



ANALYSIS OF PUBLIC SATISFACTION IN PUBLIC SERVICES INVESTMENT DEPARTMENT AND ONE STOP SERVICES (DPMPTSP) BENGKULU PROVINCE

Yogi Alfiansyah¹, Achmad Aminudin², Nour Farozzi Agus³

¹ Departement Public Administration, Faculty of Social Science And Political Science, University of Bengkulu

^{2,3} Departement Public Administration, Faculty of Social Science And Political Science, University of Bengkulu

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A B S T R A C T

The problem is the lack of optimal implementation of licensing services based on one-door integrated services, so that it affects people's satisfaction. It can be seen that the implementation of services does not feel easy both in terms of service procedures that are still not understood by the community, facilities and infrastructure that are not maximally adequate. Based on the research results, it can be concluded that the implementation of licensing and non-licensing services in general is going well, but with a note that there are still several elements that have not made the community feel satisfied. In the service provided by DPMPTSP Bengkulu Province, the community really appreciates the free service fee, the officers who are very competent in their field, the friendliness of the officers who provide services, the requirements are quite understandable. However, the community is dissatisfied with the speed of the service provided and also regarding procedures that are not understood by some of the people who are applicants for permits. In addition, there are factors that influence the services provided by DPMPTSP Bengkulu Province, including service implementing apparatus, service facilities and infrastructure and bureaucratic structure.



INTRODUCTION

Service is a basic need that is needed by the community in an effort to fulfill various kinds of needs that cannot be done alone. As a public service provider, the government has a duty to provide the best possible public service and is responsible for the services provided to the community. Policies regarding basic services have been regulated by the government of the Republic of Indonesia through Law Number 25 of 2009 concerning public services.

Service itself cannot be separated from human life. According to Sinambela, the purpose of public service is basically to satisfy the needs of society. Services can be said to be of high quality if the services provided are more than what is expected by the community, while services are said to be of low quality if the services provided do not match the expectations of the community (Sinambela, 2019).

The implementation of public services in Indonesia is an interesting scientific study to discuss because reforms in improving public services still tend to be passive and require new innovations in their implementation. The discussion of public services has a very broad scope which includes public spaces in economic, social, political, cultural and various other aspects (Suhartoyo, 2019).

In general, public services in Indonesia are still categorized as good, according to The Global Economy in 2019 the quality of Indonesian public services is ranked 82 out of 176 countries (Ministry of Finance, 2019). The results of the 2021 public service evaluation by the Ministry of State Apparatus Empowerment and Bureaucratic Reform (PANRB) show that the level of public service

index in ministries and institutions scores 4.00 or a good category. While the public service index for local government as a whole, scored 3.58 which is also a good category (Kemenpan-RB, 2021).

The implementation of public services has now entered a new era where the government is required to continue to innovate with the development of technological advances, the Ministry of Administrative and Bureaucratic Reform has instructed all government agencies, central and local governments to be able to innovate services that are more creative in existing service mechanisms (Cahyadi, 2016).

In terms of public services, Bengkulu province is ranked 17th out of the 34 best national provinces. However, more massive service innovation and improvement is still needed to achieve services with the highest quality title.

The One-Stop Integrated Service System (PTSP) policy is an innovation to improve the public service system with the one-stop concept. The purpose of implementing the one-door integrated service concept is to provide effective and efficient services by shortening the service process. Besides that, the form of one-stop service aims to provide transparent and easy services to the community (Suhartoyo, 2019). One Door Integrated Services was born in the Regulation of the Minister of Home Affairs Number 24 of 2006 concerning Guidelines for the Implementation of One Door Integrated Services.

The Bengkulu Provincial Investment and One-Stop Service Office (DPMPTSP) is one of the regional apparatus organizations that carries the concept of one-stop integrated services. In terms of achievements, the



Investment Service and One-Stop Integrated Services of Bengkulu Province have always produced quite good results, where the performance assessment of services provided by the Ministry of Empowerment of State Apparatuses and Bureaucratic Reform received the title B (Good) from 2018 to 2021 (DPMPTSP Bengkulu Province, 2021).

In 2022 the Investment Service and One-Stop Integrated Services (DPMPTSP) won the award for the best provincial nomination at the national level in the Ministry/State Institution category in the 2022 Investment Service Award. , 2022). This shows that the service innovation provided is very good and can be a model for other agencies.

