Community Satisfaction Survey on "Lapak Asik Onsite" Service: BPJS Ketenagakerjaan Blitar City

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Abstract

The COVID-19 pandemic has changed the old ways of doing business. Various policies are pursued so that the industry remains able to co-op in a pandemic situation and can revive the business. Likewise, government institutions are required to always be able to provide excellent service to the community and strive to maintain the quality of their services even in a pandemic condition. BPJS Ketenagakerjaan is one of the public service institutions that also strive to innovate to be able to provide the best service even in a pandemic condition. One form of strategy that is sought is the Lapak Asik Onsite Services. Blitar is a diverse and growing city. The presence of Lapak Asik Onsite Services can be said to be something new and the people of Blitar are still adapting to this new service model. The new strategy must be well guarded so that the implementation of Lapak Asik Onsite Services in the city of Blitar can run well, be accepted by the community, and satisfy the community following the mandate carried out by the implementation of good governance, including by conducting performance evaluations through community satisfaction surveys. This study aims to measure whether Lapak Asik Onsite Services have been able to provide community satisfaction. This study uses an approach to calculating the Community Satisfaction Index based on PERMENPAN RB no.14-2017. The results of this study indicate that BPJS Ketenagakerjaan in Blitar City has been able to provide good Lapak Asik Onsite Services and can generate community satisfaction.

Keywords: service quality; consumer satisfaction; community satisfaction survey; good governance; community satisfaction index; public policy

1.   Introduction

The world is faced with the Covid-19 pandemic which demands that almost all aspects of human life change (Woolliscroft, 2020). WHO declared the coronavirus a dangerous pandemic, therefore new

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policies emerged to prevent the spread of the coronavirus (Sigala, 2020). One of them is physical distancing, namely limiting the distance between people in public places with a minimum distance of 1-2 meters. In Indonesia itself, a policy was born in the form of implementing health protocols regulated in the Decree of the Minister of Health Number HK.01.07/MENKES/382/2020. Forms of health protocols include wearing masks, washing hands, and maintaining distance. The creation of new policies certainly has a big impact on public services in Indonesia. However, public services in Indonesia must transform from the old service paradigm into new services that are oriented toward digital model services (Hodgkinson et al. 2017) and follow the rules of health protocols (Dunlop et al. 2020). Likewise, with BPJS Ketenagakerjaan is one of the public services that has implemented health protocols in serving the community.

BPJS Ketenagakerjaan or BPJAMSOSTEK is a public legal entity that is trusted by the state in providing social security for Indonesian workers. BPJS Ketenagakerjaan was established based on Law no. 40 of 2004 concerning the National Social Security System. During the pandemic, BPJS Ketenagakerjaan strives to continue to provide the best safety services for participants, especially since there is a rapid increase in the number of claims as a result of the many waves of mass layoffs carried out by companies. According to the Ministry of Manpower and BPS Indonesia, the number of workers who have been laid off has reached 749.4 thousand. With the increasing number of laid-off workers, it is proportional to the increasing number of Old Age Security claims at BPJS Ketenagakerjaan.

Seeing the urgent situation related to the handling of covid-19, of course, BPJS Ketenagakerjaan must co-op by laying out strategic policies related to services provided to the public. However, at the same time, of course, BPJS Ketenagakerjaan must also maintain public trust by maintaining service quality. Therefore, Lapak Asik was formed as a solution to the government's physical distancing policy and the increasing demand from participants for claim services. Lapak Asik, which stands for Service Without Physical Contact, was introduced in March 2020, this Lapak Asik makes it easier for participants who want to claim their participation by providing a health safety guarantee because it is done online so there is no need to come to the office. Unfortunately, the service of Lapak Asik online is considered still not sufficient for the performance of BPJS Ketenagakerjaan service quality. There are still many complaints related to how hard and confusing to use Lapak Asik Online. So, to improve the Lapak Asik Online which still has shortcomings, a Lapak Asik Onsite was formed.

