

# Integration Analysis of Community Satisfaction and Customer Satisfaction Index in Padang Public Service Mall

## *Analisis Integrasi Indeks Kepuasan Komunitas dan Customer Satisfaction Index di Mall Pelayanan Publik Padang*

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### Abstract

MPP which stands for Public Service Mall is a building in which to practice services in the field of administration or licensing. The purpose of its establishment is to provide convenience, speed, security and comfort as well as affordable services for the community in receiving direct services in the same place. In this study, we will discuss the community satisfaction index using the customer satisfaction index (NCSI) at the Public Service Mall for the community in Padang City. Qualitative methods become the methods used which are research methods that produce descriptive data in the form of writing, speech, or object behavior. The data obtained is sourced from the official website of the Padang City Public Service Mall and from direct observations at the Padang City Public Service Mall. And it was obtained that the value of the Community Satisfaction Index for the Padang City Public Service Mall reached 87.30% with a perfect score above 95%. If referring to the ratio of CSI scores, the Community Satisfaction Index in MPP Padang City received a Good predicate with a value of 87.30%. This certainly brings a breath of fresh air which is expected to continue to evolve at higher numbers and better service quality as well. So it can be concluded that the community satisfaction index in the public service mall in Padang City is already at a good level according to the Customer Satisfaction Index standard.

Keywords: Public Service; Community Satisfaction Index; Customer Satisfaction Index

### Abstrak

MPP yang merupakan singkatan Mal Pelayanan Publik adalah suatu bangunan yang didalamnya melakukan praktik pelayanan dibidang administrasi atau perizinan. Tujuan dibentuknya agar memberi kemudahan, kecepatan, keamanan dan kenyamanan serta pelayanan yang terjangkau masyarakat dalam menerima pelayanan langsung di tempat yang sama. Dalam penelitian ini akan dibahas indeks kepuasan masyarakat menggunakan customer satisfaction index (NCSI) di Mal Pelayanan Publik untuk masyarakat di Kota Padang. Metode kualitatif menjadi metode yang digunakan yang merupakan metode penelitian yang menghasilkan data secara deskriptif berupa tulisan, ucapan, atau perilaku objek. Data yang didapatkan ini bersumber dari website resmi Mal Pelayanan Publik Kota Padang serta dari hasil observasi secara langsung di Mal Pelayanan Publik Kota Padang. Dan diperoleh data bahwa nilai Indeks Kepuasan Masyarakat terhadap Mal Pelayanan Publik Kota Padang mencapai angka 87,30% dengan nilai sempurna diatas 95%. Jika mengacu pada rasio dari nilai CSI, maka Indeks Kepuasan Masyarakat di MPP Kota Padang mendapatkan predikat Baik dengan nilai 87.30%. Hal ini tentunya membawa angin segar yang mana sangat diharapkan dapat terus berevolusi pada angka yang lebih tinggi dan kualitas pelayanan yang kian baik juga. Jadi dapat disimpulkan bahwasayanya indeks kepuasan masyarakat di mal pelayanan publik kota padang sudah berada ditingkatan yang baik menurut standar Customer Satisfaction Index.

Kata kunci: Pelayanan Publik; Indeks Kepuasan Masyarakat; Customer Satisfaction Index

## Introduction

It is vital that governments secure the provision of optimal services to service recipients, including the community, in the current era of globalisation, which is distinguished by a large number of obstacles and fierce competition. Therefore, it is envisaged that the government would have the capability to satisfy the expectations of the community in terms of service supply, which will enable them to successfully compete with other service providers in delivering services, whether those services come in the form of commodities or services.

Public services encompass a wide range of activities that are dedicated to delivering services to the community in accordance with set regulations. Public services are implemented with the objective of fulfilling the requirements of the community, serving as both recipients and executors of legislative rules. According to Article 1 Point 1 of Law No. 25 of 2009, public services encompass actions that pertain to fulfilling the societal requirements for commodities, services, and administrative provisions offered by the government in accordance with legal provisions.