In maintaining the quality of services provided by government agencies to the community, the assessment given is not only based on service performance but also based on community satisfaction with services, in this regard the government through the Ministry of Administrative and Bureaucratic Reform issued a policy of measuring how much community satisfaction is through measuring the community satisfaction index. which is contained in the Regulation of the Ministry of State Apparatus and Bureaucratic Reform Number 14 of 2017 concerning the Community Satisfaction Survey.

The purpose of measuring the community satisfaction index is to determine service quality and as service improvement. However, the problem is whether the index suggestions correctly describe people's satisfaction with the services provided by the Investment and One-Stop Services Office (DPMPTSP) of Bengkulu Province considering that there are still many service complaints as previously described.

MATERIALS AND METHODE

This study uses a qualitative approach with a descriptive method. The data collection techniques in this study are observation, interviews and documentation. The data analysis used in the research includes four stages, such as data collection, data reduction, data presentation, and drawing conclusions and verification (Huberman & Miles, 2002). Then, the focus of this research is on analyzing community satisfaction with public services in the Bengkulu Province DPMPTSP. Public services must have a standard as a benchmark for community satisfaction with the performance of services that have been provided. This is intended to maintain public satisfaction with the services provided, to maintain this satisfaction, the government pays attention to the elements that influence community satisfaction as stipulated in Regulation of the Minister of Administrative Reform and Bureaucratic Reform (Kepmenpan RB) Number 14 of 2017 as an indicator of public satisfaction from quality services provided.

RESULTS AND DISCUSSION

A. The State of Public Satisfaction with Services at DPMPTSP Bengkulu Province

As a government agency that operates in the field of licensing and investment services, it is an organization that is of a public utility nature. The services provided aim to make the community judge satisfied, while community satisfaction itself according to Kotler (2019) is a person's feelings of pleasure or disappointment that arise after comparing their perceptions or impressions of the performance or results of a product and their expectations.

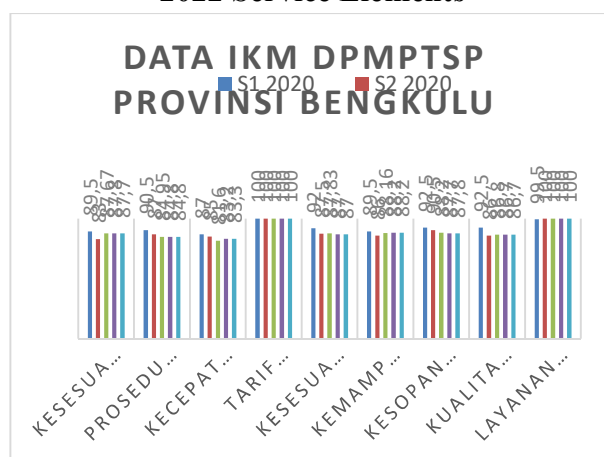


To find out public satisfaction with the services provided by the Investment and One-Stop Services Office (DPMPTSP) Bengkulu province, you can see how customers perceive receiving these services. The level of community satisfaction can be measured based on the service elements listed in the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation Number 14 of 2017 concerning the Community Satisfaction Survey.

There are 9 service elements that influence community satisfaction and are measured through the satisfaction index. The following is an overview of the community satisfaction index at the Investment and One-Stop Services Service (DPMPTSP) Bengkulu province from 2020-2022:

Figure 1.

Community Satisfaction Index for 2020-2022 Service Elements



The data shows that the elements that received a positive response from the community were service fees/tariffs, complaint services, executor competence, executor attitudes and behavior, requirements and service products. The elements that are still being recorded are the elements of facilities and infrastructure, and the elements

that have not met expectations are the speed of service and service procedures.

