



The Analysis of Public Satisfaction Index on Services at the Land Office of Seruyan Regency, Central Kalimantan Province in 2023

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Abstract

Strengthening public services is one of the strategic issues in order to improve bureaucratic reform in Indonesia to create a good and clean government. The measurement of public service performance is carried out through the measurement of the public satisfaction index for public services by all Central and Regional Government Agencies. The analysis of the Community Satisfaction Index for Services at Kantor Pertanahan Kabupaten Seruyan, Provinsi Kalimantan Tengah in 2023 was carried out to measure the performance of services at the office. Data analysis was carried out using a qualitative research method that seeks to get a complete picture of the Analysis of the Community Satisfaction Index for Services at the Kantor Pertanahan Kabupaten Seruyan, Provinsi Kalimantan Tengah in 2023. The results of the study show that the services at the Kantor Pertanahan Kabupaten Seruyan have met the minimum service standards in accordance with the provisions of the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Delivery Units. Based on the Community Satisfaction Index for services at the the Kantor Pertanahan Kabupaten Seruyan, Provinsi Kalimantan Tengah in 2023, it shows that the performance of the Office's public services is in the Very Good category. The inhibiting factors in service at the the Kantor Pertanahan Kabupaten Seruyan, Provinsi Kalimantan Tengah in 2023 are first, the lack of Counter Officer Personnel so that there is a double duty between service counter officers and second, the counter officers are not individually ready to be at the counter according to service hours.



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INTRODUCTION

The 1945 Constitution of the Republic of Indonesia mandates that the state is obligated to serve every citizen and resident in fulfilling their basic rights and needs within the framework of public service. Along with technological advancements and public demands for services, public service providers are required to meet the expectations and demands of society in delivering services.

In providing public services, government officials are responsible for delivering the best service to the public in order to create community welfare. In accordance with the Regulation of the Minister for Administrative and Bureaucratic Reform of the Republic of Indonesia Number 25 of 2020 concerning the 2020-2024 Bureaucratic Reform Road Map, it is stated that there are three objectives of bureaucratic reform, one of which is excellent public service based on the results of the public service index, achieved through strengthening responsive and competitive public services, and accelerating the improvement of public service quality with a national target of 75%. In addition, the goal of the 2020-2024 Bureaucratic Reform implementation is to create a good and clean government.

Currently, the government continues to make efforts to improve public service, but the results are still considered suboptimal. Public service delivery in various service sectors, especially those concerning the fulfillment of civil rights and public needs, is still not meeting the expectations of society. This is marked by ongoing public complaints expressed through

mass media or social media, such as complex service procedures and mechanisms, lack of transparency, persistent collusive attitudes, and insufficient information. If these complaints are not addressed, it could have adverse effects on the government, including causing a lack of public trust in the government.

One of the efforts that should be made in improving public service is conducting a Public Satisfaction Survey to measure the satisfaction of service users. Public satisfaction is the opinion of the public in receiving services from public service providers by comparing their expectations and needs. A service is considered satisfactory if it meets the needs and expectations of customers/consumers/service users/beneficiaries.

Related to the issues above, it is interesting to conduct research on the Public Satisfaction Index towards the services at the Land Office of Seruyan Regency, Central Kalimantan Province, in 2023, considering the provisions outlined in the Minister for Administrative and Bureaucratic Reform Regulation Number 14 of 2017, and to identify the factors that hinder the implementation of services at the Land Office of Seruyan Regency, Central Kalimantan Province, in 2023.

This research is inspired by previous studies, such as the research conducted by Slamet Riyadi, Aji Hermawan, and Ujang Sumarwan (2015) titled "Public Satisfaction with the Quality of Service at the Land Office of Indramayu Regency (Journal of Family Science and Consumers, Vol. 8 No. 1, January 2015)," which found that the public satisfaction level with the quality of services at the Indramayu Regency Land Office was generally quite satisfied. The dimensions most affecting public satisfaction were empathy and tangibles. Another study by Enny Agustina (2019) titled "Implementation of Quality Public Services for the Community" found that there are still gaps in public service, such as the gap between public expectations and management perception, due to misinterpreting management's correct perception of public expectations into service quality benchmarks. A study by Sunandi (2019) titled "Analysis of Public Satisfaction with Public Services Based on the Public Satisfaction Index at the Belitang Sub-district Office, East Oku Regency" (Journal of Administrative Science and Policy Studies, Vol. 1 No. 2, March 2019) found that the Public Satisfaction Index (IKM) for the Belitang Sub-district Office's service was 2.88 with a conversion score of 71.95. The difference between this study and previous studies lies in the focus and location of the research. The focus of this study is the analysis of the Public Satisfaction Index towards services at the Land Office of Seruyan Regency, Central Kalimantan Province, in 2023, while the location of the study is the Land Office of Seruyan Regency, Central Kalimantan Province.