In the implementation of the Lapak Asik Onsite, several obstacles were found, among which the most highlighted was queuing restrictions. Where employees are forced to refuse participants, who want to submit claims if the number of queues has reached the maximum limit. As a result, participants will feel disappointed and resulting in a decrease in the level of participant satisfaction with the service quality of the Lapak Asik Onsite. In addition, another obstacle is that the system has experienced several errors, resulting in the claim registration process taking approximately 30 minutes. These findings give a signal that the implementation of this Lapak Asik Onsite Services has not gone as desired so an evaluation must be carried out. Whether the service model provided today meets customer expectations and needs is a question that must be answered. Thus, this study aims to assess whether the implementation of the Lapak Asik Onsite has an impact on customer satisfaction. This research is important to do first because BPJS Ketenagakerjaan is one of the government's public service institutions that must be evaluated as a form of good governance and to improve service quality (Ashaye and Irani, 2019). Second, customer satisfaction is an important indicator in assessing whether the implementation of a management policy or strategy can be judged to be appropriate and in the end can be an example of implementation so that it can be replicated in other locations (Grönroos, 2019).

2.   **Literature Review**

2.1.   *Public Services*

Public services are activities organized by state administrators that aim to fulfil the wishes and needs of the community (Ślusarczyk and Ul Haque, 2019). Public services are defined as activities that provide services following the needs of the community based on their interests in the agency following the basic rules and established procedures (Arfan et al. 2021).

Public services are a manifestation of the state providing and serving its people in obtaining their rights, such as administration, security, and protection of rights. According to the Decree of the Indonesian Minister of State Apparatus Empowerment Number 63/KEP/M.PAN/7/2003 of 2003 concerning General Guidelines for the Implementation of Public Services, defines public services as all service activities carried out by the ranks of public service providers aimed at meeting the needs of service recipients and implementers. statutory provisions. Public services can be interpreted as all forms of public service activities carried out by Government agencies at the centre, in the regions, and within State/Regional Owned Enterprises in the form of goods and or services, both in the context of efforts to meet the needs of the community and in the context of implementing regulatory provisions. legislation. From some of the theories put forward above, it can be concluded that public services are a whole series of activities organized by state agencies to serve the community following their needs and interests. The fulfilment of public service is carried out by the state as a form of responsibility to improve the welfare of its people.

2.2.   *Principles of Public Service*

According to the Decree of the Indonesian Minister of State Apparatus Empowerment Number 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, it is stated that the state in providing public services for the community must adhere to the principles of public services as follows: (1) Transparency, public services carried out by the state must be open, easy, accessible to all parties who need it and provided adequately and can be easily understood. (2) Accountability, Public services run by the state must be accountable following the provisions of the applicable regulations. (3) Conditionally, public services run by the state must be adapted to the conditions and capabilities of service providers as service providers and the community as service recipients with the principle of efficiency and effectiveness. (4) Participatory, public services run by the state encourage community participation in the implementation of public services by maintaining the aspirations, needs, and expectations of the community for such a service. (5) Equality of Rights, In the implementation of public services, the state must ensure that there are no discriminatory actions involving differences in attitudes according to ethnicity, race, religion, class, gender, and economic status. (6) Balance of Rights and Obligations, In the implementation of public services, it is required to be able to fulfil the rights and obligations between the service provider and service recipient.

In the Decree of the Indonesian Minister of State Apparatus Empowerment Number 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, the principles of public services are regulated as follows: (1) Simplicity, (2) Clarity, (3) Time Certainty, (4) Accuracy, (5) Security, (6) Responsibility, (7) Completeness of facilities and infrastructure, (8) Ease of access, (9) Discipline, courtesy, and friendliness, (10) Comfort.

2.3.   *Public Service Group*

Based on the Decree of the Indonesian Minister of State Apparatus Empowerment No. 63/KEP/M.PAN/7/2003, public services are grouped into three groups according to the needs of the

community, namely: (1) Administrative Service Groups, public services that serve various needs for official documents required by the public. Some of them are making Resident Identity Cards (KTP), Birth Certificates, Marriage Certificates, Death Certificates, Driving Licenses (SIM), and many other public documents. (2) Goods Service Group, public services that serve or produce the types/goods that are consumed by the public such as providers of electricity, water or telephone networks. (3) Service Group, Public services that produce services for public needs. Among them are education, health, and transportation organizations.

