Study of Community Satisfaction at Kumun Debai Sub-District Office, Sungai Penuh City

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Abstract- This research will examine the issue of public (public) satisfaction with the services provided by the Kumun Debai Sub-District Office, Sungai Penuh City. Various factors that influence it will be explained in detail. The dependent variable that will be discussed is; job satisfaction while the independent variables that also influence are; quality of service, quality of work life, and motivation of public service. This research was conducted at the Office of the Kumun Debai Sub-District City of Sungai Penuh. This type of research is descriptive qualitative. The data used in this research are primary data and secondary data, the data presented consists of quantitative data and qualitative data. The research population is all service users at the Kumun Debai Sub-District Office, Sungai Penuh City. The data collection instrument used a questionnaire that had been adapted to the research objectives. Interviews and observations were conducted to describe the phenomena that occurred at the research location. Data analysis was carried out qualitatively. The results of this study are; job satisfaction caused by factors of service quality, quality of work life, and public service motivation based on the results of the total achievement of respondents (TCR) are in the pretty good category. However, the Kumun Debai sub-district office must improve the services provided to the community so that community satisfaction increases.

Keywords: Quality of service, Quality of work life, Public service motivation, Community Satisfaction

I. Introduction

Public service is a component that will always be used by the community. The demand for services that are getting better day by day must be carried out continuously by the government as the executor of the service. The government's role in carrying out daily tasks cannot be separated from excellent service to the community as service recipients. As the spearhead of public services, the government must work optimally, quickly, carefully, and efficiently. Often there are complaints about government services received by the community. Complaints in the form of long lines and convoluted procedures make people feel reluctant to deal with government offices. Good service quality will certainly be able to make the community as the object of public service feel satisfied. The community as users of the services provided by the government must get good, fast, easy, and cheap service. As revealed by Putra et al (2015) that the community will be satisfied with the service from the government as the executor if the performance in the service is of high quality. Good quality services will cause people who receive services to feel satisfied.

Quality services, fast, accurate, and responsive to the interests of the community require support from various facilities, both physical and non-physical. Adequate, sophisticated, and modern facilities and infrastructure will make the services carried out more efficient and effective. People will increase trust and feel satisfied with the services provided. The community is increasingly critical and understands the standard of service provided. If it is felt that government services are complicated and burdensome, then the community will complain and lose confidence because they are considered unprofessional.

The services provided by the government start from the lowest level to the highest level. Services at the lowest level are usually carried out by local governments. Regional governments have the authority to carry out their duties as executors in enforcing regulations that must be implemented. In addition to exercising legal authority, regional governments must also protect the interests of the community, and guarantee the implementation of order and security in general. This is important because the achievement of goals in development will not be successful if these various things are ruled out.

 The sub-district as the body that carries out the authority delegated by the district in its operational area has duties in the fields of government, development, economy, social, community welfare, and various other public services. The following functions are carried out by the sub-district :

    a. Organizing administration of government in the district area;
    b. Organizing activities for fostering and developing the people's economy and carrying out regional revenue collection by following the delegated authority;

c. Implementation of community social services and community empowerment;
d. village development;
e. Implementation of administrative support in the field of elementary school education;
f. Fostering peace and order in the district area;
g. Implementation of coordination, operational units of service/agency technical implementation; and
h. Implementation of facilitation of development activities and development of community participation.

In carrying out the authority and tasks carried out by the sub-district, success will certainly be determined by the community as the target of the service. The public satisfaction index should always increase from time to time as a form of service improvement, especially in the fields of facilities and infrastructure, human resources, and technology used in the service process. Based on the phenomenon that occurred, from the secondary data encountered in the field, it appears that community satisfaction with the services of the Kumun Debai Sub-district Office has decreased in the last three years as can be observed in table 1, namely:

Table 1
Performance Target Achievements of Kumun Debai District Office

No	Target Indicator	2019 (%)	2020 (%)	2021 (%)
1	Community Satisfaction Index	88	85	83

Source: Lakip 2019, 2020, 2021

Kumun Debai sub-district office in the last three years is; in 2019 it was 88%, in 2020 it was 85% and in 2021 it was 83%. From this data, it can be seen that community satisfaction has continued to decline in the last three years with the services provided by the Kumun Debai District Office. Therefore, this research is important to do to get a picture of why people's satisfaction has decreased, and what factors have contributed to this phenomenon occurring.

