

**ANALYSIS OF COMMUNITY SATISFACTION LEVELS WITH PUBLIC SERVICES BASED ON THE COMMUNITY SATISFACTION INDEX AT THE KARANG BEROMBAK URBAN VILLAGE OFFICE, WEST MEDAN SUBDISTRICT**

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**ABSTRACT**

*Public service is a crucial aspect in realizing good governance. This study aims to analyze the level of public satisfaction with public services at the Karang Berombak Urban Village Office, West Medan Subdistrict, based on the Public Satisfaction Index (IKM) in accordance with PANRB Regulation No. 14 of 2017. This study used a descriptive quantitative approach with data collection using a questionnaire. A total of 100 respondents were selected using a purposive sampling technique. The results indicate that public services at the Karang Berombak Village Office are categorized as "Good" with an IKM conversion score of 80.58. The service elements with the highest scores were indicators of completion time, implementer behavior, and complaint handling. Meanwhile, the service elements with the lowest scores were indicators of facilities and infrastructure, and service costs/tariffs. This study recommends that the village office improve the quality of supporting facilities and the transparency of service cost information to increase public satisfaction. These findings are expected to serve as a basis for evaluating improvements in the quality of public services at the village level.*

*Keywords: Public Services; Public Satisfaction Index; Village Office; Public Satisfaction; IKM.*

## **INTRODUCTION**

Public service is a form of fulfillment of citizens' basic rights to goods, services, and administrative services provided by public service providers (Lukman, 2021:2). In the context of development economics, effective and efficient public service plays a crucial role in accelerating economic growth, reducing inequality, and promoting inclusive development. Good quality public service can create certainty, bureaucratic efficiency, and increase public trust in the government. Public service is a crucial element in realizing good governance. In Indonesia, various efforts have been made to establish public service standards to improve the quality of service to the public. This is reflected in a number of policies issued by the government, both at the central and regional levels. However, in practice, the implementation of these policies remains suboptimal. The reality on the ground shows that the quality of service provided by various government agencies does not fully meet public expectations. This situation poses a major challenge in building public trust in the state apparatus as service providers.

The facts show that public service in Indonesia still faces various challenges. According to 2020 data from The Global Economy, Indonesia's public service quality ranked 82nd out of 176 countries. This position still lags behind countries such as Finland, Norway, the Netherlands, Sweden, and Germany, which occupy the top five rankings. This situation indicates a gap in the effectiveness, efficiency, and satisfaction of public services. According to a Populi Center survey released via [databoks.katadata.co.id](http://databoks.katadata.co.id) in December 2021, out of 1,200 respondents in 34 provinces in Indonesia, the public still frequently complains about the quality of public services. Frequently raised issues include complicated requirements, slow service times, a lack of transparency, inefficient bureaucracy, limited infrastructure, unfriendly staff, and high service costs.

In particular, Medan City also faces public service dynamics that require attention. Based on the 2023 assessment by the Indonesian Ombudsman, Medan City's public service compliance rate declined from a green zone score of 81.43% (category B) in 2022 to a yellow zone score of 76.65% (category C) in 2023. These problems were also found at the Karang Berombak Urban Village Office in West Medan District, the most basic government unit that interacts directly with the public. Observations and interviews revealed obstacles in service delivery, such as low officer discipline, slow response times, and inadequate facilities and infrastructure. Law Number 25 of 2009 concerning Public Services emphasizes that public services must be implemented professionally, with quality, quickly, easily, affordably, and regularly. Ideal service requires disciplined and responsive personnel supported by adequate facilities and infrastructure.

One effort to improve the quality of public services is through the Public Satisfaction Survey (SKM), which refers to Minister of Administrative and Bureaucratic Reform Regulation Number 14 of 2017. This survey produces a Public Satisfaction Index (IKM) as an objective indicator for assessing public service performance. The IKM serves as a basis for evaluation to identify service elements that need improvement and as a regular monitoring tool to ensure services remain responsive to community needs.