2.4.   *Public Service Standard*

Public service standards are regulated in the Decree of the Indonesian Minister of State Apparatus Empowerment No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, namely as follows: (1) Service Procedures, including the ease of stages in the service assessed from simplicity and practicality service flow. (2) Completion time, including the estimated time in completing service activities from the time the application is submitted until the end of enjoying the service. (3) Service costs, including costs that can be reached by the community when enjoying services or the suitability of the costs incurred with the services provided. (4) Service products, including outputs or results that will be accepted by the community according to their needs in enjoying public services. (5) Facilities and infrastructure, including all physical facilities provided by the agency to support the quality of existing services. (6) Competence of service provider employees, including attitudes, knowledge, skills, and behavior of service employees in serving the community following statutory regulations.

2.5.   *Service Quality*

2.5.1   *Definition of Service Quality*

Service quality is the first basic concept that must be met by companies in running their business. With good service quality, customer satisfaction will be achieved. Tjiptono (2006) defines Service Quality as an effort to meet customer expectations by fulfilling customer needs and desires. In addition, Kotler and Keller (2009) assume that service quality is a manifestation of the totality of goods or services that aim to satisfy customer needs. With good service quality, the company certainly gets a good image in the eyes of consumers because service quality is the main component that must be realized by the company and is considered as one way to bring in new consumers and maintain the loyalty of old consumers (Tjiptono, 2006).

Service quality is the main concept that must be met by companies to retain and acquire new customers. Service quality is described as an effort to see customer expectations on services and facilities that have been provided by the company. So that the quality of service can be improved in such a way according to consumer needs with the ultimate goal of satisfaction (Thomas, 2017). Two main factors that affect service quality are expected service and perceived service (Hjortskov, 2019).

2.5.2   *Measuring Service Quality*

Initially, Parasuraman et al (1993) identified ten main dimensions with 22 variables related to services, namely tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, and access. Then in further research Parasuraman et al in 1998 refined these dimensions and simplified them into five dimensions of service quality, namely: tangibles, reliability, responsiveness, assurance, and empathy. Tjiptono (2006) also mentions that there are five main dimensions in measuring service quality, namely as follows: (1) Physical Evidence (Tangible),

which includes the physical appearance of a service such as physical facilities, equipment, and personnel. Among them are the completeness of office equipment, the convenience of office facilities, and the neatness and cleanliness of the appearance of the employees. (2) Reliability, including the company's ability to provide services that have been promised to consumers accurately and reliably. (3) Responsiveness, including the ability of employees to help consumers, respond to the needs of participants quickly and responsively. (4) Assurance, covering the form of employee behavior that can foster consumer confidence in the company so that the company can create a sense of security for consumers. The form of guarantee can be in the form of employee knowledge that handles consumers appropriately. (5) Empathy, which includes the company's attitude that pays attention to the needs of consumers as a form of effort to understand and provide the best possible service to its consumers.

2.6.   *Service Quality*

2.6.1.   *Definition of Service Quality*

Consumer satisfaction is the result of satisfied consumers with a service or product that has been provided by the company. The faster and more precise a service will have an impact on the formation of a service experience in the psychology of the customer which creates a feeling of satisfaction and ultimately gives a perception of whether a service can be said to be good or not (Osborne, 2010).

This satisfaction can be measured by comparing expectations for service (before being served) with those after enjoying the service. According to Kotler and Keller (2009) satisfaction is a feeling of pleasure or disappointment resulting from comparing the perceived product performance (or results) with the expectations expected by consumers. so, consumers who get the service as expected or even better than the consumer will be satisfied with the quality of service that has been provided by the company. With the creation of consumer satisfaction, it can strengthen the company's relationship with consumers, maintain consumer loyalty so that they make repeat purchases, and encourage consumers to make a word of mouth recommendations that will be profitable for the company (Tjiptono, 2006).

Consumer satisfaction is obtained from the overall attitude or response shown to goods or services after enjoying them or using them (Gong and Yi, 2018). Consumer satisfaction is part of the consumer's assessment of a service, this assessment can affect their feelings after enjoying the service (Afthanorhan, 2019). Such as feeling happy and satisfied if the quality of service provided is following their expectations. Feel disappointed and annoyed if the quality of service provided does not match even below their expectations and feel very happy and very satisfied if the quality of service provided exceeds their expectations and expectations for the service.