Before conducting the research, a preliminary survey was conducted to see how the community responded to the services of the Kumun Debai District Office Employees. The list of questions distributed to 25 respondents who were randomly selected related to satisfaction with the service received from the sub-district office staff. The following presents the findings of respondents who filled out the list of questions as follows:

Table 2
Survey of District Office Public Services Kumun Debai

No	Information	Public Satisfaction (%)	
		Satisfied	Not satisfied
1	Service procedures	35	6 5
2	service time	3 0	70
3	Service competence	5 1	4 9
4	Employee behavior	4 1	5 9
5	Handling complaints, suggestions, and feedback	36	6 4
	Average	38.6	61.4

Source: Community Satisfaction Survey Results, 2021

Based on the initial findings of this study, which can be seen in table 2, the majority of the community, namely; 61.4% stated that they were not satisfied with the services provided at the Kumun Debai District Office. This dissatisfaction comes from the service procedures provided, service time, competence in service, employee behavior in carrying out services and handling complaints, suggestions, and input provided by service user communities. Therefore, the services provided by the Kumun Debai Sub-district Office officers need to be repaired and revamped so that there are no more complaints from the public accessing the service.

Various factors also influence people's satisfaction with the services they receive from government institutions as the front line in service. Lupiyoadi (2018: 158), focuses more on seeing that service quality plays a very important role in determining the level of satisfaction. Meanwhile, Sutrisno and Mariyono (2016) put more emphasis on performance in addition to the quality of services provided. Furthermore, values, service quality, and organizational commitment to serving were put forward by (Hildayanti, et al 2018). Furthermore, Rezha et al, (2012) put more emphasis on developing issues related to public services, good service quality has always been the demand of society, easy, cheap, fast, quality service.

Factors that arise due to services in public institutions are the quality of work life. Lewis (2006) emphasizes attention to the quality of work life (*Quality Work Life*). Employee perceptions of a sense of security, relatively satisfied, and self-development, are the quality of work life conveyed by (Casio, 2006). While ways to increase productivity, morale, and efforts to improve the quality of output through participation and involvement in the decision-making process are the quality of work life described by (Sumarsono, 2004).

Various previous studies have shown that the quality of work life has a positive and significant impact on performance (Usman, 2015). The increased quality of work life provides a greater *positive feeling*, and a higher *self-system* and job satisfaction and commitment to the organization also increase. Furthermore, the quality of work life also fosters a desire from within employees to remain in the organization (Bernadin, 2018). Furthermore, studies conducted by; Gupta (2019) found that there is a high level of satisfaction among employees who obtain a good quality of work life.

Based on the results of observations made at the Kumun Debai sub-district office, several problems were obtained regarding service quality which caused community dissatisfaction with the services provided. Some of these problems become important points so that this study must be carried out including :

1. Public complaints reported to officers were not responded to quickly to improve the services provided.
2. Waiting room facilities/facilities are still not good for people who need service. This reduces comfort while obtaining services.
3. Friendliness and good attitude of officers toward people who need services are still lacking.

Moving on from the problems that have arisen, it is necessary to conduct further studies to obtain answers regarding the lack of public satisfaction with the services of the Kumun Debai Sub-district Office.

II.   RESEARCH METHOD

This research was conducted using a survey method, while the type of research is descriptive qualitative. Descriptive research aims to reveal each variable that also influences the quality of service to employees of the Kumun Debai sub-district office. The survey method described by Sugiyono (2012) is a method for finding relative, sociological, and psychological events. The data used in the research comes from primary data and secondary data obtained from related agencies. Consists of quantitative data and qualitative data. The research instrument used a questionnaire that was distributed to the research object randomly. Measurement of variable indicators using a Likert scale.