The rise in demand for these public services may be broken down into two categories: quantitative and qualitative. As a direct result of the higher trend in population growth, there is a commensurate rise in the requirements for education as well as the expectations placed on society. Consequently, the employment opportunities available have increased in variety, and the level of social welfare has been on an increasing trend.

The issuance of instructions by the government, namely the Ministry of Administrative and Bureaucratic Reform (Kemenpan RB) No. 23 of 2017, aims to establish public service centres at both central and regional levels. These centres are designed to provide the public with a comprehensive range of services, including licensed and unlicensed services, as well as information and integrated services. The objective is to streamline and consolidate various services into a single accessible location for the convenience of the public. The scope of its existence encompasses a wide range of entities, including state or local government-sanctioned services, as well as unlicensed enterprises and services provided by state or local private sector organisations.

Padang has just been the 15th city to officially establish a publicly accessible public service centre. The inauguration ceremony of the Pasar Raya Building Block III, located on the fourth floor in Padang City, West Sumatra, took place on Thursday, 27 December 2018. This public service mall in Padang City was officially opened by Mr. Mahyeldi, the Mayor of Padang, under the auspices of the City of Padang, The Department of City Planning, Development, and Management of Public Works and Spatial Planning (DPMPTSP). The regulation governing Public Service Malls in the city of Padang is Padang Mayor Regulation No. 54 of 2018. According to Article 1 of this regulation, a Public Service Mall is defined as a building where administrative and licencing services are provided

by various entities such as government agencies (OPD), state-owned enterprises (BUMN), regional-owned enterprises (BUMD), and private sector organisations.

The fundamental purpose of putting into action this model for public service is to provide a centralised location where members of the community may go to get a variety of services that meet their needs in terms of convenience, cost, security, and comfort. However, the application of this paradigm of public service is hampered by a number of difficulties in reality. The purpose of this research is to investigate the applicability of the National Customer Satisfaction Index (NCSI) to the evaluation of the community satisfaction index (CSI) in public service malls situated in Padang City.

## **Literature Review**

### **Public Service**

In the context of meeting the needs of the general public, the provision of goods, services, and administrative support by various service providers is what is meant by the term "public service." This activity is governed by the Public Service Law, specifically Law No. 25 of 2009. In order for public services to be considered effective and efficient, it is imperative that they encompass the following key elements: 1) The service provider exhibits a high level of quality and efficiency. 2) The quality of the facilities offered must meet a satisfactory standard. 3) The service provider has the responsibility for the individual to whom the service is given. 4) The services rendered exhibit a high level of effectiveness and efficiency. 5) Effective communication is crucial in various contexts, as it plays a pivotal role in facilitating successful interactions and conveying information accurately and efficiently. 6) The assurance of maintaining the secrecy of transactions. 7) Service providers must possess a high level of skills and expertise. 8) Service providers possess a comprehensive understanding of the requirements and preferences of the individuals whom they serve. 9) It is essential to put trust in the one who is receiving the service.

Public service has consistently been a significant area of study, particularly in the context of its delivery, management, and impact on society. The literature has highlighted various aspects of public service, including its quality, satisfaction, and accessibility. The satisfaction of the public regarding these services has been a focal point in many studies. For instance, Mardiyanto & Ismowati (2017) explored the satisfaction index among the public in the context of service quality in Kotabaru Kabupaten Karawang. They emphasized the significance of enhancing service quality as a means to increase public satisfaction (Mardiyanto & Ismowati, 2017). Likewise, other scholars such as Puspitarini (2021) and Ramadhan et al. (2014) conducted similar studies to measure the satisfaction index of the public in relation to public services in different regions (Puspitarini, 2021; Ramadhan et al., 2014).

Public service, as delineated by Rahmadana et al. (2020), encompasses a range of services provided by governments or institutions for the welfare and betterment of the public. The provision of public services has historically been tied to bureaucratic structures and processes (Sawir, 2020). However, the dynamics have been shifting, with a focus on policy-driven approaches that prioritize evidence-based interventions (Mulyadi, 2016). The strategic alignment of policies with public needs ensures that the services delivered are not only relevant but also impactful.

