

## **ANALYSIS OF SERVICE PERFORMANCE MEASURED WITH COMMUNITY SATISFACTION INDEX AT POLICE REGIMENT BANGKA**

T. Roli Ilhamsyah Putra

Department of Management ,Syiah Kuala University,  
Banda Aceh, 23111, Indonesia

### **ABSTRACT**

Bangka is located on the outskirts of the coast on one of the islands of Indonesia. Police regiment (Polres) in Bangka perform a number of services like the other Polres conducted in Indonesia. Because of its geographical location, distance is often a problem, even the dexterity of the officers and the time-consuming process becomes the constraint of the community in enjoying the service of the Bangka Police. This study aims to asses the performance of public service of Polres Bangka specifying on the making of Police Note Certificate (SKCK) for citizens. The indicators used referenced from government regulation in the PermenPANRB number 16 of 2014 related to community satisfaction index. The result shown that the elements that have the highest index is the service time proving that the time SKCK service is correct. Followed by the officer behavior and the officer competence. In addition the product specification type of service looks satisfactory and the service requirements is also in accordance with the purpose of SKCK management. What is below the average is the cost / tariff / service tariff which has the lowest number followed by service procedure, complaint handling, suggestions and feedback, and service announcement. This illustrates that these four elements still do not compensate for other service elements of SKCK making process.

**Keywords:** Community Satisfaction Index (CSI)

### **1. BACKGROUND**

The Police of The Republic of Indonesia (Polri) is the leading edge of public security in Indonesia. Polri is a vertical organization that handles various services, one of which is the making of Police Note Certificate (SKCK) for Indonesian citizens. SKCK describes the profile of a person who lists his track record related to his criminal behavior. The letter explains the credibility of a person, and usually this letter is needed as condition for state administration in the scope of the Republic of Indonesia.

Bangka is a district in Indonesia which is located in the islands area precisely on the beach. Police in Bangka is called the regiment police (Polres) of Bangka. Bangka Police is one of the Polres in the border area of Indonesia, which is directly related to the sea, and is one of the regions of Integrity Zone (ZI), but not yet in the categories of corruption free region (WBK) and the serve clean bureaucracy region (WBBM). Stages through the development of the ZI, towards the WBK and WBBM are determined based on the government's strategy in fighting corruption and improving services to the community.

SKCK service for the community in the area is also managed by Polres Bangka, in addition to the service of making Driver's License (SIM), and other services. Good service is certainly a hope for service users. Servitization is the process by which product providers add complementary services to their product proposition (Vandermerwe and Rada, 1988; Neely, 2008). Moreover, recent studies have shown that servitization might result in short-term performance sacrifices for longer-term performance benefits (Visnjic et al., 2016). One of the key challenges for firms is managing the transition to services. The existing servitization literature has largely discussed the factors associated with the transition, including enablers and challenges, but has not explored the journey that firms undertake in order to servitize (Martinez et al., 2010; Ng et al., 2013). This is surprising given the vast amount of literature on how many product-based industrial firms still struggle to provide services effectively (Bintner et al., 2008; Reinartz and Ulaga, 2008; Neely, 2008; Spring and Araujo, 2009).

The services are typically configured as long as they are placed. According to the researcher's initial observation, SKCK service in Bangka has been identified as having some obstacles, in addition to its marginalized community, its service capability still does not utilize qualified technology and its operator not yet certified specifically to serve. This can be a benchmark for the performance of Polres Bangka service to its community. Not maximal service can cause people to experience dissatisfaction. Emotions are likely to play an important role in explaining customer acceptance of delay. Prior service recovery research suggests that emotional states influence customer behavior following offline failures (e.g., Bagozzi, Gopinath, & Nyer, 1999; Chebat & Slusarczyk, 2005; McColl-Kennedy, Sparks, & Nguyen, 2011; Schoefer & Diamantopoulos, 2008). Another possibility is that situational factors, such as failure severity, or the type of service failure (process vs. outcome), might activate more concrete thoughts about time. Beberapa research subjective well-being is measured both as an evaluation of satisfaction with life (referred to as a cognitive judgment of life satisfaction) and as emotional well-being (experienced positive versus negative moods or emotions). Although these measures are positively correlated, they partly assess independent aspects (Busseri and Sadava, 2011). Both satisfaction with life and emotional well-being are furthermore related to domain-specific satisfaction (Schimmack, 2008).