Based on this urgency, this study was conducted to analyze the level of public satisfaction with public services at the Karang Berombak Village Office based on the Public Satisfaction Index (IKM). The results are expected to provide strategic recommendations for improving the quality of public services at the village level.

## **RESEARCH METHODS**

This study used a quantitative method with a descriptive design to describe the level of public satisfaction with public services at the Karang Berombak Village Office, West Medan District. The study was conducted at the Karang Berombak Village Office, Jalan Karya Dalam No. 33, Medan City, for eight months, from November 2024 to June 2025. The subjects of this study were 9,062 people of working age who received services at the Karang Berombak Village Office. According to Sugiyono (2015:80), a population is a generalized area consisting of objects or subjects with certain characteristics to be studied and conclusions drawn from, while a sample is a subset of the population and its characteristics (Sugiyono, 2015:81). The sample was determined using a purposive sampling technique using the Slovin formula with a 10% error rate, resulting in 100 respondents. This study used a closed-ended questionnaire as the primary data collection tool, compiled based on nine elements of the Public Satisfaction Index (PSI) as stipulated in Minister of Administrative and Bureaucratic Reform Regulation Number 14 of 2017: requirements, systems and procedures,

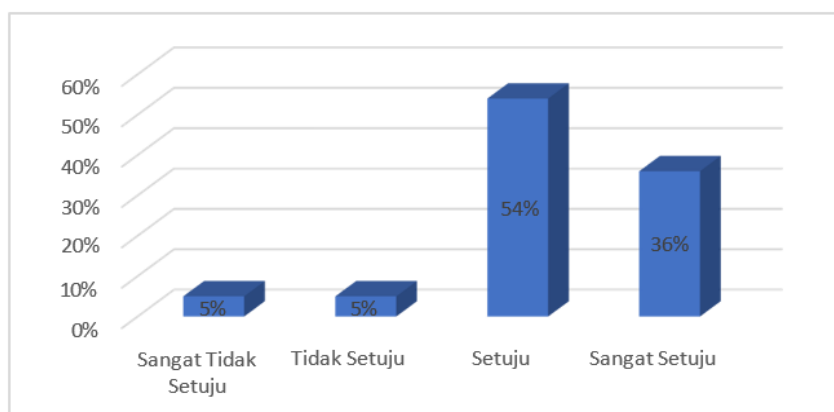
completion time, costs or rates, service products, implementer competence and behavior, complaint handling, and facilities and infrastructure. Measurements were made using a four-point Likert scale: Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree (1), supported by observation and documentation. The data obtained were analyzed through editing and tabulation. Then, a Public Satisfaction Index score was calculated, with each element weighted at 1/9 (0.11), converted to a base score of 25, and categorized into poor, poor, good, and excellent service quality to draw conclusions.

## RESULTS AND DISCUSSION

### Public Satisfaction Index Analysis

Based on the measurement results of nine service elements with nine questions, the Public Satisfaction Index for the Karang Berombak Urban Village Office was obtained. This calculation refers to the processed PSI data per service element listed in Appendix Two, as follows:

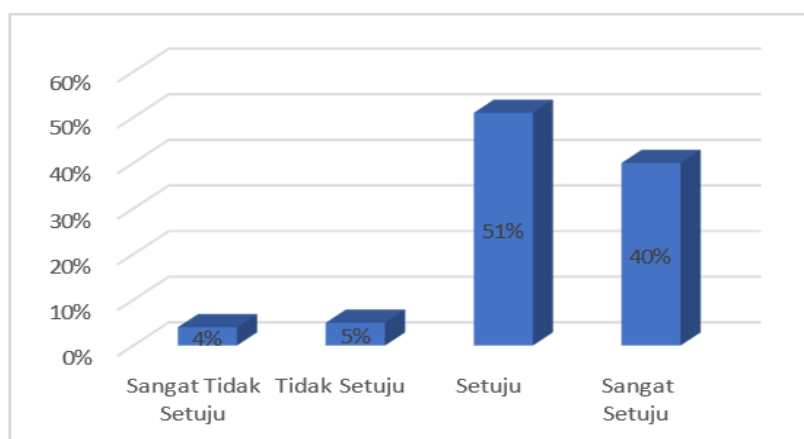
#### a. Service Requirements in Karang Berombak Subdistrict



**Figure 1. Respondents' Responses to Service Requirements Indicators**

Based on the calculation of IKM by the Minister of PANRB Regulation No. 14 of 2017, the value of the service requirements element is 80.25, this value places the service in category B (Good), which is in the score range of 76.61 – 88.30.