2.6.2.   *Measuring Consumer Satisfaction*

Parasuraman et al in 1998 perfected the quality of service which until now we know as SERVQUAL and simplified it into five dimensions of service quality, namely: tangibles, reliability, responsiveness, assurance, and empathy. The derivative of the theory is applied to the data processing method according to the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 14 of 2017 which states that in measuring public satisfaction related to the implementation of public services by government agencies, it can be measured by nine parameters, namely: (1) Service Requirements, (2) Systems, Mechanisms, and Procedures, (3) Completion Time, (4) Costs/Tariffs, (5) Product Types of Service Specifications, (6) Implementing Competencies, (7) Implementing Behavior, (8) Facilities and Infrastructure, (9) Handling of Complaints, Suggestions, and Feedback. In measuring community satisfaction, the Customer Satisfaction Survey uses the calculations of the Community Satisfaction Index. In the index, it can be seen in detail the components that have been able to provide customer satisfaction and those that have not so that evaluation and improvement can be carried out.

2.7.   *Social Security Administrator*

2.7.1.   *Definition of Social Security Administering Body*

The Indonesian Social Security Administering Body or also known as BPJS is an institution established by the state to administer the Social Security Program in Indonesia following Law Number 40 of 2004, namely the National Social Security System which includes health insurance, work accident insurance, pension insurance, old-age insurance, and social security. death for the entire population through compulsory labor contributions. Law no. 24 of 2011 concerning the Social Security Administering Body (BPJS). BPJS is divided into two, namely BPJS Kesehatan which organizes health insurance programs and BPJS Ketenagakerjaan organizes work accident insurance programs, death benefits, old-age benefits, and pension benefits.

3.   **Method**

In this study, the population that will be used is the Old-Age Insurance or JHT claim participants at the BPJS Ketenagakerjaan Office Blitar Branch Office for the period October - April 2021. The sample taken is 100 respondents. In this study, the questionnaire was used in the form of a written statement that will be distributed to participants after enjoying the Lapak Asik Onsite service at the BPJS Ketenagakerjaan Blitar Branch Office. In the preparation of the questionnaire, closed statements are prepared, namely statements that provide answers. Be chosen by the respondents in the form of five dimensions of service and satisfaction, and open statements, namely statements that give respondents the freedom to answer in the form of criticism/suggestions for BPJS Ketenagakerjaan Blitar. This questionnaire will be used to see the level of service quality at the BPJS Ketenagakerjaan Blitar Branch Office and the satisfaction of participants who have made claims.

3.1.   *Data analysis*

The Community Satisfaction Index also known as IKM is information that contains community satisfaction in enjoying a public service provided by the state apparatus. IKM itself has been regulated in the Decree of the Minister of Administrative Reform No. KEP/25/M.PAN/2004 which is divided into 9 indicators as the basis for measurement. In this study, the 9 indicators were not used as the basis for the preparation of the questionnaire items. Seeing the field conditions that did not appropriate for the researcher to use the 9 indicators because it will confuse participants who were in a hurry to answer. Instead, we use SERVQUAL as indicators. The researcher uses the basic theory of servqual, five dimensions of service quality which has summarized all 9 indicators of IKM. In this study, the IKM was only used for the calculation scale to make it more relevant and more accurate to describe participants' satisfaction with the quality of BPJS Ketenagakerjaan services. In addition, field conditions are also a concern because if the questionnaire instrument is made using the 9 Elements of the IKM indicator, then the questionnaire will be too long and this can lead to a bias considering the pandemic conditions which psychologically will encourage people to interact with other people for a while so that it is our consideration not to use the 9 elements of IKM and use the SERVQUAL indicator to shorten the duration of filling out the questionnaire but it does not reduce the quality of this study. However, the calculation process still uses the calculation of the Community Satisfaction Index or IKM.