There is a possibility that Indonesia's public services will be able to act as a strategic focal point for growth and will contribute to the country's success in achieving good governance. This is due to the fact that the provision of public services plays an extremely crucial role in the relationship that exists between the community and the government. If this endeavour to provide a public service is successful in accomplishing its goals, there is a good chance that popular support and excitement for the activities taken by the government will also experience a similar rise. In addition to this, public services provide as a platform for the involvement of effective governance, which is one of the many sides of the government. In this case, the term "public services" refers to a wide range of industries, including governmental organisations, private businesses, consumer markets, and community participation.

It is no longer sufficient for an individual's status as a citizen of a public service provider to be the only determining factor in the selection of the customer community. Rather, it extends to include the participation of members of the community in the processes by which decisions are made, whereby active engagement encourages a higher level of responsiveness on the part of service providers. The introduction of new service innovations has the potential to function as a main measure in resolving the issues that have been raised by this particular community. The growth of a variety of services has resulted in the creation of service innovations that are currently available. These innovations may be linked with public service innovations since they provide potential for the implementation of community-oriented service provisions. According to Rosenfeld, innovation is the act of using innovative components to turn previously known information into novel products, processes, and services.

#### Public Service Mall (*Mal Pelayanan Publik*) Concept

A revolutionary concept in the public service arena is the advent of public service malls or "Mal Pelayanan Publik." These establishments centralize multiple public services under one roof, thereby offering a one-stop solution for citizens and enhancing the efficiency of service delivery. Datamora & Malau (2019) explored the implementation of such a mall in Kota Padang, emphasizing the benefits of consolidated service delivery for the community. Similarly, Puryatama & Haryani

(2020) discussed the importance of "Pelayanan Prima" or excellent service delivery through these malls in Indonesia, asserting the need for service excellence in such setups to maximize public benefit.

In accordance with the implementation of Law No. 25 of 2009, which emphasises the need for efficient, accessible, and accountable public services, the Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia (MENPAN-RB) issued Order No. 23 in 2017. This order establishes the Public Service Centre as an updated initiative aimed at delivering efficient and reliable services to the public. The Public Service Mall, also referred to as MPP, serves as a centralised location for the provision of various public services, encompassing both products and services. The advent of public service malls or "Mal Pelayanan Publik" represents a shift in how services are delivered to the public. Ristiani (2020) emphasized the management of public service within these malls in Kabupaten Sumedang, illustrating the importance of effective administration in such settings to ensure service quality (Ristiani, 2020). This new model aims to consolidate various public services under one roof, providing a one-stop solution for the public.

In relation to the public service malls, several doctoral dissertations have centered on their implementation, particularly in Kota Padang. Wulandari (2019) delved into the response of traders to the revitalization of a public market in Padang, which is crucial in understanding the direct implications of such initiatives on the community (Wulandari, 2019). Similarly, Rizaldin (2021) and Ratih (2021) explored the implementation of the public service mall in Kota Padang, emphasizing the importance of regulatory frameworks and their effective implementation (Rizaldin, 2021; Ratih, 2021). However, public services are not just limited to urban or mall-based settings. Suandi (2019) and Damayanti et al. (2019) investigated public satisfaction based on the satisfaction index in more localized settings like Kantor Kecamatan in different regions, highlighting that the challenges and expectations might vary based on the locality and the nature of the services offered (Suandi, 2019; Damayanti et al., 2019).