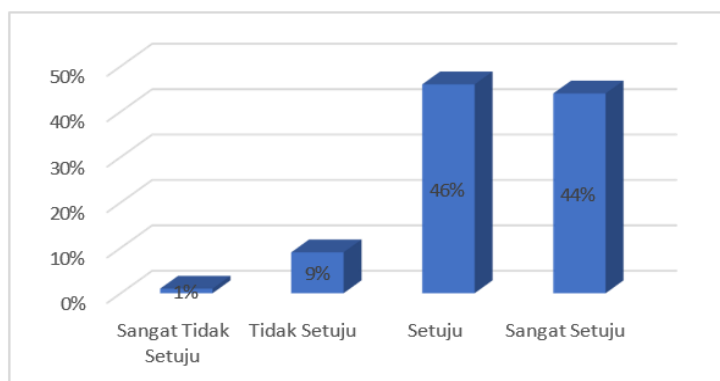
#### Service Systems, Mechanisms, and Procedures of Karang Berombak Subdistrict



**Figure 2. Respondents' Responses to Service System, Mechanism, and Procedure Indicators**

Based on the IKM calculation by Minister of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, the service system, mechanism, and procedure element score is 81.75. This value places the service in category B (Good), which falls within the score range of 76.61–88.30.

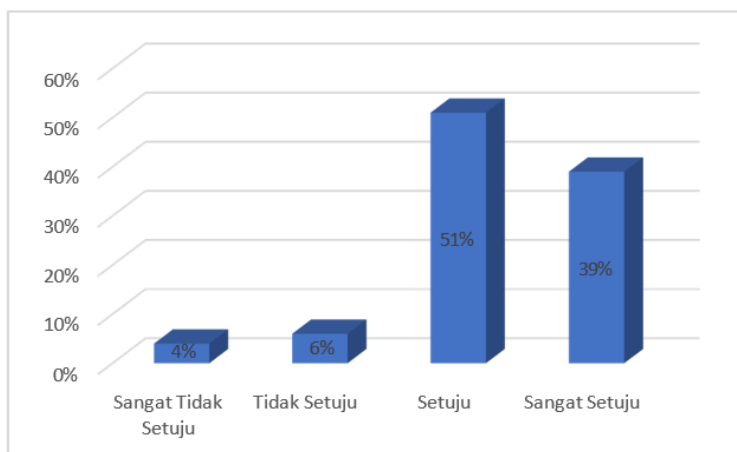
**Time for completion of services in Karang Berombak Subdistrict**



**Figure 3. Respondent Responses to Service Completion Time Indicators**

Based on the IKM calculation by Minister of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, the service completion time element score is 83.25. This value places the service in category B (Good), which falls within the score range of 76.61–88.30.

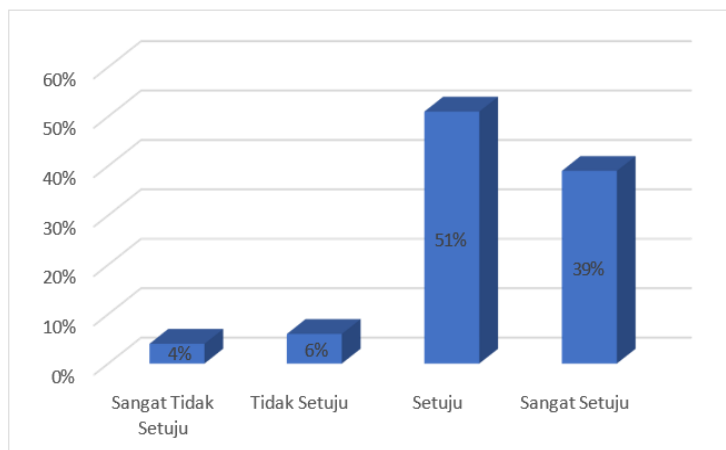
**d. Service fees/rates for Karang Berombak Subdistrict**