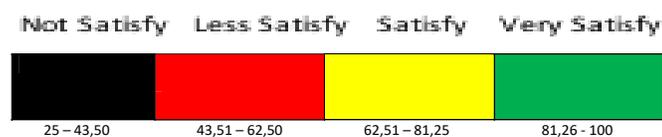
## 2. METHOD

This research use descriptive analysis method, where the result of research is the result of performance from Polres Bangka. The selected indicators are based on the Regulation of the Minister of State Apparatus and Bureaucratic Reform of Republic of Indonesia number 16 of 2014 on Guidelines of Public Satisfaction Survey on Public Service Delivery. The indicator is a measure of the satisfaction of the public against the government organization, in this case used by researchers to measure the performance of Polres Bangka. Research respondents are the people who used SKCK service in Polres Bangka. Data collection uses three methods that are:

1. Focus Group Discussion (FGD), that is by inviting people who have felt the service of making SKCK in Polres Bangka, a maximum of one year before;
2. On the Spot, by approaching the community to where he is, who has felt the service of making SKCK in Polres Bangka,, the maximum time is 6 months earlier.
3. And leave at the counter, the questionnaire is deposited at the counter making SKCK in Polres Bangka, where a number of service users who recently received SKCK must fill out the questionnaire.

## 3. RESULT

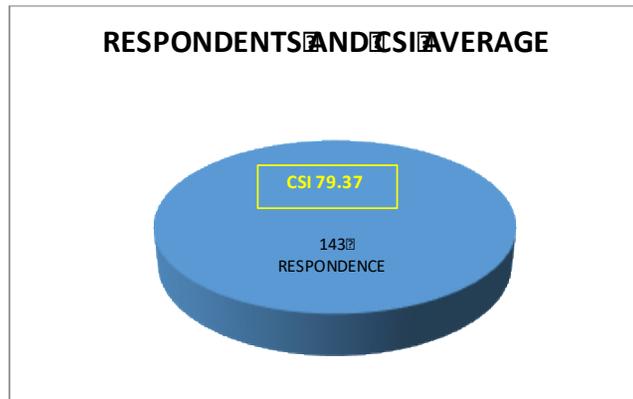
Government has determined the interval score of the Community Satisfaction Index (CSI) that can be generalized for all Polres in indonesia, including Polres Bangka, that is :



**Figure 1: Interval of CSI**

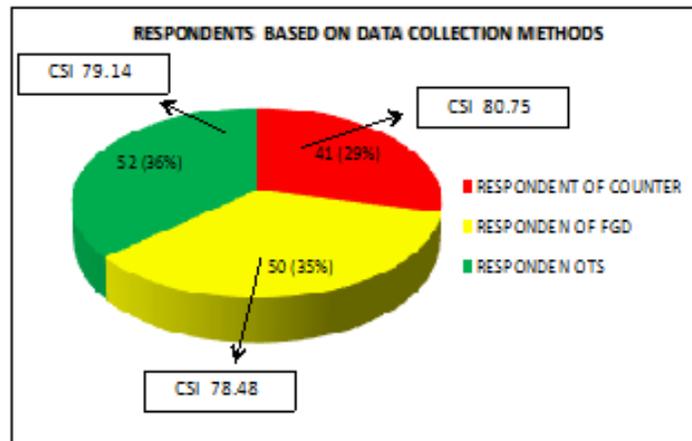
The interval used shown the range of the index. Not satisfy means the community doesn't have the satisfaction toward the service the Polres Bangka made. Less satisfy means the community doesn't really have the satisfaction they want. Satisfy means the service made by Polres Bangka is enough for satisfying the community. And, the very satisfy means the service of Polres Bangka is superior.

Based on the data collection, the characteristic of respondents can be figured as follow :



**Figure 2: Respondents and CSI Average**

**Figure 3: Respondents Based on Data Collection Methods**



Polres Bangka has a number of respondents as many as 143 people with a total value of Community Satisfaction Index (CSI) 79.37. This number is in the satisfy range, means that the index shown that the community has been satisfy generally with the Polres Bangka service for SKCK making process. 143 respondents came from 3 sources of data, namely Counters with 41 respondents or 29% of total respondents, Forum Group Discussion (FGD) with 50 respondents or 35% and On The Spot (OTS) with 52 respondents or 36%.