This is almost similar to the results of the research that the researchers described earlier, showing that the community is satisfied with the cost of service rates, the competence of officers, the courtesy of officers and is dissatisfied with service time, service procedures and facilities and infrastructure at the Investment and One-Stop Services Office (DPMPTSP). Bengkulu province. According to Zeithaml in Nurmawan (Nurmawan et al., 2021) there are five dimensions that can determine community satisfaction based on the quality of services provided including:

1. Direct evidence (tangibles), which includes physical facilities, equipment and means of communication. In this dimension, the services of the Investment Service and One-Stop Integrated Services (DPMPTSP) of Bengkulu province still need improvement, as can be seen from the facts on the ground that there are facilities that are not functioning properly, such as queue machines and air conditioners that are not functioning, waiting room chairs that need renewal and also SMS center that doesn't work.
2. Reliability, namely the ability to provide services convincingly and quickly based on a predetermined time and can be satisfactory. In this dimension, the Bengkulu Province Investment and One-Stop Integrated Services Service (DPMPTSP) has indeed provided timely services, but has not been able to meet people's expectations for fast service. This is because the officer has not been able to



- explain to the recipient of the service regarding the existing service procedures.
3. Responsiveness, namely the desire of staff to help service recipients and provide responsive service. In this dimension, the Investment and One-Stop Integrated Services Service (DPMPTSP) of Bengkulu province has provided the right service, both in terms of the products provided and the time required.
 4. Assurance, which includes the ability, decency and trustworthiness of officers. In this dimension, the Bengkulu province Investment and One-Stop Services Service (DPMPTSP) has implemented it very well, as seen from the competence and attitude of service workers who have received a positive response from the community.
 5. Empathy, which includes the ease of making relationships, good communication and understanding customer needs. In this dimension, the Bengkulu Province Investment and One-Stop Integrated Services Service (DPMPTSP) has also done well, communication can be done by directly visiting the officers at the service location. In addition, the existence of a complaint service is a place for service recipients who wish to express dissatisfaction with the services provided.

One stop integrated service (PTSP) is actually a development of the One Stop Service (OSS) concept which is expected to be able to improve the quality of service for licensing. As we know, the existence of this

system will not necessarily eliminate the complicated and lengthy licensing service issues. Such service innovation must be balanced with excellent service so that the public understands the concept of service and feels satisfaction with the service provided by the Bengkulu province Investment and One-Stop Services Agency (DPMPTSP). The most important challenge in creating excellent service is how to create a culture of excellent service, where this culture needs to become a perspective for service activities. To create a culture of excellent service, a pattern of relationships needs to be built with a relationship model that helps each other (Mandala et al., 2017).

According to Tjiptono (2022) excellent service (service excellence) consists of 4 main elements, including:

1. Speed in service
The speed of service to realize excellent service has meaning, namely the ability to provide services quickly and not require long waiting times to get the required service. For this reason, the Bengkulu Province Investment and One-Stop Integrated Services Service (DPMPTSP) should be able to complete the service if the process of the service stages is completed less than the time stated in the service procedure.
2. Accuracy
Accuracy of service means that in providing services, the Bengkulu province Investment and One-Stop Services Service (DPMPTSP) must have accuracy in quantity, service quality, accuracy in employee competence and accuracy in targeting so that it can create excellent service



for the community. This refers to the consistency of service delivery in accordance with what has been promised. Therefore service consistency is a condition that should be present in every service delivery.

3. Hospitality

Service is a real and immediate action to help others accompanied by a friendly and sincere. Service excellence is part of customer relations that focuses more on first impressions because the first impression that appears is difficult to remove and the service recipient is the first impression that is formed.

4. Convenience

According to (Listiyono, 2015) on the responsiveness of service officers in increasing the sense of comfort of service users in following the licensing services provided. Although basically public organizations do not face problems with fears of losing customers, in a democratic country, society is the focus of attention from governance.

B. Service Constraints

Problems in public services are basically related to improving the quality of the service itself. Quality services are highly dependent on various aspects, namely how the pattern of implementation (management), human resource support, and institutions. In terms of the pattern of implementation, according to Wakhid (2017) public services still have various weaknesses, including:

- a. Less responsive. This condition occurs at almost all levels of service elements,

starting at the level of service officers (front line) to the level of agency responsible. Responses to various complaints, aspirations and community expectations are often slow or even completely ignored.