Table 1. Measurement indicators

Tangible
The facilities at the BPJS Ketenagakerjaan office are complete and comfortable
The services and facilities provided by BPJS Ketenagakerjaan comply with health protocols (eg. chairs are spaced, every employee wears a mask, restricts crowds)
The appearance of BPJS Ketenagakerjaan employees is neat and clean
Reliability
The claim registration flow is easy to apply
The claim service procedure is fast and precise
BPJS Ketenagakerjaan employees can handle problems regarding claims
Responsibility
Employees provide clear and easy-to-understand information regarding claims
Employees are fast and responsive in resolving complaints regarding claims
Employees always help solve the difficulties experienced by participants
Assurance
Employees guarantee professionalism in serving every complaint filing a claim
Employees are willing to help the claim with the submission process until the end
Employees are willing to help submit a reclaim if there is an error during file verification
Empathy
Employees serve claim submissions in a friendly and courteous manner
Employees serve claim submissions with care and sincerity
Employees serve wholeheartedly regardless of the social and economic status of the participants

This questionnaire uses a Likert scale with four categories to reduce the bias. Respondents will tend to answer by choosing neutral (middle point). Thus, the use of four categories is expected so that respondents are more focused on choosing answers in a positive or negative direction. In addition, it can affect the validity of a questionnaire. To determine the classification of the interpretation of answers from all respondents, intervals are used in the following way:

$$i = \frac{\text{highest score} - \text{lowest score}}{\text{Number of scale}}$$
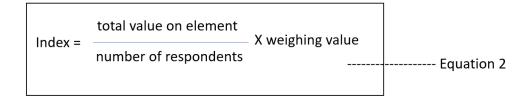
$$i = \frac{4 - 1}{4}$$

$$i = 0.75$$

With an interval number of 0.75, the interpretation of the answer based on the measurement rules of Sugiyono (2011) is used as follows:

Table 2. Criteria for interpretation of respondents' answers

Interval Scale	Value
1,00 – 1,75	Not Good
>1,75 – 2,50	Less Good
>2,50 – 3,25	Good
>3,25 – 4,00	Very Good

By calculating the respondents' answers to a question item against the overall question indicators, the average (mean) is obtained, the results of which will be interpreted in table 1. In addition, the researcher duplicated the Community Satisfaction Index method based on KEP/25/M.PAN/2004 as a method of analysis as well as measurement. In measuring the IKM, it is necessary to first calculate the weighted average value in the following way:

$$\text{Weighted average score} = \frac{\text{total weight}}{\text{number of elements}}$$
$$= \frac{1}{5}$$
$$= 0.2$$

--------------------- Equation 1

In this study, the weighted average value of 0.2 was obtained for the five elements of service quality, namely physical evidence, reliability, responsiveness, assurance, and empathy. The next step is to calculate the index value of each element in the following way:

$$\text{Index} = \frac{\text{total value on element}}{\text{number of respondents}} \times \text{weighing value}$$

--------------------- Equation 2

After obtaining the index results, it is necessary to use the index conversion value to make it easier to interpret the results, which are as follows:

$$\text{Community Satisfaction Index} = \text{index results} \times 25$$

--------------------- Equation 3

The final step is to interpret the results of the Community Satisfaction Index as follows:

Table 3. Respondent's interpretation criteria based on the community satisfaction index

No.	Interval Value Index	Interval Value Conversion	Value	Perception
1.	1,00 – 1,75	25 – 43,75	D	Not Good
2.	1,75 – 2,50	43,76 – 62,50	C	Less Good
3.	2,50 – 3,25	62,51 – 81,25	B	Good
4.	3,25 – 4,00	81,26 – 100,00	A	Very Good

Sources: KEP/25/M.PAN/2004

4. **Results and Discussion**

Before calculating the questionnaire data. Reliability and validity tests must be carried out to ensure that the instrument has sufficient confidence to measure people's satisfaction. Tables 4 and 5 are the results of the validity and reliability tests.