**Figure 4. Respondent Responses to Service Cost/Tariff Indicators**

Based on the IKM calculation by Minister of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, the service cost/tariff element value is 81.25. This value places the service in category B (Good), which falls within the score range of 76.61–88.30.

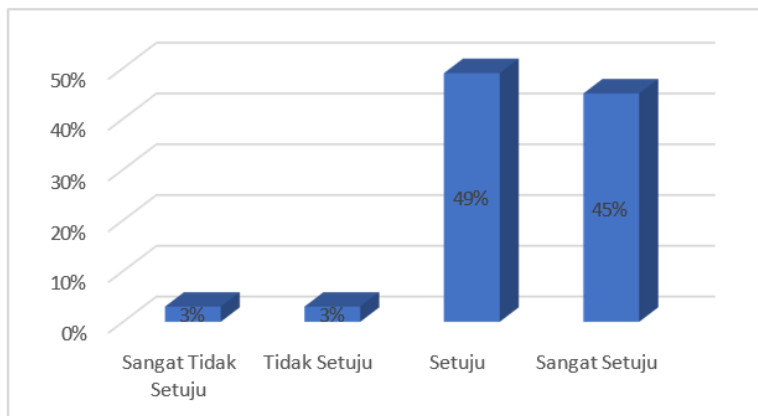
**Product Specifications for types of services in Karang Berombak Subdistrict**



**Figure 5. Respondent Responses Product Indicators Service Type Specifications**

Based on the IKM calculation by Minister of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, the value of the service specification product element is 81.25. This value places the service in category B (Good), which falls within the score range of 76.61–88.30.

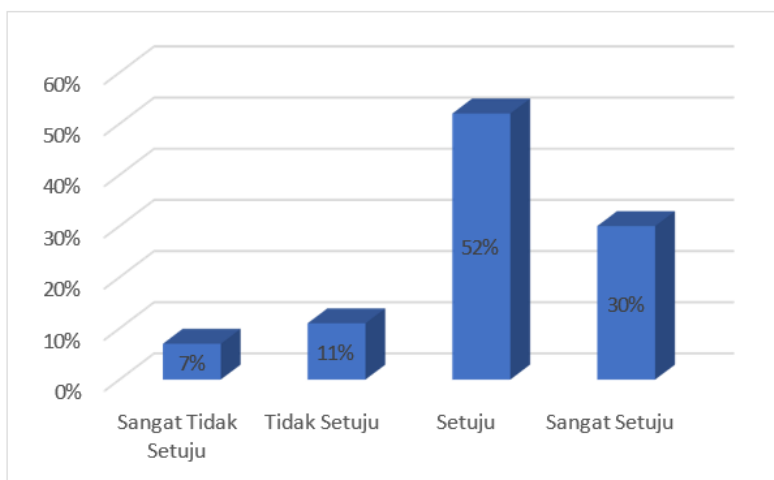
**Competence in implementing services in Karang Berombak Subdistrict**



**Figure 6. Respondents' Responses to Service Implementer Competency Indicators**

Based on the IKM calculation by the Minister of PANRB Regulation No. 14 of 2017, the value of the service implementation competency element is 84. This value places the service in category B (Good), which is in the score range of 76.61 – 88.30.