- b. Less informative. Various information that should be conveyed to the community, is slow or even does not reach the community.
- c. Less accessible. Various service implementing units are located far from the reach of the community, making it difficult for those who need these services.
- d. Lack of coordination. Various service units related to each other are very less coordinated. As a result, policies often overlap or conflict between one service agency and other related service agencies.
- e. Bureaucratic. Services (especially licensing services) are generally carried out through a process consisting of various levels, causing the completion of the service to take too long. In terms of solving service problems, the possibility of service staff (front line staff) to be able to solve problems is very small, and on the other hand the possibility of the community meeting with the service person in charge, in order to solve problems that occur when services are provided, is also very difficult. As a result, various service problems take a long time to be resolved.
- f. Less willing to hear complaints/suggestions/aspirations of the community. In general, service personnel lack the will to hear



- complaints/suggestions/aspirations from the community. As a result, services are carried out as is, without any improvement from time to time
- g. Inefficient. The various requirements needed (especially in licensing services) are often irrelevant to the services provided.

Such forms of problems must be anticipated early on considering that the community still needs good services provided by the government, because in Law Number 23 of 2014 concerning Regional Government Affairs article 11 explains that one of the government's duties is to provide basic services to the community. An alternative that can be done to improve the Investment and One-Stop Services Service (DPMPTSP) Bengkulu province is the use of a system that uses community participation so that services will be in two directions. Between customers and those serving. In various system references it is called Citizen Charter or Service Charter.

The term Citizen Charter or service contract was first introduced by Osborne and Plastrik (1997). The Citizen Charter is a service standard set based on the aspirations of the customer, and the bureaucracy promises to fulfill it. Citizen Charter is an approach to organizing public services that places service users or customers as the center of attention. In this case, the needs and interests of service users must be the main consideration in the service process. Basically the Citizen Charter concept has been presented in the form of a service announcement and is contained in Law Number 25 of 2009 concerning Public Services where article 22 explains:

"Organizers are obliged to compile and determine service announcements which are a

statement of the organizer's ability to carry out services in accordance with service standards"

The concept of service announcements has indeed been formally applied to services at the Bengkulu Province One-Stop Investment and Integrated Services Service (DPMPTSP) by placing a promise of service announcements in the service room, but further research is needed for its implementation.

C. Factors Influencing Public Services

According to Syukur (2021) there are at least three (3) factors that affect public services including the ability of the apparatus, work procedures and also facilities and infrastructure. This concept is relevant to the factual data in the field regarding public services at the Investment and One-Stop Services Office (DPMPTSP) Bengkulu province.

The ability of officials or officers who provide services at the Bengkulu Province Investment and One-Stop Integrated Services Service (DPMPTSP) has a great influence on the services provided. This is influenced by officers who have competence in their fields, and the attitude that officers give while carrying out services can also affect existing services.

For work procedures in services also affect how the services provided are implemented. The Investment and One-Stop Integrated Services Service (DPMPTSP) of Bengkulu province has implemented a functional position policy compiled in the Regulation of the Ministry of State Apparatus and Bureaucratic Reform regarding functional positions. So that there is abolition of the system of fields and sections in the



organization. This also affects the implementation of services because it is necessary to prepare banknotes related to duties and functions.

Facilities and infrastructure also affect services, this can be seen from the quality of service facilities at the Investment and One-Stop Services Office (DPMPTSP) Bengkulu province. There is a need for a more in-depth evaluation regarding this matter because there is a difference between the service status of the inventory and the facts on the ground and the increasing number of public complaints regarding the existing facilities, this is also in line with the value of the satisfaction index for the service element which drops every time.

CONCLUSION

Regarding the analysis of the level of community satisfaction with public services at the Bengkulu Province One-Stop Investment and Integrated Services Service (DPMPTSP), it can be concluded that: The level of community satisfaction with the services provided by the Bengkulu Province One-Stop Investment and Integrated Services Service (DPMPTSP) well said with a few notes. Based on the indicators of service elements listed in Permenpan-RB number 14 of 2017, in this study the researchers looked at two aspects, namely factual data in the field and also community satisfaction index data, the results showed that 6 out of 9 service elements went well including, the service charge, complaint services, executor competency, executor attitude and behavior, types of service products, and also service requirements. While the speed of service, facilities and infrastructure as well as procedural mechanism systems still get a negative response from the community. Factors that

affect services at the Investment and One-Stop Services Office (DPMPTSP) Bengkulu province include service implementing apparatus, service facilities and infrastructure and bureaucratic structure

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