Field research is an option for observing conditions in the field. According to Arikunto (2018), the object of research is a set of elements that can be in the form of people, organizations or goods to be studied. Then emphasized Martono (2015), the object of research, is the subject matter to be studied to obtain data in a more directed manner. While the object of research is; community users of the services of the Kumun Debai sub-district office. The number of community users of services at the sub-district office is unknown. Therefore the technique and formula used by Malhotra (2006: 291) are used where the number of samples used in the research must be at least four or five times the number of question items made in the questionnaire. Based on these provisions, this study used 1 44 samples obtained from 4 x 36 (number of question items) made in the questionnaire. Non-probability sampling is the technique used in this study. Because the number of people accessing services is not known with certainty, the accidental sampling technique is used where the respondents who are the object of research are coincidental or not predetermined.

The results of the research in the form of primary data were carried out by descriptive analysis, namely, the results of data processing were then described to describe the proportion of respondents' answers to the research variables presented in the questionnaire. The data is presented in the form of a frequency distribution table with descriptive statistical calculations such as calculating the mean, percentage, and level of achievement of the respondents and then interpreting this analysis so that the results of the tabulation provide information related to the problems in the research :

1.   Percentage

$$P = \frac{F}{N} \times 100\%$$

Where :

P = Percentage

F = Frequency

N = Number of respondents

2.   The average score of each item

$$\text{Rata-rata skor} = \frac{\sum \text{fi x Wo}}{\text{total respondents (n)}}$$

Where :

Fi   = frequency

Wo   = wight

$$\text{Mean} = \frac{5A + 4B + 3C + 2D + 1E}{N}$$

Information :
A = Very Strong / Strongly Agree / Always
B = Strong/Agree/Often
C = Enough/Indecisive/Sometimes
D = Weak/Disagree/Rarely
E = Very Weak/Strongly Disagree/Never

The total achievements of these respondents are; sized to calculate each answer category chosen by the respondent from the descriptive variable, then calculated using the following formula :

$$TCR = \frac{Rs}{n} \times 100\%$$

Information :
TCR   = Level of Attainment of Respondents
Rs   = Average answer score (mean)
N   = Answer score value.

Sudjana (2005:44) explained that the criteria for interpreting the score of the respondent's answer are as follows:

Table 3.4
TCR category

No	Scale Range	TCR
1	90% - 100%	Very good
2	80% - 89%	Well
3	65%- 79%	Pretty good
4	55%- 64%	Not good
5	0% - 54%	Not good

Source: Sudjana (2005:44)

III.   RESULTS AND DISCUSSION

Primary data in this study were obtained from the results of distributing questionnaires to research respondents, namely people who received services from officers from the Kumun Debai Sub-district Office. Factors that influence community satisfaction in this study have previously been mapped into the quality of services provided, the quality of work life, and motivation in providing services to service user communities. Based on the results of the questionnaire distribution, it can be explained about the data on the characteristics of the respondents in this study, namely:

Table 3
Frequency Distribution of Respondent Characteristics

Characteristics	Number of Respondents (people)	Percentage (%)
Gender		
Man	82	57
Woman	62	43
Amount	144	100
Age (Years)		
< 25	20	14
25-35	35	24
36-45	39	27
> 45	50	35
Amount	144	100
Last education		
SMA/Equivalent	22	15
DIII	38	26
S1	72	50

S2	12	8
Amount	144	100

Source: Processed primary data, 2022

From the results of returning the questionnaire that was filled in by the respondent, it can be explained that; the number of respondents in this study who were male was 82 people or 57% while those who were female were 62 people or 43%. Based on this gender, it can be concluded that men prefer or are more dominant in utilizing the services provided by the Kumun Debai Sub-district Office. Because men have more time to deal outside the home than women who tend to have more activities in the household. Meanwhile, based on the age of the majority of respondents were aged over 36 years or 62%. This is because at this age more needs are taken care of, especially related to family interests, especially educational issues. Meanwhile, based on the education level of the respondents, none of them had an education level below SMA/equivalent. This means that from this data it was found that the education level of the respondents was good because no one had education in junior high school or elementary school. With a better level of education, respondents are more able to take advantage of services that require readiness in complete administration using a computer or online technology.