Table 4. Validity test result

Variable 1 Tangibles	R-value	R table	Result
X1.1	0,6654	0,1966	Valid
X1.2	0,6543	0,1966	Valid
X1.3	0,6886	0,1966	Valid
Variable 2 Reliability	**R-value**	**R table**	**Result**
X2.1	0,7392	0,1966	Valid
X2.2	0,8242	0,1966	Valid
X2.3	0,7721	0,1966	Valid
Variable 3 Responsiveness	**R-value**	**R table**	**Result**
X3.1	0,6799	0,1966	Valid
X3.2	0,7800	0,1966	Valid
X3.3	0,7647	0,1966	Valid
Variable 4 Assurance	**R-value**	**R table**	**Result**
X4.1	0,7862	0,1966	Valid
X4.2	0,6149	0,1966	Valid
X4.3	0,7093	0,1966	Valid
Variable 5 Empathy	**R-value**	**R table**	**Result**
X5.1	0,7326	0,1966	Valid
X5.2	0,7734	0,1966	Valid
X5.3	0,7048	0,1966	Valid

Source: Data processed (2021)

Table 5. Reliability test result

Variable	Cronbach's Alpha	Result
Tangibles	0,831	Reliable
Reliability	0,831	Reliable
Responsiveness	0,810	Reliable
Assurance	0,824	Reliable
Empathy	0,872	Reliable

Source: Data processed (2021)

The reliability and validity test scores indicate that the research instrument is valid and reliable. Furthermore, based on the respondent's profile, respondents are dominated by the age of 21-30 years and when viewed from the gender, it looks quite balanced, namely men 58% and women 42%. Table 6 shows the profile of the respondents.

Table 6. Respondent profile

Gender	Total	%
Man	58	58%
Woman	42	42%
Age	Total	%
<20 years old	0	0
21-30 years old	58	58%
31-40 years old	28	28%
41-50 years old	9	9%
>50 years old	5	5%

The value generated from the calculation of the Community Satisfaction Index shows that all SERVQUAL indicators have values that fall into the very good interval. Physical evidence has an index value of 88.5. Reliability has an index value of 82.25. Responsiveness has an index value of 86.75. The guarantee has an index value of 91.42. and Empathy has an index value of 92.33. Details of the calculation results can be seen in table 7.

Table 7. Score calculation of community satisfaction index

	Tangibles			Reliability			Responsiveness			Assurance			Empathy		
Element Value	346.00	353.00	363.00	304.00	324.00	359.00	351.00	324.00	366.00	359.00	371.00	367.00	365.00	370.00	373.00
Total All Elements	1,062.00			987.00			1,041.00			1,097.00			1,108.00		
Average Element	3.46	3.53	3.63	3.04	3.24	3.59	3.51	3.24	3.66	3.59	3.71	3.67	3.65	3.70	3.73
Average Value of All Elements	3.54			3.29			3.47			3.66			3.69		
Interval	4.00			4.00			4.00			4.00			4.00		

Highest Score	100.00	100.00	100.00	100.00	100.00
Number of Respondents	100.00	100.00	100.00	100.00	100.00
Index	88.50	82.25	86.75	91.42	92.33

4.1. *Tangible*

Facilities at the BPJS Ketenagakerjaan office are adequate. In front of the office, wasteful facilities have been provided complete with soap and tissue to wash your hands before entering the office area. In the waiting room, drinking water, candy, and hand sanitizer are also provided. In the corner of the office, there is also a charger corner that can be used to charge smartphone batteries. The equipment in the service lobby is also complete with air conditioning and LCD TV so that customers can feel comfortable when waiting in line.

The appearance of employees is also fairly neat and clean following the existing SOP, which is required them to wear uniforms according to the provisions. All employees in the lobby of the LAPAK ASIK Onsite service itself such as security guards, ISO, and CSOs always seem to wear masks, face shields, and hand gloves in serving the participants. The service in the lobby is equipped with a monitor layer for file verification by CSOs so that CSOs do not need physical contact with customers. These things are following the provisions of the applicable health protocol but do not reduce the quality of service.

Figure 1. The atmosphere of the Lapak Asik Onsite service lobby

4.2. *Reliability*

The service flow is still quite complicated for customers. The flow requires participants to come to the nearest BPJS Ketenagakerjaan office while bringing original documents. After that, participants are required to scan the barcode provided by the office. This barcode scan is intended so that the uploaded document will be directly entered into the BPJS office system. The barcode is used to fill in personal data and upload the required documents if successful then the process continues by obtaining another barcode scan which is sent to the customer's email, this barcode scanner is used to take the queue number and the customer waits to be called by the CSO employee to verify the document. This is still considered less practical. The estimated time from being served until after being served is still in the range of 30-40 minutes. The longest process is when registering, in contrast to this, the real post-registration service is carried out very quickly.