The One-Stop Integrated Services (PTSA) in Indonesia has been successfully changed into the One-Stop Integrated Services (PTSP), marking a significant development in the country's service sector. The emergence of the MPP marked a further phase of development, which aimed to integrate PTSP without disrupting pre-existing services. In reality, the introduction of the MPP expanded the scope of PTSP's function. In addition to the integration of services, the primary objective of this public service mall is to enhance the Ease of Doing Business (EoDB) index in Indonesia. In addition to implementing measures aimed at transforming the ego-centric mindset prevalent within institutional sectors, it is imperative for these sectors to collaborate and maintain a collective commitment to ensure optimal service provision. Furthermore, the establishment of the MPP aims to facilitate the implementation of bureaucracy 4.0, including the enhancement of service acceleration, service correctness, and work flexibility. It is anticipated that the integration of the MPP would

facilitate the establishment of a contemporary Government's Bureaucrats (ASN) characterised by performance-oriented strategies, hence ensuring the provision of optimal services. Consequently, this phenomenon has a significant impact on the expansion of micro and small enterprises, bolstering their worldwide competitiveness and attracting heightened investor attention towards economic and social development.

However, the establishment and functioning of these malls are not without challenges. Sari & Rahayu (2021) highlighted various factors influencing the successful implementation of public service mall policies. Their research underscores the importance of understanding the complexities associated with policy implementation to ensure that public service malls effectively serve their intended purpose.

In accordance with the legislation pertaining to the establishment of public service malls in Indonesia, the Ministry of Administrative and Bureaucratic Reform (MENPAN-RB) issued Decree No. 11 in 2018, which stipulates the designated sites for public service mall. On Thursday, December 27, 2018, the city of Padang celebrated the inauguration of a public service mall in the Pasar Raya Building Block III, located on the fourth floor in Padang City, West Sumatra. This event marked the city's fifteenth public service mall. The mayor of Padang, Mr. Mahyeldi, operates under the leadership of the Department of Investment and Integrated Services for Padang City (DPMPTSP).

#### The Community Satisfaction Index (IKM) and The Customer Satisfaction Index (CSI) Concepts

The satisfaction of the public regarding these services has been a focal point in many studies. For instance, Mardiyanto & Ismowati (2017) explored the satisfaction index among the public in the context of service quality in Kotabaru Kabupaten Karawang. They emphasized the significance of enhancing service quality as a means to increase public satisfaction (Mardiyanto & Ismowati, 2017). Likewise, other scholars such as Puspitarini (2021) and Ramadhan et al. (2014) conducted similar studies to measure the satisfaction index of the public in relation to public services in different regions (Puspitarini, 2021; Ramadhan et al., 2014).

One of the initiatives aimed at enhancing the calibre of public services, as stipulated in Law No. 25 of the Republic of Indonesia in 2009, necessitates the implementation of the National Development Programme, often referred to as PROPENAS. The Community Satisfaction Index, also known as IKM, serves as a benchmark for assessing the quality of service and adherence to the Public Service Law 09/25/2009, which mandates that managers are responsible for conducting periodic reviews of public service implementation. The data acquired from IKM serves as valuable input for evaluating service items that are still in the developmental stage. This data acts as a catalyst for each service provider unit to enhance the quality of their services.

The Community Satisfaction Index (IKM) is a metric used to assess the degree of satisfaction within a community. It involves the collection of both quantitative and qualitative data, which captures community perspectives pertaining to the utilisation of public services and their alignment with community needs. As stated by Nasution (2001:45), community satisfaction refers to the state in which the requirements and preferences of those receiving services are fulfilled.

The formation of a mutually beneficial connection between the organisation that provides the service and the community that it assists may be beneficial to both parties. It is possible to cultivate a connection that is harmonious with the community if the needs of the community as the recipient of the service are met. This, in turn, lays a basis and justifies the community's continued use of the agency's services by providing them with a foundation. As a result, this kind of commitment from members of the community who get services can end up being beneficial and profitable for the organisation. The organisation that is responsible for providing these services would see an improvement in its reputation if it implemented an IKM (Community Satisfaction Index) system that exemplifies quality and complies with the standards that have been set.

