

**THE INFLUENCE OF PEOPLE SATISFACTION ON SERVICES
ORGANIZATION PUBLIC PERFORMANCE OF VILLAGE
DISTRICTS IN SOUTH OF TANGERANG**

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Abstract

A lack of bureaucracy community satisfaction in public service at the level of service and villages was the stigma impression of government apparatus received from the community for urban village. The residents' satisfaction against public services from village influenced factor by responsiveness, credibility and empathy. Communities are satisfied with the services provided by officials in urban village, in providing services to the community. The method used in this research descriptive explanatory, are outlining and explaining the service, satisfaction toward society. The research survey used 200 respondents from 7 urban villages purposive through sampling methods and the kind of data supporting by primary and secondary data. Secondary data obtained and was gathered from various literature, book, a journal, the thesis and data from the internet that are considered relevant While the primary data was obtained through a method of surveying, namely by giving the research questionnaire in south of Tangerang. Instrument used in the analysis is spss and shem lisrel. Measurement of data done in this research used 1-5 likert scale. The results of this research proves that people feel that the officers being disciplined in providing services (x25), officers will always be in place to provide services (x26), in addition they felt easy to contact officers (x29). Some people feel the counter complaints service in the form of suggestions box just a display there have been no a follow-up (x33). The first hypothesis is: the impact on service satisfaction (accepted; $2.31 > 1.96$). They felt the officers have to work in accordance with discipline time (x34). The target completion of conformity work received after the resident complained (x36) dependability and residents see the officers in (x39) does the work, in addition the officers can work together with colleagues (x40), and also has the initiative in work (x41). But, on the other hand, in carrying out the work, residents still seeing officers has not been fully worked with neat and minutely (x35). From this research, it can be concluded that the performance impact on the satisfaction of (the second hypothesis is accepted; $3.21 > 1.96$). The employees of services provided include the urban population and civil registration (Dukcapil) in south of tangerang, the people are satisfied with the services provided by employees urban village.

Keywords: Satisfaction, Service, Performance

Abstrak

Kurangnya birokrasi kepuasan masyarakat dalam pelayanan publik di tingkat layanan dan desa adalah kesan stigma dari aparatur pemerintah yang diterima dari masyarakat untuk keluhan. kepuasan warga terhadap pelayanan publik dari faktor desa dipengaruhi oleh daya tanggap, kredibilitas dan empati. Masyarakat puas dengan pelayanan yang diberikan oleh para pejabat di kelurahan, dalam memberikan pelayanan kepada masyarakat. Metode yang digunakan dalam penelitian *explanatory* deskriptif ini, yang menguraikan dan menjelaskan

layanan, kepuasan terhadap masyarakat. Survei penelitian yang digunakan 200 responden dari 7 kelurahan purposive melalui metode sampling dan jenis data pendukung dengan data primer dan sekunder. Data sekunder yang diperoleh dan dikumpulkan dari berbagai literatur, buku, jurnal, tesis dan data dari internet yang dianggap relevan. Sedangkan data primer diperoleh melalui metode survei, yaitu dengan memberikan kuesioner penelitian di selatan Tangerang. Instrumen yang digunakan dalam analisis adalah SPSS dan shem Lisrel. Pengukuran data dilakukan dalam penelitian ini digunakan 1-5 skala likert. Hasil penelitian ini membuktikan bahwa orang merasa bahwa petugas yang disiplin dalam memberikan pelayanan (x25), petugas akan selalu berada di tempat untuk memberikan layanan (X26), selain mereka merasa mudah untuk menghubungi petugas (x29). Beberapa orang merasa layanan pengaduan meja dalam bentuk saran kotak hanya tampilan tidak ada tindak lanjut (x33). Hipotesis pertama adalah: dampak pada kepuasan layanan (diterima; $2,31 > 1,96$). Mereka merasa petugas harus bekerja sesuai dengan disiplin waktu (x34). Target penyelesaian pekerjaan sesuai yang diterima setelah warga mengeluh (x36) kehandalan dan warga melihat petugas di (x39) tidak bekerja, selain petugas dapat bekerja sama dengan rekan-rekan (X40), dan juga memiliki inisiatif dalam bekerja (X41). Tapi, di sisi lain, dalam melaksanakan pekerjaan, warga masih melihat petugas belum sepenuhnya bekerja dengan rapi dan teliti (x35). Dari penelitian ini, dapat disimpulkan bahwa dampak kinerja pada kepuasan (hipotesis kedua diterima; $3,21 > 1,96$). Karyawan layanan yang diberikan meliputi penduduk perkotaan dan pencatatan sipil (Dukcapil) di selatan tangerang, orang-orang puas dengan pelayanan yang diberikan oleh karyawan kelurahan.