4.1   Service Quality

Quality of service is an important factor that becomes a measure of the services provided. Satisfaction and dissatisfaction with service users are largely determined by the quality of the services provided. The results of the research are based on service quality variables which are derived into several indicators, namely; affective commitment, continuing commitment, and normative commitment can be presented in table 4 below:

Table 4
Service Quality Score Results

Indicator	Item No	Alternative Answers					Total Score	Average ^{2}	TCR (%)
		SS	S	KS	TS	STS			
affective commitment	KO1	28	65	33	18	-	521	3.72	74,4
	KO2	38	58	21	27	-	539	3.74	74.8
	KO3	26	79	21	18	-	545	3.78	75,6
								3.75	74.9
Continuous commitment	KO4	29	67	30	18	-	539	3.74	74.8
	KO5	28	66	25	24	1	528	3.67	73,4
	KO6	35	52	31	25	1	527	3.66	73,2
								3.69	73,8
Normative commitment	KO7	37	56	35	16	-	546	3.79	75.8
	KO8	26	72	27	19	-	537	3.73	74,6
								3.76	75,2
Average								3.73	74,6

Source: Processed primary data, 2022

The results of the service quality score are illustrated in table 4, as information about the service quality of the officers of the Kumun Debai Sub-district Office. From the results of the descriptive test conducted it appears that the TCR of the service quality variable of 74.6 % is in the fairly good category. This implies that the quality of service for officers in the sub-district still needs to be improved through the indicators of affective commitment, continuance commitment, and normative commitment which have been tested in this study.

While the next indicator is; indicators of normative commitment with the highest TCR are; 75.2% and the average score is 3.76, the meaning is; Respondents ' response to normative commitment is in the pretty good category. Related to the statement about the respondent's opinion of people who can be fully trusted in providing information to the public are worth 75.8%, the value of this figure is in the pretty good category. Furthermore, in the statement that you can be relied upon to help people with difficulties, it is worth 74.6%, meaning that it is still in the pretty good category. Thus, it can be interpreted that the normative commitment to the task force felt by the community is in a good enough category and efforts are needed to be increased so that community satisfaction can be fulfilled even more optimally.

From the data that has been collected and tabulated, the TCR is then found the lowest TCR value found in the indicator; Continuance commitment is worth 73.8 % with an average score of 3.69. The point is; Respondents ' response to continuance commitment is in the quite good category. In the statement item, the task of realizing responsibility in providing services to the community has a value of 74.8 %, meaning that it is in a fairly good category. There is a flexible assignment statement when there is a service charge it is worth 73.4%. Meanwhile, in the PE statement, the task of making service adjustments to meet community needs has a value of 73.2 %, this

value is in the pretty good category. Based on the previous explanation, it can be concluded that the ongoing commitment felt by the community which is the target of the services provided, officers still need to improve so that community satisfaction with the services provided by Kumun Debai District Office officers can be fulfilled. Based on the information obtained from the responses of respondents to the questionnaires that have been distributed, the quality of service, in general is in the pretty good category. This fairly good category still needs to be improved by officials from the Kumun Debai sub-district office in terms of the quality of services provided.

4.2 Quality of Work Life

The variable of quality of work life is formulated in five indicators. From the variable quality of work life the data which is processed descriptively can be broken down into five indicators, that is; *Tangible (tangible)*, *Reliability (reliability)*, *Responsiveness (responsiveness)*, *Assurance (certainty)*, *Empathy (empathy)*. The detailed results of processed descriptive data on the quality of work life are shown in table 5 below:

Table 5
Quality of Work Life Score results

Indicator	Item No	Alternative Answers					Total Score	Average 2	TCR (%)
		SS	S	KS	TS	STS			
Tangible (tangible)	KP. 1	27	57	35	24	1	517	3.59	71.8
	KP. 2	33	64	29	18	-	544	3.78	75,6
								3.69	73,7
Reliability (reliability)	KP. 3	44	57	25	18	-	559	3.88	77,6
	KP. 4	32	68	22	22	-	542	3.76	75,2
								3.82	76,4
Responsiveness	KP. 5	21	63	31	29	-	508	3.53	70,6
	KP. 6	22	55	34	32	1	497	3.45	69
								3.49	69.8
Assurance	KP. 7					-	540	3.75	75
	KP. 8					1	539	3.74	74.8
								3.75	74.9
Empathy (empathy)	KP. 9	35	61	23	24	1	537	3.73	74,6
	KP. 10	35	52	27	30	-	524	3.64	72,8
								3.69	73,7
Average								3.68	73,7