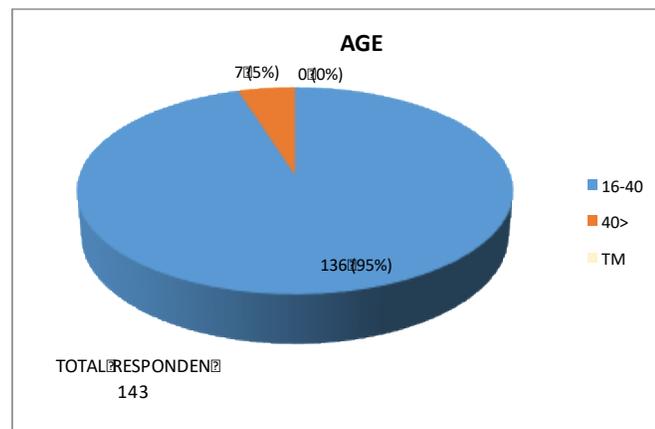


Figure 4: Respondents Age

In the age category there are 3 clusters, the 16 to 40 years, the 40 and above and the last is the “not fill”. Age of respondents 16-40 years as many as 136 people or by 95%. As for the age above 40 there are a number of 7 or 5% and no one in the category of “not fill”.

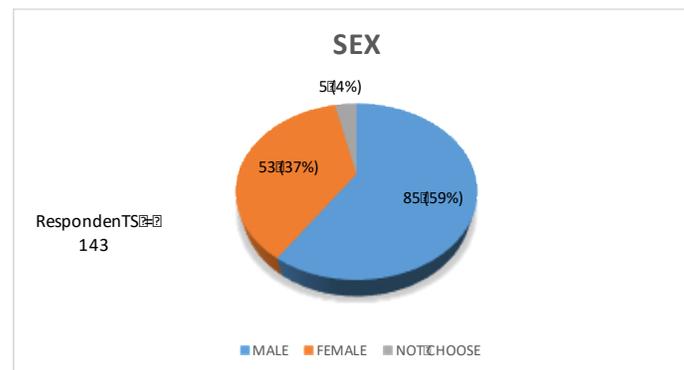
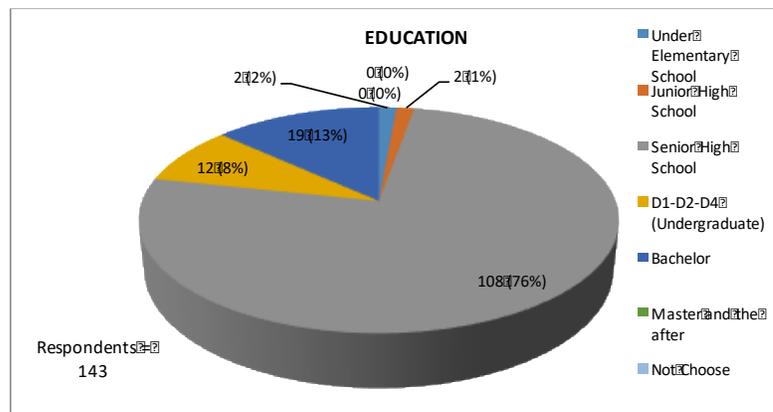


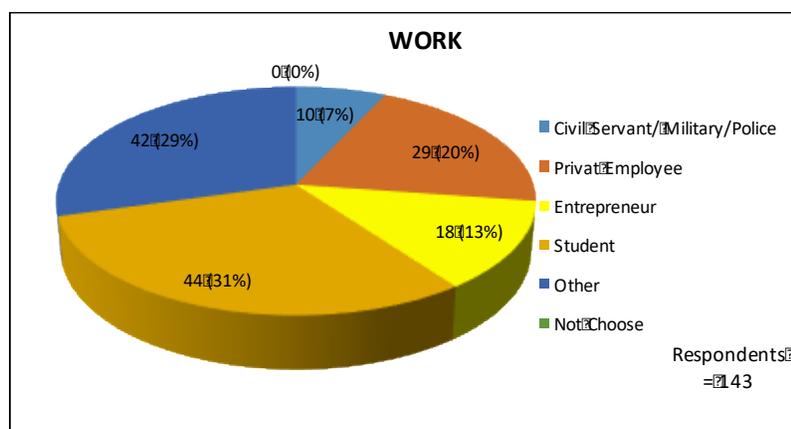
Figure 5: Respondents Sex

The gender category of respondents is divided into 3 clusters, the male, the female and the not choose. Respondents in this Polres are 85 men or 59% of the total respondents and 53 female respondents or 37% and 5 respondents are not choose or 4%.



**Figure 6: Respondents Education**

In the education category, this study clustered into several clusters, namely the elementary school, the junior high school, the senior high school, the D1-D2-D4 (undergraduate), the bachelor, the master and after and the not choose. From 143 respondents, there are no respondents who in junior high school and elementary school. The dominance of respondents is the respondents who have the last education in senior high school that is as many as 108 people or 76% of the total respondents. Furthermore, there were 19 bachelors (13%), D1-D2-D4 (undergraduate) 12 respondents (8%), junior high school 2% (1%), not choose 2 (2%) and no master and the after and under elementary school ( 0%).