This study aims to determine how the Public Satisfaction Index towards services at the Land Office of Seruyan Regency, Central Kalimantan Province, in 2023, whether the services at the Land Office of Seruyan Regency meet the minimum service standards according to the provisions in the Minister for Administrative and Bureaucratic Reform Regulation Number 14 of 2017 concerning Guidelines for the Preparation of Public Satisfaction Surveys for Public Service Providers, and to identify the factors that hinder the service delivery, so that the research results can provide benefits to the community, academia, and the Land Office of Seruyan Regency.

METHODOLOGY

Based on the issues raised, the research method used by the researcher is a qualitative research method. Qualitative research is research that provides an overview of a phenomenon or situation that occurs. The phenomenon in qualitative research is holistic or comprehensive, meaning the data found cannot be separated. In qualitative research, the data obtained in the field are analyzed using existing theories, paradigms, and social facts, so that the researcher can obtain research results that align with the theory, or even deviate from previous theories and research.

The reason the researcher uses a qualitative research method is to understand and comprehend the findings in the form of an Analysis of the Public Satisfaction Index towards Services at the Land Office of Seruyan Regency in 2023. Additionally, this research will produce descriptive data in the form of written word descriptions from the subjects being observed.

The focus of this research is placed on the Land Office of Seruyan Regency, Central Kalimantan Province, which is one of the public service providers in the field of land management.

RESULTS AND DISCUSSION

Customer satisfaction, according to Kotler and Armstrong (2008), is the feeling of pleasure or disappointment a customer experiences regarding a product or service received compared to their expectations. Hill, N., Roche, G., and Allen (2007) state that customer satisfaction is a barometer that can predict customer behavior in the future. Customer satisfaction can be influenced by certain product or service features, as well as their perceptions of the quality of the products and services received. Additionally, satisfaction is also influenced by the customer's emotional responses and perceptions (Zaithaml, V.A., Bitner, 2003). Customer satisfaction is a key indicator for evaluating an organization's success in the products or services it provides (Kotler, P. & Keller, 2006). Based on the views of the experts above, it can be concluded that public satisfaction is the customers' feeling regarding the quality of products or services received compared to their expectations, serving as one of the indicators of the organization's performance in providing the products or services.

According to Kotler, service is any activity or benefit provided by one party to another, offering satisfaction, even though the results are not tied to a physical product. Furthermore, Sampara mentions that service is a sequence of activities that occur in direct interactions between individuals or machines, physically, and provide customer satisfaction (Sinambela, 2011:4-5). Service can essentially be defined as the activities carried out by individuals, groups, and organizations – either directly or indirectly – to meet needs. Public service refers to any service activity performed by public service providers to meet the needs of service recipients or to implement the provisions of laws and regulations.

Service quality, according to Gronroos (2002), refers to the comparison between customer expectations of a service and their perception of how the service was actually performed. Service quality is an overall evaluation of the services received or the organization's ability to meet and exceed customer expectations (Parasuraman et al., 1985). Based on the definitions from the experts above, it can be concluded that service quality is the customers' evaluation of how well an organization provides services, meeting or exceeding their expectations, resulting in customer satisfaction.

According to the Republic of Indonesia Law No. 25 of 2009 on Public Services, the implementation of public services is based on:

1. Public interest;
2. Legal certainty;
3. Equal rights;
4. Balance of rights and obligations;

5. Professionalism;
6. Participation;
7. Equality of treatment/non-discrimination;
8. Transparency;
9. Accountability;
10. Facilities and special treatment for vulnerable groups;
11. Timeliness; and
12. Speed, ease, and accessibility.

Public service providers have the following rights:

1. To provide services without interference from parties that are not part of their duties;
2. To collaborate;
3. To have a budget for the provision of public services;
4. To defend against complaints and demands that do not align with the reality of public service delivery;
5. To refuse service requests that contradict laws and regulations.

The obligations of public service providers are as follows:

1. To develop and set service standards;
2. To develop, set, and publish service information;
3. To place competent personnel in service roles;
4. To provide infrastructure, facilities, and/or public service support that create a conducive service climate;
5. To deliver quality services in accordance with the principles of public service delivery;
6. To carry out services according to service standards;
7. To actively participate in and comply with relevant laws and regulations regarding public service delivery;
8. To be accountable for the services provided;
9. To assist the public in understanding their rights and responsibilities;
10. To be responsible for managing the public service provider organization;
11. To be accountable according to applicable laws when resigning or relinquishing a position;

12. To comply with legal actions or represent the organization for legal proceedings requested by authorized officials.

Based on the research findings on the Analysis of the Public Satisfaction Index towards Services at the Land Office of Seruyan Regency, Central Kalimantan Province, in 2023, it was found that to obtain the Public Satisfaction Index score, the Seruyan Land Office conducts a survey through the Case Survey Management System (CSMS) website at <http://orpeg.atrbpn.go.id>. The public satisfaction survey questionnaire is based on the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017 on Guidelines for Preparing Public Satisfaction Surveys for Public Service Providers.