According to Ministry of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, the evaluation of performance in the Community Satisfaction Survey is conducted using numerical indicators on a scale ranging from 1 to 4. These indicators are derived from the community satisfaction index. Customer satisfaction may be described as the level of contentment experienced by customers with a certain product or service. The Customer Satisfaction Index (CSI) is a metric used to assess the level of satisfaction among service users based on their perception of the quality of products or services delivered. The maximum achievable score for the CSI is 100%. A CSI number of 50% or lower is indicative of a poor service quality. A CSI number over 76% signifies that the service recipient expresses satisfaction with the service they have received. In contrast, a rating below 76% signifies a moderate level of satisfaction among service recipients with the service they are provided.

**Table. CSI Value and CSI Criteria**

| <b>CSI Value</b> | <b>CSI Criteria</b> |
|------------------|---------------------|
| < 60%            | Poor                |
| 60% - 75%        | Moderate            |
| 76% - 85%        | Good                |
| 86% - 95%        | Very Good           |
| >95%             | Excellent           |

## Methods

This study makes use of the qualitative methodology, which is a type of research approach that generates descriptive data in the form of written narratives, spoken speech, or observed behaviours. The information was gathered from the Padang City Public Service Mall's official website and augmented with firsthand observations gathered within the mall on March 15, 2023. The following is a list of the sequential steps that are included in the research methodology: Accessing the official website of the Padang City Public Service Mall at <https://web.dpmptsp.padang.go.id> allowed for the collection of these statistics to be carried out. Following that, an inquiry letter was sent in through the website that can be found at <http://nonperizinan.web.dpmptsp.padang.go.id>. It was anticipated that a response to the letter would be sent within a time frame of three full working days. In addition, a hard copy of the research letter was handed in to the administrative division of the Padang City MPP. After that, there was an interval of one working day spent waiting for a response. Immediately following that, certain observations were taken, and some conclusions were developed, all with the purpose of determining whether or not the community satisfaction index had been attained.

## Results and Discussion

The Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia released Regulation Number 23 of 2017 stating that the fundamental purpose behind the development of public service malls is to promote accessibility and efficiency in the provision of services. This regulation was issued in 2017. It is the goal of these malls to provide the general public with services that are timely, cost-effective, secure, and convenient. In doing so, they want to enhance efficacy and efficiency in the delivery of services.

In accordance with the principles outlined in the RANCAK motto, the mission of the Public Service Mall (MPP) located in the city of Padang is to provide business permits to all members of the community. This tagline places an emphasis on the virtues of being accessible, fair, normative, rapid, responsible, and quality-oriented. In addition, it is notable that the Mayor of Padang issued Decree Number 54 of 2018 about the Establishment of Public Service Mall. One Stop Integrated Investment and Service Agency, which also goes by the acronym DPMPTSP, is in charge of managing the Padang City Municipal Public Procurement Programme (MPP).

The community members of Padang City are asked about their level of contentment or discontentment with the services they have gotten in response to the services that are provided by the Padang City MPP. These comments will be used as the foundation for calculating the community satisfaction index and driving the development of enhancements to services in the future. Nevertheless, this evaluation is predicated upon other factors and deliberations, specifically: 1) The



simplicity of service methods, as opposed to complexity, is a determining factor in the quality of service. 2) The administrative and technological prerequisites for meeting the criteria to get services. 3) It is vital for service workers to possess proper identification, including their name and the specific function they have inside the organisation. 4) Service officers who exhibit discipline, particularly when on duty. 5) The topic of service responsibility in the provision of services is being addressed. 6) The skills and talents possessed by service officers in their efforts to serve the community. 7) The service time is characterised by its rapidity. 8) Equitable services that refrain from discriminating against specific demographic groups. 9) The service officers demonstrate a pleasant and helpful approach towards the community members who are recipients of their services. 10) The expenses associated with acquiring services are deemed to be fair and do not impose a significant financial burden on the community. 11) Ensuring the alignment of expenses with previously established parameters. 12) Optimal duration of service provision. 13) The amenities provided are both comfortable and sufficient. 14) The services rendered should aim to instill a feeling of security among the recipients of those services.