Source: Processed primary data, 2022

Based on table 5 can it was shown that, information about the quality of work life of task pe services at the Kumun Debai District Office. From the results of the descriptive test, it can be explained that the TCR value of the quality of work-life variable is 73.7 % This condition is in the pretty good category. Thus, it means that the quality of work life of service personnel still needs to be improved through indicators of tangible*, reliability*, *responsiveness*, *assurance,* and *empathy according to* the indicators in the quality of work life. The value is quite good, it still needs to be increased even higher, considering that community satisfaction in obtaining services continues to increase. Society wants to be served in a way that is far more satisfying.

The highest TCR value is in the *reliability* indicator, namely; 76.4% with an average score of 3.82, meaning that the public's response to the *reliability* indicator (*reliability*) is in a good enough category descriptively. The results of the responses given by respondents regarding the statement that the officers had provided their services according to the time they promised were 77.6% in the fairly good category. Furthermore, the statement of the task force in providing services quickly and precisely from the start is worth 75.2% in the pretty good category. Condition This can be explained that the indicators of *reliability* for service workers still need to be improved because there are still services that are carried out not according to the promised time, slow and inaccurate services that respondents feel are carried out by officers. For this reason, it is necessary to increase the reliability or *reliability* in service so that people's satisfaction can be increased.
The lowest score should be a reference for improvement to be more perfect than it already is. Based on research data, the lowest TCR value is on the *responsiveness* indicator sustainable with a score of 69.8 % with an average score of 3.49. From the results data, this research can be interpreted that; responses given by respondents to the quality of sustainable work life are in the pretty good category. At the point of the statement, the task force has a good response in helping public complaints related to service, with a value of 70.6%,

which is in the pretty good category. The statement that the person on duty is always willing to provide the information needed by the community has a value of 69%. The point is; the quality of work life assigned to the task of serving respondents feels like it hasn't been done optimally and still needs to be improved so that people feel satisfied right through services provided by officers of the Kumun Debai sub-district office. Based on data obtained from research respondents, the quality of work-life variable is in the fairly good category, meaning; The Kumun Debai Camat Office still has to improve the quality of work-life in service to the community.

4.3   Public Service Motivation

To measure the next variable that is used as an issue in this study is; variable public service motivation. This variable is described in several indicators that are measured in this study, including targets, quality, time of completion, adherence to principles. The following results of research related to public service motivation variables can be seen in table 6 below ;

Table 6
Public Service Motivation Score Results

Indicator	Item No	Alternative Answers					Total Score	Average ^{2}	TCR (%)
		SS	S	KS	TS	STS			
Target	K1	27	48	32	34	3	494	3,43	68,6
	K2	34	48	28	30	4	510	3.54	70,8
								3.49	69,7
Quality	K3	28	55	24	35	2	504	3.50	70
	K4	29	52	27	33	3	503	3.49	69.8
								3.49	69,9
Completion time	K5	28	58	32	25	1	519	3.60	72
	K6	27	62	24	31	-	517	3.59	71.8
								3.60	71.9
Obey the principle	K7	22	62	32	27	1	509	3.53	70,6
	K8	30	59	25	30	-	521	3,62	72,4
								3.58	71.5
Average								3.54	70,8

Source: Processed primary data, 2022

Based on the indicators of a target, quality, completion time, and compliance with the principles measured in the research, the total TCR of the motivational variable for public service is 70.8 %. This category is quite good. Based on the results of this category, the motivation for public services still needs to be improved so that the level of public satisfaction with the services received is higher. Good service motivation gives enthusiasm for officers to work well in providing services. However, the services that have been carried out now still need to be improved according to excellent service standards.