**Figure 7: Respondents Work**

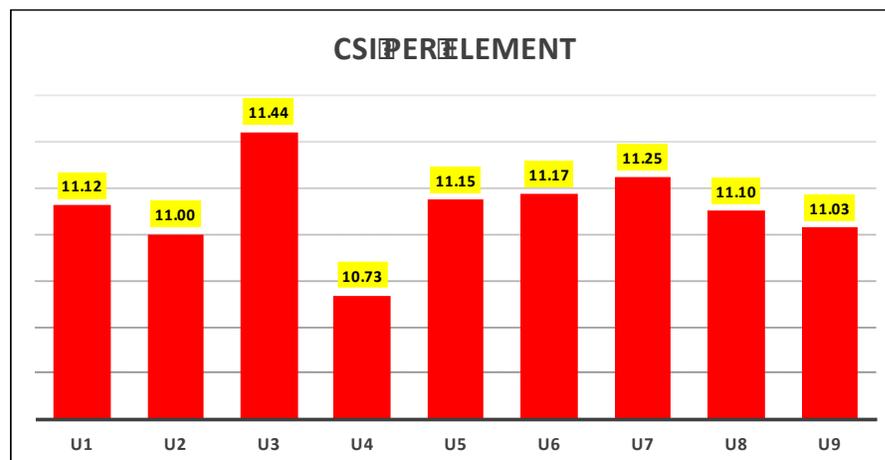
In the last category of work consisting of civil servants / military / police, private employees, entrepreneurs, students / students, others and not choose. The number of respondents is 44 students or 31%, followed by 42 respondents or 29% who choose other job categories, and the

least is from civil servant / TNI / Police namely 10 people or 7% and none which in the category of not choose.

Based on government regulation in PermenPANRB Number 16 of 2014, the Public Satisfaction Survey is a comprehensive measurement instrument of activities on the level of community satisfaction derived from the measurement of public opinion. There are 9 elements in the measurement are:

1. Terms of Service
2. Service Procedures
3. Service time
4. Cost / Tariff / Service Tariff
5. Product Specification Type of Service
6. Officer Competencies
7. Officer Behavior
8. Notice of Service
9. Complaint Handling, Feedback and Feedback.

Here are the measurements of percentage of CSI per element on Intelligence Unit of Polres Bangka



**Figure 8: CSI Per Element**

The nine existing elements have an average CSI value 11.11%, in which each element has the ability to affect percentage of each other. Elements that have the highest index is the service time (U3) proving that the service time for making SKCK in Polres Bangka is fast. Followed by officer behavior (U7) and officer competence (U6) that are good enough. In addition the product

specification type of service (U5) looks satisfactory and the service requirements (U1) is also in accordance with the purpose of SKCK management.

What is below the average is the Cost / Tariff / Service Rate (U4) which has the lowest rate of 10.73%, followed by the service procedure (U2) of 11.00%, the handling of complaints, suggestions and feedback (U9) with numbers index of 11.03%, and service announcement (U8) of 11.10%. This illustrates that these four elements still do not compensate for other service elements of SKCK making. The cost of making SKCK is still considered less reasonable by the applicant. The service procedure is still not easy. The findings of the field, some argue that the online service system more speed up services but some argue that the system of manual services more effective because it can meet face to face and ask directly when there are procedures that are not understood. Follow-up of complaints handling, suggestions, and inputs are also considered to be less than satisfactory to the public. And moreover, the promise of the service stated by the service providers is still considered inaccurate.

#### **4. CONCLUSION**

- a. Elements that have the highest index is the service time proving that the time for having the SKCK is fast. Followed by officer behavior and officer competence that are good enough. In addition the product specification type of service looks satisfactory and the service requirements is also in accordance with the purpose of SKCK management.
- b. What is below the average is the Cost / Tariff / Service Tariff which has the lowest number followed by service procedure, complaint handling, suggestions and feedback, and service announcement. This illustrates that these four elements still do not compensate for other service elements of SKCK making. Service costs should be reviewed, or re-socialized to the benefit so that the citizens do not feel burdened with the current costs. It can use informal and / or formal communication channels. The service procedure still has to be packed so it is easier and less time consuming and process in handling. Socialization of online services should be done to accelerate the registration process SKCK request. Complaints, suggestions, and input should be followed up thoroughly by the officer appropriately and in accordance with the reasonableness and the existing provisions, so that can be the improvement of the service. Service announcement declared needs to be in accordance with the standards of service delivery in the field. When this is not appropriate, there needs to be strict control over the implementation of the police chief.

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