Kata kunci: Kepuasan, Layanan, Kinerja

JEL Classification: M31

1. Research Background

Development of Tangerang City using macro development policy rests on a priority basis of Repelita stages starting from Pelita I to V. In addition to the starting point of these priorities, there are several factors, push and pull factors, which are based on Law No. 14 Year 1950. Tangerang City is designated as Capital District, in which the rapid economic growth allows to improve the quality of life, there are still plenty of availability of natural resources to attract investors who can absorb new jobs. The population growth of Tangerang City is so high. This can be seen in the data set forth in the General Plan Tangerang (Regulation No. 4 in 1985) where Tangerang City can accommodate 850.000 people. According to census in 1990, the population of Tangerang City has reached 921.848 inhabitants. Development and growth of the autonomous region in Indonesia grew rapidly, it is proved especially in Banten. The south of Tangerang City expansion has been newly established for 4 years. The city of Jakarta is as a buffer. Lack of people's satisfaction with the bureaucracy in public services at the level of service and the village is a negative stigma impression against government officials received from the public on-line village. Citizen satisfaction with public services of the village is influenced by the response, credibility and empathy. Heterogeneity of population growth is very influential with the services to be provided by local government in optimizing the quality of service.

Performance is very complicated bureaucratic service, which makes an impression and a negative association with the community service rendered. It becomes a paradox and complex issue for the management of public organizations if it should be required to compare with private organizations. The challenges faced by leaders of public organizations are expected to develop the competency of an

organization effectively, efficiently, accountability and responsiveness and transparency. Based on the above, the formulation of the problem in the study include how the quality of service of employees village in South Tangerang city, how the employee competence and performance of employees in serving the community, and how the performance of how community feedback on employee service satisfaction wards. The results of this study are expected to provide a more concrete picture of the quality of services, capabilities and performance of employees to the satisfaction of the people in the village of South Tangerang City. For researchers, this study is expected to add insight and knowledge related to theories of management science particularly in Human Resource Management.

Satisfaction is an evaluation of what to expect with reality (the performance of) the public felt the services have been provided by the village officials. Indicators: (a) Satisfaction community for knowledge, ability, courtesy and reliability of the apparatus, (b) Satisfaction community for providing good info and clear by the authorities, (c) Satisfaction community for fast and accurate service by the apparatus, (d) Satisfaction community's concern and care apparatus.

According to Robbins (2003) job satisfaction refers to an individual's general attitude towards the work he does. A person with a high level of job satisfaction showed a positive attitude towards the work; someone who is not satisfied with his work shows negative attitude towards the job. In general, when people talk about the attitude of the employees, they mostly mean job satisfaction.

1.1. Satisfaction

Satisfaction is a pleasure yourself against something, whether obtained through sacrifice or not. Definition of satisfaction / dissatisfaction of customers by Day (in Tjiptono, 2002) is the customer response to the evaluation of mismatches (disconfirmation) perceived between prior expectations (or other performance norms) and the actual performance of the product that is felt after use. Engel (1990) in Tjiptono Fandy (2002) revealed that customer satisfaction is the after-purchase evaluation wherein the selected alternative at least give the results (outcomes) equal or exceed customer expectations, while dissatisfaction arises when the results do not meet customer expectations. Efforts to meet the wishes of the government's role in the accuracy rate will have a positive impact on satisfaction with public services (Bashir et'al 2012).

Satisfaction also gives the meaning as a person's feelings regarding comfort or disappointment, which resulting from the comparison between the performance (outcomes) products are perceived in relation to expectations (Kotler, 2007). So, if the buyer is satisfied after purchasing depending on the performance offered in conjunction with the expectations of the buyer. Hope the buyer is shaped and influenced by past experiences they buy, advice from friends or associates, marketers and information as well as promises of competitors.