According to the information supplied by the Department of the Investment Board One Stop-Service (DPMPTSP) in Padang City, the measurement of IKM is able to be witnessed through the Public Service Malls in Padang City:

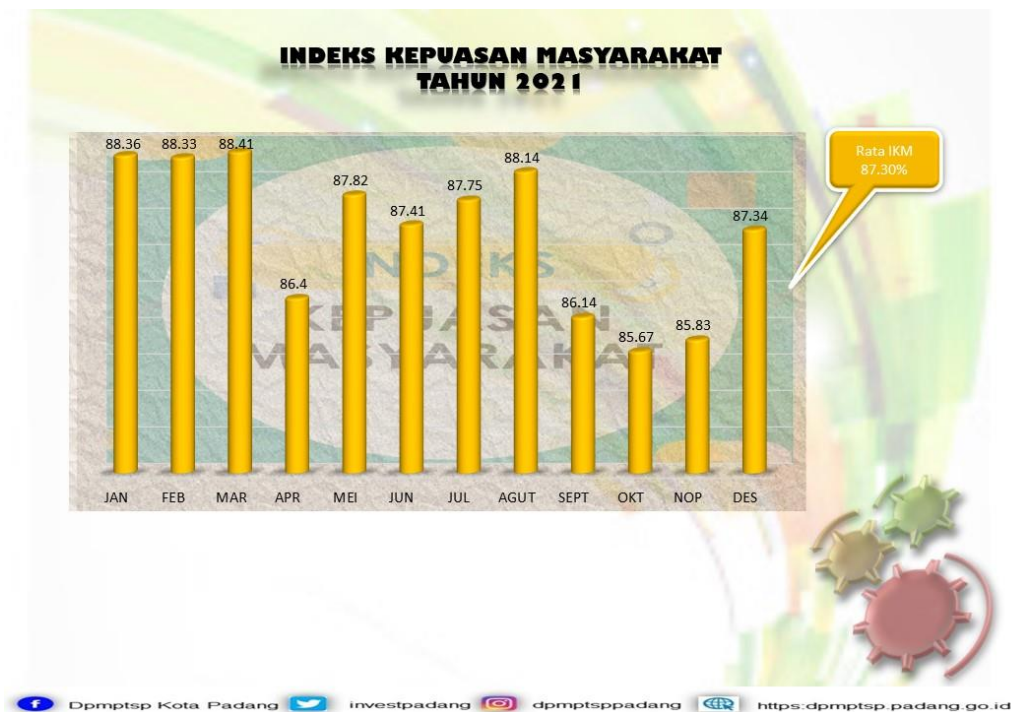


Figure 1. Community Satisfaction Index (IKM)

According to the data (Figure 1), it is clear that the Padang City Public Service Mall has achieved an IKM score of 87.30%, which is an outstanding accomplishment given that the minimum

score required for a perfect score is 95%. The score of 87.30% that was reached on the Community Satisfaction Index (CSI) for MPP Padang City shows that it has received a positive evaluation from its residents. This new development is projected to bring about a beneficial shift, and it is anticipated that in the future, there will be an increase in the number of people and an improvement in the service quality.

## Conclusion

The supply of goods, services, and administrative tasks are examples of public services. These tasks are typically delegated to the government but can also be performed by private organisations. The overarching goal of public services is to satisfy the requirements of society. The Public Service Mall is an important facility that provides public services. It may be found all across Indonesia, especially in the city of Padang, and can be found in a number of different districts. It is vital, while providing services to the community, to analyse the community's impression of the offered services in order to ascertain the level of satisfaction experienced by the community members. This evaluation makes it possible to calculate the proportion of service receivers, and more particularly the community, who are satisfied with the services they have gotten at the Padang City Public Service Mall. The examination of public satisfaction data, in particular using the Customer Satisfaction Index (CSI) as a benchmark to measure the sufficiency of services, led to the development of several hypotheses, which were then tested and proven to be true. The subsequent assessment came back with a satisfactory result of 87.30 percent.

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