Before calculating the Public Satisfaction Index for services at the Seruyan Land Office, a descriptive analysis of the Public Satisfaction Survey elements was first conducted.

Public satisfaction surveys are comprehensive assessments of the public's satisfaction with the quality of services provided by public service providers. The purpose of the survey is to encourage public participation in evaluating the performance of service providers, foster service improvement through new innovations, and measure trends in public satisfaction with public services. The principles of conducting public satisfaction surveys are transparency, participation, accountability, sustainability, fairness, and neutrality.

The public satisfaction survey at the Seruyan Land Office, Central Kalimantan Province, in 2023, was conducted in real-time using the CSMS application. The use of the CSMS application as a tool for implementing the Service Quality Perception Survey (SPKP) is expected to directly analyze qualitative data so that public service complaints can be addressed quickly and accurately.

To obtain survey results, the CSMS system automatically calculates the data according to the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017. The regulation uses a weighted average approach for each service element, with the following formula:

$$SKM = \frac{\text{Total dari Nilai Persepsi Per Unsur}}{\text{Total Unsur yang Terisi}} \times \text{Nilai Penimbang}$$

Sumber: Kantor Pertanahan Kabupaten Seruyan dibuat oleh Peneliti

For easier interpretation of the score, which ranges from 25-100, the research results are converted with a base value of 25, using the formula:

Service Unit Satisfaction Index Result x 25. As a result, the perception values, interval values, converted interval values, and the service quality and performance are depicted as follows:

Tabel 1
Interpretasi Terhadap Penilaian

Nilai Persepsi	Nilai Interval	Nilai Konversi	Mutu Pelayanan	Kinerja Unit Pelayanan
1	1.00 - 2.5996	25.00 - 64.99	D	Tidak Baik
2	2.60 - 3.064	65.00 - 76.60	C	Kurang Baik
3	3.0644 - 3.532	76.61 - 88.30	B	Baik
4	3.5324 - 4.00	88.31 - 100.00	A	Sangat Baik

Sumber: Kantor Pertanahan Kabupaten Seruyan diolah oleh Peneliti

The Analysis of the Public Satisfaction Index at the Seruyan Land Office in 2023, following the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017, identifies nine elements used as indicators of public satisfaction with the quality of public services provided by the public service provider, as follows:

1. Technical and administrative requirements to be fulfilled by the public when processing a service;
2. Systems, mechanisms, and procedures designed by the service provider and must be followed by the service recipient;
3. Completion time, which refers to the time needed to complete the entire service process for each service type;
4. Costs/fees are the charges imposed on the service recipient when processing and/or obtaining services from the provider;
5. Service product specifications are the results of the service provided and received in accordance with the established regulations;
6. Implementation competence refers to the skills, knowledge, expertise, and experience required by the service provider;
7. Service provider behavior refers to the attitude of officers in delivering the service;
8. Complaint handling refers to the procedure for managing complaints and follow-up actions;
9. Facilities and infrastructure. Facilities are tangible (movable) objects used as tools to achieve goals, while infrastructure refers to non-movable objects that are essential for carrying out a process.

Public satisfaction is the public's opinion on the services received from public service providers by comparing their expectations and needs.

The Public Satisfaction Index is used to assess how the public perceives the services provided by the Seruyan Land Office. This index serves as a benchmark for evaluating whether the public services at the Seruyan Land Office meet the minimum service standards set by the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017 on Guidelines for Preparing Public Satisfaction Surveys for Public Service Providers.

Based on the research findings and after data tabulation, the results of the Service Quality Perception Survey (SPKP) (IKM) at the Seruyan Land Office are as follows:

Tabel 2
Hasil Survei Indeks Kepuasan Masyarakat
Pada Kantor Pertanahan Kabupaten Seruyan Tahun 2023

No	Indikator	Indeks	Indeks 100	Indeks 4	Predikat
1	Persyaratan	15.78	90.19	3.61	Sangat Baik
2	Prosedur	15.94	91.08	3.64	Sangat Baik
3	Biaya/ Tarif	16.26	92.89	3.72	Sangat Baik
4	Waktu Pelayanan	16.10	91.89	3.68	Sangat Baik
5	Produk Layanan	15.88	90.72	3.63	Sangat Baik
6	Response	15.61	89.22	3.57	Baik
7	Etika	16.10	91.99	3.68	Sangat Baik
8	Sarana dan Prasarana	16.27	92.94	3.72	Sangat Baik
9	Konsultasi dan Pengaduan	15.52	88.66	3.55	Baik