4.3. *Responsiveness*

In terms of employee capabilities, BPJS Ketenagakerjaan employees have skills and knowledge that can be judged to have qualified regarding Lapak Asik Onsite. Even from the start of the service, namely by meeting the security guard, the security guard can direct the initial process and show the flow well to customers. In the case of missing documents, the CSO has also been assessed as being swift in assisting with the completeness of customer documents.

4.4. *Assurance*

In some cases, the customers did not understand the process and the completeness of the documents, as well as anxiety about the certainty of the sterility of the location, besides the queue restrictions also made customers feel less secure whether they would get service or not. service officers from security guards to CSOs are all alert and always on the spot, besides that they oversee the application process from the beginning to the end of the process. This gives a sense of certainty to customers so it can be said that BPJS Ketenagakerjaan has been able to guarantee the quality of services well, besides that the provision of health protocol equipment at the location is also quite complete and meets the needs.

4.5. *Empathy*

Based on observations in the field, employees have carried out services with a smile, greeting, and gestures properly according to the SOP. In addition, they seem enthusiastic and responsive to customer complaints so that customers feel protected. They don't seem to hesitate to joke around when they meet customers who like to joke around. The security guards were also patient in managing the queue and helping with the registration process. CSOs move quickly because they understand that the longer the process takes, the higher the risk of Covid transmission, and they are concerned about the health of customers. From these gestures, it appears that employees do not discriminate against customers of social status or favor certain customers.

Table 8. SERVQUAL Five Dimensions average score

No.	Variable	Avg. Score	Value
1.	Tangibles	3,54	Very Good
2.	Reliability	3,29	Good
3.	Responsiveness	3,47	Very Good
4.	Assurance	3,66	Very Good
5.	Empathy	3,68	Very Good
	AVG. SERVQUAL	3,53	Very Good

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Survei Kepuasan Masyarakat Terhadap Pelayanan "Lapak Asik Onsite": BPJS Ketenagakerjaan Kota Blitar

Abstrak

Pandemi COVID-19 telah mengubah cara lama berbisnis. Berbagai kebijakan ditempuh agar industri tetap bisa bersinergi dalam situasi pandemi dan bisa menghidupkan kembali bisnis. Demikian juga lembaga pemerintah dituntut untuk selalu dapat memberikan pelayanan prima kepada masyarakat dan berupaya menjaga kualitas pelayanannya meskipun dalam kondisi pandemi. BPJS Ketenagakerjaan merupakan salah satu lembaga layanan publik yang juga berupaya berinovasi untuk dapat memberikan pelayanan terbaik meski dalam kondisi pandemi. Salah satu bentuk strategi yang diupayakan adalah Layanan Lapak Asik Onsite. Blitar adalah kota yang beragam dan berkembang. Kehadiran Layanan Lapak Asik Onsite dapat dikatakan sebagai sesuatu yang baru dan masyarakat Blitar masih beradaptasi dengan model layanan baru ini. Strategi baru tersebut harus dikawal dengan baik agar pelaksanaan Pelayanan Lapak Asik Onsite di Kota Blitar dapat berjalan dengan baik, diterima oleh masyarakat, dan memuaskan masyarakat sesuai dengan amanat yang dilakukan dengan penerapan tata kelola yang baik, diantaranya dengan melakukan evaluasi kinerja melalui survei kepuasan masyarakat. Penelitian ini bertujuan untuk mengukur apakah Layanan Lapak Asik Onsite telah mampu memberikan kepuasan masyarakat. Penelitian ini menggunakan pendekatan penghitungan Indeks Kepuasan Masyarakat berdasarkan PERMENPAN RB no.14-2017. Hasil penelitian ini menunjukkan bahwa BPJS Ketenagakerjaan di Kota Blitar telah mampu memberikan Pelayanan Lapak Asik Onsite dengan baik dan dapat menimbulkan kepuasan masyarakat.

Kata kunci: kualitas layanan, kepuasan konsumen, survei kepuasan masyarakat, pemerintahan yang bagus, indeks kepuasan masyarakat, kebijakan publik