Thus, satisfaction or dissatisfaction of customers is the difference between expectations and perceived performance, ie assessment of purchase expectations with perceived performance on the full purchase of the products or services concerned (Rodhiah, 1997). If performance falls less than expected, the customer will not be satisfied. If fitted with the expected performance, then the customer will be satisfied. If the expected above performance fulfilled, then the customer will be very satisfied.

In connection with this satisfaction, many companies are trying to achieve a high level of customer satisfaction. If it is just a satisfied customer, the customer will

still be easy to move to a better offer. But if the customer is very satisfied, then they are not prepared to switch to other offers. High satisfaction creates a very strong emotional relationship with a brand, which is not just a rational preference, which in turn will create high customer loyalty (Kotler, 2007).

1.2. Service

According to Kotler (2009) it is an act of service that can be offered from one, several party to another, on the basis of the intangible and does not result in an ownership whatsoever. In services, Kotler (2002) in Pasuraman states that there are five dimensions of service quality: Reliability (Reliability / ability to realize the promise), ie the ability of the company or organization to provide promised services accurately and reliably.

- a. Responsiveness (responsiveness in providing services), which is the ability to provide services with response and service providers, especially its willingness to help customers and provide appropriate services according to customer needs. The nature of the service providers indicated by attentive, quick and precise in the face of complaints, requests, questions and a variety of consumer issues.
- b. Assurance (confidence or ability to provide service guarantees), the service provider's ability to evoke a sense of trust and confidence of consumers THAT providers are mainly employees are able to meet the needs of consumers. Such as, knowledge, ability, courtesy and trustworthy nature owned by the employees.
- c. Empathy (understand consumer desires), which an individual attention to customers like the ease to communicate well with the employees and the business of the company to understand the wants and needs of customers.
- d. Tangible (physical appearance of service), the company's ability to demonstrate its existence to outsiders. Appearance and capabilities of physical infrastructure as well as the changes in the surrounding environment where the tangible proof of service rendered by providers.

Service is a series of activities, because it is a process. As a process, the service takes place regularly and continuously covers the entire life of the organization in society (Moenir, 2002). Public service is an activity or series of activities in order to meet service requirement in accordance with the laws of every citizen and resident of goods, services, and / or administrative services provided by public service providers. It is a standard measure of public ministry that is used as a reference guide service delivery and service quality assessment as an obligation and a promise to the community organizers in order to quality service, fast, easy, affordable, and scalable (PERMENPAN No. 36 year 2012).

1.3. Performance

To meet the needs of the community, quality public services are increasingly becoming complex, they require human resources professional personnel. Ideally, these needs are comprehensive from planning, procurement, placement, employee development, performance appraisal, promotion, education and training, compensation, remuneration, termination and discipline enforcement.

Organizations are competing with one another to build competitive advantage. Competitive advantage will be gained if the organization is able to optimize human resources, in this case the employee. They are not only as a business tool, but they have become equal partners in the strategic and organizational character formation of highly competitive organization. Performance is something that must be considered by the leaders of the organization. One way to measure the performance appraisal is assessing the performance of the employee.

From the results of this assessment of the performance of the leadership of the organization will determine the employee's performance has been achieved within a specific time period. Therefore, each organization shall have as a central part of performance management for competitive advantage through the role of human resources and execute business strategy oriented to customer needs. Effective performance appraisal focuses on the work that is directly related to the mission and goals of the organization that will be able to support the implementation of business strategy.

Many factors have become the benchmark of performance assessment, and can be adapted to the conditions of the organization. For organizational assessment must be different country works with private or state-owned companies. Dimensions or parameters in assessing the performance measurement must be understood by the employee as a party is considered, as this will be a guideline or reference them in the work.

Theoretically achievement of superior performance of employees is determined by intrinsic and extrinsic elements. Intrinsic elements include the following levels of education, skills, motivation, personality, work experience and physical condition. These elements have positive influence on employee performance. While extrinsic elements affect the performance of employees, among others, the clarity of the description and specification work, workload, career management, leadership style of managers, working facilities, compensation management, and conditions of employment vertically and horizontally.