Sumber: Kantor Pertanahan Kabupaten Seruyan diolah oleh Peneliti

Tabel 3
 Hasil Survei Persepsi Kualitas Pelayanan (SPKP)
 Pada Kantor Pertanahan Kabupaten Seruyan Tahun 2023

No	Bulan	Nilai IKM	Jumlah Responden	Persyaratan	Prosedur	Tarif/ Biaya	Waktu Penyelesaian	Produk Layanan	Response	Etika	Sarana dan Prasarana	Konsultasi dan Pengaduan
1	Januari	3,55	5	3,4	3,52	3,52	3,64	3,64	3,52	3,52	3,64	3,52
2	Maret	3,55	5	3,4	3,52	3,64	3,76	3,4	3,52	3,64	3,52	3,52
3	Mei	3,59	9	3,47	3,6	3,6	3,73	3,4	3,8	3,47	3,6	3,67
4	Juni	3,63	6	3,6	3,5	3,7	3,7	3,5	3,8	3,6	3,7	3,6
5	Juli	3,67	10	3,7	3,7	3,58	2,58	3,82	3,58	3,64	3,7	3,76
6	Agustus	3,58	4	3,4	3,55	3,7	3,7	3,4	3,7	3,55	3,7	3,55
7	September	3,54	6	3,5	3,4	3,7	3,6	3,5	3,4	3,7	3,6	3,5
8	Nopember	3,87	1	4	4	4	4	4	3,4	4	4	3,4
9	Desember	3,8	1	4	4	4	3,4	4	3,4	4	4	3,4
	Nilai Agregat	3,64	47	3,61	3,64	3,72	3,57	3,63	3,57	3,68	3,72	3,55

Sumber: Kantor Pertanahan Kabupaten Seruyan diolah oleh Peneliti

In the 2023 survey, the Seruyan Land Office received an aggregate average score of 3.64 on a scale of 4. Therefore, it can be concluded that the public service provided by the Seruyan Land Office has achieved a "Very Good" category.

From the results of the Service Quality Perception Survey (SPKP) at the Seruyan Land Office, it can be concluded that the services at the Seruyan Land Office meet the minimum service standards set by the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017. Although it can be said that the services meet the minimum service standards, some members of the public still consider the services at the Seruyan Land Office unsatisfactory. There are even perceptions that the Seruyan Land Office may be engaging in illegal levies (extortion), due to public unawareness of the associated fees. The charges are based on Government Regulation No. 128 of 2015 regarding the types and tariffs for non-tax state revenue applicable to the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency. Article 21 paragraph (2) states that transportation, accommodation, and consumption costs are to be borne by the payer, i.e., the applicant.

The hindering factors in the services at the Seruyan Land Office in 2023 are as follows: First, the lack of personnel at the counter, which results in job overlap at the service counters. Second, counter officers are sometimes absent during service hours, causing applicants to wait for the officer.

CONCLUSION

Based on the results of the research on the Analysis of the Public Satisfaction Index towards Services at the Seruyan Land Office, Central Kalimantan Province, in 2023, it was found that, on aggregate, the Seruyan Land Office obtained a score of 3.64 on a scale of 4. It can be concluded that the public service performance of the Seruyan Land Office in 2023 falls into the "Very Good" category. Furthermore, based on the results of the Service Quality Perception Survey (SPKP) at the Seruyan Land Office, Central Kalimantan Province, in 2023, it was concluded that the services at the Seruyan Land Office meet the minimum service standards in accordance with the provisions of the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017 on Guidelines for Preparing Public Satisfaction Surveys for Public Service Providers. Although it can be said that the services meet the minimum service standards set out in the Regulation of the Minister for Administrative and Bureaucratic Reform No. 14 of 2017, some members of the public still consider the services at the Seruyan Land Office unsatisfactory. Some even perceive or suspect that the Seruyan Land Office is involved in illegal levies (extortion), due to public ignorance regarding the fees charged in the field. These fees are based on Government Regulation

No. 128 of 2015 regarding the types and tariffs for non-tax state revenue applicable to the Ministry of Agrarian Affairs and Spatial Planning/National Land Agency. Article 21, paragraph (2) states that transportation, accommodation, and consumption costs, as referred to in paragraph (1), are charged to the payer, i.e., the applicant.

The factors hindering service delivery at the Seruyan Land Office, Central Kalimantan Province, in 2023 include: First, the lack of personnel at the service counters, resulting in overlapping duties between the counter staff; and second, the counter staff not being individually prepared to be at the counter according to service hours.

Based on the analysis of the discussion and conclusions above, the researcher offers several recommendations for improving services at the Seruyan Land Office: First, it is necessary to add more counter staff so that each service counter has its own dedicated staff; second, counter staff should be committed to being present at the counters according to the designated service hours; and third, counter staff must inform applicants about government regulations regarding the fees that applicants are required to pay.

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