On the completion time indicator work obtained the highest TCR value of 71.9 % with an average score of 3.60, meaning that the community's response to completion time was a pretty good category. The community's response to statements of work done and employees not being able to utilize working time in serving the community efficiently is 71.8% then employees finish on time with a value of 72%, this category is in the pretty good category. However, it is still required to improve service in the future.

Furthermore, the lowest TCR value is at the target indicator with a value of 69.7%, the average score is 3.49, meaning that the community's response to employee work targets is in a fairly good category. In the statement that employees can provide satisfaction for the community, it is worth 68.6% in a fairly good category. The statement that the employee understands well his work target in providing services is worth 70.8% in the fairly good category. This condition indicates that employees have not been able to meet work targets in serving the community so this causes the level of community satisfaction to decrease. For this reason, in the future, employees of the Kumun Debai sub-district office need to increase their work targets to achieve increasing community satisfaction from time to time.

4.4 Community Satisfaction

The dependent variable which is the main problem in this study is community satisfaction as users of public services. This variable is translated into 6 indicators which are made into 12 statement items to research respondents. The indicators in the statement are transparency, accountability, conditional, participatory, equal rights, and balance of rights, and balance of rights and obligations. The results of the questionnaire that has been filled in by respondents in detail from community satisfaction d can be seen in the following table ;

Table 7
Community Satisfaction Score Results

Indicator	Item	Alternative Answers	Total	Average	TCR

	No	SS	S	KS	TS	STS	Score	2	(%)
Transparency	KM1	25	61	32	26	-	517	3.59	71.8
	KM2	25	58	35	26	-	514	3.57	71.4
								3.58	71.6
Accountability	KM3	32	63	28	21	-	538	3.74	74.8
	KM4	29	66	23	26	-	530	3.68	73,6
								3.71	74,2
Conditional	KM5	33	65	24	22	-	541	3.76	75,2
	KM6	29	57	30	21	1	506	3,6	72
								3.68	73,6
participatory	KM7	29	56	25	33	1	511	3.55	71
	KM8	26	61	33	24	-	521	3,62	72,4
								3.59	71.7
Equal rights	KM9	21	64	32	27	-	511	3.55	71
	KM10	29	51	36	28	-	513	3.56	71,2
								3.56	71,1
Balance of rights and obligations	KM11	41	59	24	20	-	553	3.84	76.8
	KM12	29	64	17	34	-	520	3.61	72,2
								3.73	74.5
Average								3.64	72,8

Source: Processed primary data, 2022

Based on Table 7 There is some important information can be drawn including; The results of the descriptive test explaining that the TCR value is the respondent's satisfaction variable of 72.8% is in the pretty good category. Based on the indicators tested in this study, namely; transparency, accountability, conditional, participatory, equal rights, and balance of rights, and the balance of rights and obligations, the service to the community in Kumun Debai District must be improved.

The crucial thing is; the indicator of the balance of rights and obligations has the highest TCR, that is; 74.5% with an average score of 3.73, that is is the response of research respondents to the balance of rights and obligations in the pretty good category. The response given by respondents regarding the employee's statement of providing fair service to every community that needs service has a value of 76.8% which is included in the fairly good category. Then the statement that there is a balance of rights between employees and the community has a value of 72.2 % which is in the pretty good category. This can be interpreted that the balance of rights and obligations *that* the research respondents felt the service they received was good enough and needed to be improved so that people's satisfaction could be fulfilled.

Meanwhile, the lowest TCR is in the sustainable equal rights indicator with a value of 71.1% with an average score of 3.56, which means; Respondents ' response to equal rights in the category is quite good. Statement items stating that employees provide services by applying the principle of equal rights, without any discrimination is 71% in the fairly good category. Statements about employees do not discriminate between ethnicity, race, religion, class, gender, or status, with a value of 71.2% being in the fairly good category. This means that research respondents still feel discrimination or differences in providing services so community satisfaction decreases.

IV. CONCLUSION

Based on the data analysis that has been done, the following conclusions can be drawn; community satisfaction caused by the quality of service, quality of work life, and public service motivation based on the results of the total achievement of respondents (TCR) are in the pretty good category. Thus the Kumun Debai Camat Office must improve the services provided to the community so that community satisfaction will increase.

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