In general, the notion of performance is the result of a person or the overall success rate for a certain period in the task compared with a range of possibilities, such as the standard of the work, the target or targets or criteria which are predetermined and agreed upon. When viewed from home he said, the performance is the translation of the performance, which according to The Scribner Bantam English Dictionary, published by the United States and Canada (1979), derived from the root "to perform" with some "entries" that is; (1) perform, execute, execute (to do or carry out, execute); (2) comply with or implement an intention or obligation vow (to the discharge of fulfill; as vow); (3) carry out or polish up the responsibility (to execute or complete an undertaking); (4) doing something expected by a person or a machine (to do what is expected of a person machine).

Meanwhile, the Institute of Public Administration (2000) confirms the performance as an overview of the implementation of an activity level of achievement in realizing the goals, objectives, mission and vision of the organization. Both are considered, that is a parameter for measuring the performance of individual accountability in accordance with the authority given. Neither the success nor failure of individual tasks within an organization is determined by the performance achieved during a certain period of time.

While the performance measures according Ma'rifah workers (2004) in his thesis research is ;

- a. Factors quality of work, which can be viewed in terms of accuracy and neatness of work, speed of completion of the work, skill and workmanship.
- b. Factors quantity of work, measured quantitatively ability to achieve the target or work on new jobs.
- c. Factors knowledge, review the worker's ability to understand matters relating to the tasks they perform.

- d. The reliability factor, measuring the ability and reliability in their duties both in the running of the legislation and initiatives and disciplines.
- e. Factors presence, which saw the activity of workers in routine office activities, meetings or presence in the middle of the clients who need it.
- f. The cooperation, see how workers can work with others in completing a job.
- g. Theoretically achievement of superior performance of employees is determined by intrinsic and extrinsic elements. Intrinsic elements include the following levels of education, skills, motivation, personality, work experience and physical condition. These elements have positive influence on employee performance. While extrinsic elements that affect the performance of employees, among others, the clarity of the description and specification work, workload, career management, leadership style of managers, working facilities, compensation management, and conditions of employment vertically and horizontally.

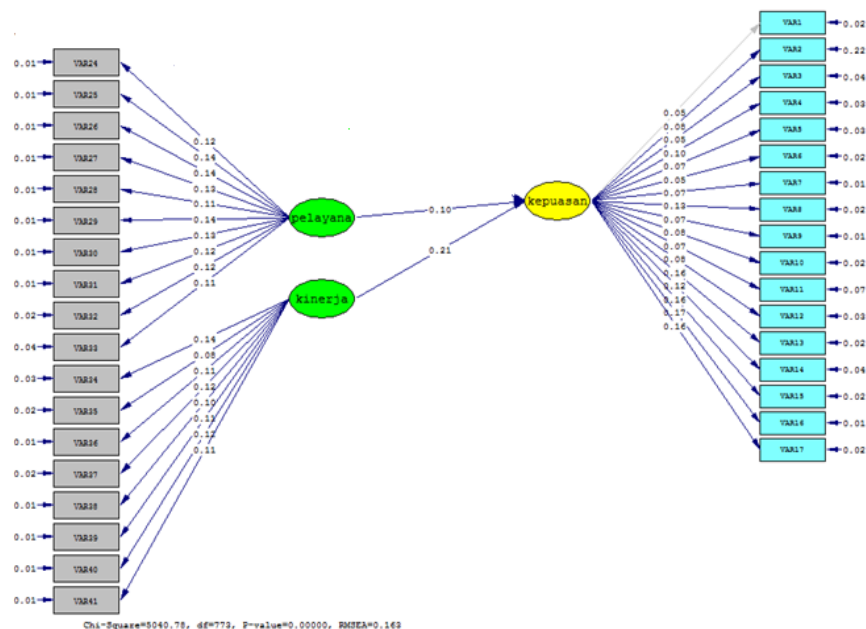


Figure 1. Hypothesized Model with Results

The research found some indicators of public dissatisfaction and improvement priority indicators recommended several policies that can be implemented by the Land Office of Gorontalo in improving the quality of land services. Another study conducted by Mardiasuti (2005). The problems studied in this research is the quality of public services that have been implemented by the UPU UGM Library Reference Unit and the factors that need to be improved in order to improve the quality of service to the community.