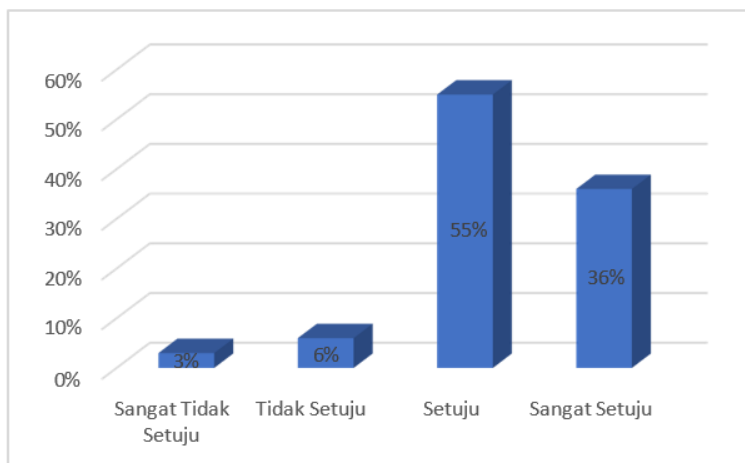
**Behavior of service implementers in Karang Berombak Subdistrict**



**Figure 7. Respondents' Responses to Service Implementer Behavior Indicators**

Based on the IKM calculation by the Minister of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, the Behavioral score for service implementers at the Karang Berombak Village Office is 76.25. This score places the service in category C (Poor), which falls within the score range of 76.61–88.30.

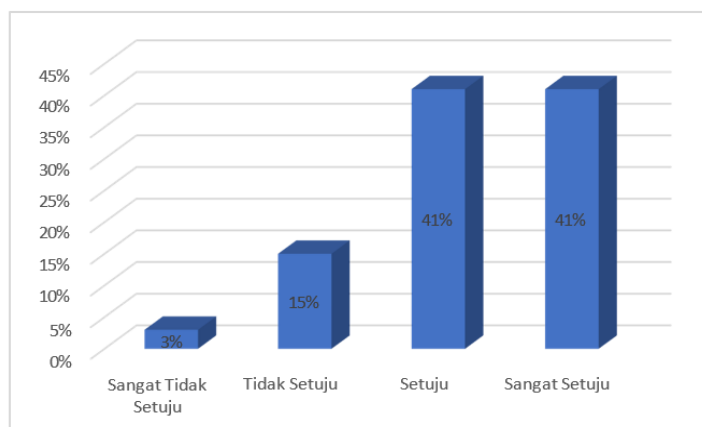
### Handling of Complaints, Suggestions, and Input on Services in Karang Berombak Subdistrict



**Figure 8. Respondents' Responses to Service Handling, Complaints, Suggestions and Input Indicators**

Based on the IKM calculation by the Minister of PANRB Regulation No. 14 of 2017, the value of the Complaints, Suggestions, and Input Handling Service element at the Karang Berombak Village Office is 81. This value places the service in category B (Good), which is in the score range of 76.61 – 88.30.

### Facilities and Infrastructure in Karang Berombak Urban Village



**Figure 9. Respondents' Responses to Facilities and Infrastructure Indicators**

Based on the IKM calculation by the Minister of PANRB Regulation No. 14 of 2017, the value of the service facilities and infrastructure element at the Karang Berombak Village Office is 80. This value places the service in category B (Good), which is in the score range of 76.61 – 88.30.

The results of the Community Satisfaction Index Conversion value for the Karang Berombak Village Office, adjusted to the service quality categorization based on the index shown in Table 1, are as follows:

**Table 1 Service Quality Categorization**

Perception Value	Interval Value (NI)	Conversion Interval Value (NIK)	Quality of Service (X)	Service Unit Performance (Y)
1	1,00 – 2,59	25,00 – 64,99	D	Not Good
2	2,60 – 3,06	65,00 – 76,60	C	Poorly
3	3,06 – 3,53	76,61 – 88,30	B	Good
4	3,53 – 4,00	88,31 – 100,00	A	Excellent

When viewed from each element of the Public Satisfaction Index, which refers to the service quality categorization in table 12, the IKM value of each service element can be seen in table 2 below:

**Table 2 Categorization of Service Quality**

No	Service Elements	Ikm Value	IKM Conversion Value	Service Quality	Performance
1	Service Requirements	3,21	80,25	B	Good
2	Service Systems, Mechanisms, and Procedures	3,27	81,75	B	Good
3	Service Completion Time	3,33	83,25	B	Good
4	Service Costs/Tariffs	3,25	81,25	B	Good
5	Product Specification Type Service	3,25	81,25	B	Good
6	Service Implementer Competence	3,36	84	B	Good
7	Service Implementer Behavior	3,05	76,25	C	Poor Good
8	Handling of Complaints, Suggestions, and Feedback	3,24	81	B	Good
9	Service Facilities and Infrastructure	3,20	80	B	Good

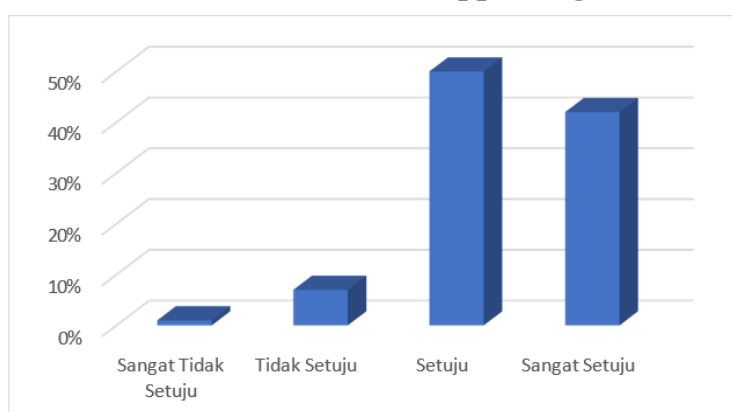
Next, calculate all service elements at the Karang Berombak Village Office, as shown in the table below:

**Table 3. Weighted Average Value per Element**

No	Service Element	Weighted Average Score
1	Service Requirements	0,36
2	Service Systems, Mechanisms, and Procedures	0,36
3	Service Completion Time	0,37
4	Service Costs/Tariffs	0,36
5	Product/Service Specification	0,36
6	Service Implementer Competence	0,37
7	Service Implementer Behavior	0,34
8	Handling of Complaints, Suggestions, and Input	0,36
9	Service Facilities and Infrastructure	0,35
<b>Total Weighted Average</b>		<b>3,23</b>

Based on the service quality categorization in the table above, the Karang Berombak Village Office obtained an IKM conversion result of 80.75. The performance of the Karang Berombak Village Office service unit is in the service quality "B" with the category "Good".

### Public Perception of the Role of Public Services in Supporting Community Economic Activities



**Figure 10. Respondents' Responses Regarding Service Quality**

The majority of respondents have a positive perception of the role of the Karang Berombak Village Office in supporting the community's economy. Around 55% of respondents stated "Agree" around 40% of respondents stated "Strongly Agree" Only a small portion (less than 15%) stated "Disagree" or "Strongly Disagree". The majority of the community, namely around 95%, have a positive perception of public services in Karang Berombak Village, especially in terms of its contribution to supporting the community's economic activities.

## CONCLUSIONS

Based on the research results, public services at the Karang Berombak Urban Village Office are generally categorized as "Good" with an IKM score of 80.75, as per Ministerial Regulation No. 14 of 2017. The highest score was for service provider capability (84), followed by completion time (83.25), and service systems, mechanisms, and procedures (81.75), indicating that staff capabilities and service processes have been effective and meet public expectations. Excluding service fees/tariffs and product specifications, each service type received a score of 81.25. Complaint handling (81), service requirements (80.25), and facilities and infrastructure (80) also fell into the "Good" category, although improvements in responsiveness and comfort are still needed. The lowest score was not included in the service provider behavior (76.25), which fell into the "Poor" category, requiring special attention in improving attitudes, preservation, and service ethics. In general, around 95% of the public has a positive perception of public services in Karang Berombak Village, especially in supporting the community's economic activities through administrative services needed by residents.

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