IKM at BBPSI SDLP

Analysis of the value of SMEs is carried out by referring to service indicators which include:

1. **Service Quality:** Respondents rated the quality of service provided by BBPSI SDLP as good. This includes clarity of information conveyed, speed of service, and professionalism of staff. The survey results indicate that the public feels that the services provided have met the expected standards.
2. **Customer Satisfaction:** A high level of customer satisfaction shows that BBPSI SDLP is successful in providing services that meet community expectations. The IKM value of 84.53 indicates that the majority of respondents are satisfied with the services received.
3. **Word of Mouth Recommendation:** A high level of satisfaction tends to increase the likelihood that people will recommend BBPSI SDLP services to others. This is an important indicator in marketing management, because word of mouth recommendations can expand the customer base and increase the agency's reputation.

A high IKM score shows the success of BBPSI SDLP in providing satisfactory public services. From a marketing management point of view, this result is very positive because customer satisfaction is one of the main indicators of the success of a service. High satisfaction not only shows that the service provided meets people's expectations, but also increases customer loyalty and the potential for getting word of mouth recommendations.

However, even though the IKM scores are good, BBPSI SDLP must continue to strive to improve the quality of its services. Utilization of information technology and ongoing training for staff are important steps that can be taken to increase the efficiency and effectiveness of services. In addition, regular measurements of community satisfaction need to be carried out to ensure that the services provided always keep up with developments in community needs and expectations.

Thus, through appropriate strategies, BBPSI SDLP can continue to improve the quality of its services and achieve a higher level of public satisfaction, which will ultimately strengthen the agency's image and reputation as a reliable and quality public service provider.

5. CONCLUSION

This research measures and analyzes the Community Satisfaction Index (IKM) with public services at the Center for Standard Testing of Agricultural Land Resources Instruments (BBPSI SDLP) from a marketing management perspective. The research results show that the IKM score is 84.53, which is categorized as good, reflecting community satisfaction with the services provided. The legal basis for implementing the Community Satisfaction Survey (SKM) used is Law of the Republic of Indonesia Number 25 of 2009 and Regulation of the Minister of Agriculture of the Republic of Indonesia No. 13 of 2023. This high level of satisfaction shows that BBPSI SDLP is successful in providing services that meet or even exceed community expectations. From a marketing management perspective, a high SMI value not only improves the image and reputation of BBPSI SDLP, but also encourages customer loyalty through word of mouth recommendations.

To maintain and increase community satisfaction, BBPSI SDLP needs to continue to strive to improve the quality of its services. Firstly, it is important to conduct ongoing training for staff to improve their professionalism and ability to provide satisfactory services. Second, the use of information technology must be optimized to facilitate access and increase service efficiency. Third, BBPSI SDLP needs to conduct regular community satisfaction surveys to monitor and evaluate service quality and identify areas that require improvement. Lastly, listening to feedback from the community and following up on complaints or suggestions given will help this agency to continue to develop and meet community expectations. By implementing these strategies, BBPSI SDLP can continue to improve service quality and achieve higher levels of community satisfaction.

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