Research conducted by Lucky Sriwidodo and Rully Tri Indriastuti (2010) on customer satisfaction in Central Java Bank Branch Karangayar shows that customer satisfaction Milky or Simpeda is influenced by the dimensions of service quality (reliability, responsiveness, assurance, empathy, and tangibles). The findings of this study indicate that higher levels of perceived service quality, greater customer satisfaction. This is due to the perceived quality of the customer, the ability to decide

on the perfection of a service or a form of attitude and a thorough evaluation of the long-term.

2. Research Methods

This study is a descriptive explanatory, which describes and explains the effect of services, capabilities and performance of the public satisfaction. This study used a survey method. The study began in April 2014 and held in the Village in South of Tangerang. The number of respondents in this study is 210 respondents who live in the Village of South Tangerang. Type of data collection methods used in this study is secondary and primary data. Secondary data are obtained and compiled from various literature, books, journals, theses and data from the internet that are considered relevant. While the primary data obtained through the survey method, for example by using questionnaire at study sites. Method of sample collection is purposive sampling. Measurement data is performed in this study using a Likert scale with the size of 1-5.

3. Results and Discussion

By gender, the majority of respondents involved in this study are women, by 51% and the remaining 49% are male. Based on the age, respondents are grouped into the age of 20 to over 50 years. Feasibility study a whole model using Structural Equation Model (SEM), that is also used to advance hypothesis, analyzed by Testing model and The result would like to break provider , performance and satisfaction government to villages users. Samples to be taken are composed of seven sub-districts and 14 urban villages in Tangerang Selatan with the emphasis on staff and the performance of public service to the field of population and civil.

3.1. Analysis Service to Satisfaction

We often hear that government employee has negative image. Different from employees who are in Kelurahan, who have the good and positive impression. This could be because of the positive policy of leaders which is applied down to fix poor performance and the fact showed by In terms of service, the citizens feel that the officers are disciplined in providing the service (X25). To maximize the service, officers try to deliver prime service by means of taking turns at an hour break. Invention in this research is that the clerk always be in place to provide service (X26), other than that people find it easy to contact the clerk whenever you needed (X29). Some residents feel counter complaint services, such as suggestion box, has been no follow-up. A follow-up with a suggestion box needs to be improved and evaluate the performance of services at regular (x33). Hypotheses stated that accepted H2: effect on satisfaction of service (received; $2.31 > 1.96$). Service effect on satisfaction is significant and supports the model.

3.2. Performance Analysis for Satisfaction

Regarding the performance of employees, residents felt the officer has worked in accordance disciplines time (X34), the findings showed that those people in the community who had been the complain about the bad public services, missed by giving a positive impression about the services in Kelurahan Tangerang Selatan, which has been providing excellent service to residents with the focus based on the target discipline employees as the accuracy and speed in finishing the job. A minimum standards of public service given and the brand image effect itself and the fact prove that officers serve on target job (x36). Reliable in carrying out the work

(X39) can be proved with the role of having competent human resources in public services area, the keyword of work success is to build a solid teamwork in Kelurahan tangerang Selatan, it can be culture staff in completing a job and a fact showed that officers can work together with colleagues (X40). Also, it has the initiative in the works (X41). However, on the other hand, in carrying out the work, people still see the officer has not been fully worked neatly and accurately (X35). The hypotheses stated that accepted, H3: performance effect on satisfaction is significant and support model (accepted; $3.21 > 1.96$).

4. Conclusion

Based on the research that has been described, it is concluded as follows:

- a. The services provided include the maintenance department employees in the village of South Tangerang. People are satisfied with the services provided by employees of the village. From the service department, Tansel has become a source of comparative studies of the City and County Government in Indonesia. This is consistent with the research of Wibowo (2010), that there are several dimensions of improved service including: Certainty time, clarity, ease of access and the courtesy and friendliness of employees. From the findings of this research tangerang selatan can be used as an example of another City in the regions of Indonesia, that is growing up the Effort to make good government.
- b. The effectiveness of employee performance in accordance with the village on the implementation SKPD supported by infrastructure, such as the availability of tools and supporting media. To improve service minimum standards, it could be compared with ISO 9001: 2008 quality management standard for continues improvement. This study is in line with Sukesu (2011) that several factors can improve employee performance such as infrastructure.
- c. The advice in this research for the City of South Tangerang, in terms of maximizing service using the legality of digital access, useful to facilitate the public in settle the affairs of population without coming to the office.

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