ANALYSIS OF PUBLIC SATISFACTION IN DPMPTSP NAKER OF PANGKALPINANG CITY

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ABSTRACT
The purpose of the Community Satisfaction Index Survey preparation is to find out the performance of Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu and Tenaga Kerja of Pangkalpinang which will be used as a basis for making and establishing policies in order to improve the quality of public services. The respondents of the survey were the people who were applying for licensing at DPMPTSP NAKER of Pangkalpinang amounted to 224 people. The Community Satisfaction Index Survey is collaborated with University of Bangka Belitung through the Institute for Research and Community Development (LPPM), which is formulated through a cooperation agreement with the service provider of Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu and Tenaga Kerja of Pangkalpinang. Based on the results of the IJKM survey with 9 elements, obtained the value of the service element which has the lowest value is the element of Requirement (U1) with a value of 3.193 and the element that has the highest value is the Cost / Tariff (U4) of 3.767. The community satisfaction survey in the Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu and Tenaga Kerja of Pangkalpinang with a weighted NRR of 3.374 was converted into the public satisfaction index at a service unit of 84.36, which was categorized into B or good.

Keywords: Community Satisfaction Index, Public Satisfaction, Public Service

INTRODUCTION
The demand for a good governance paradigm requires the fulfillment of the principles of accountability, transparency, responsiveness, and participation in every activity which held by the central government and regional governments. The community really wants an optimal service, but in some conditions, there are still complaints from the community such as the complicated procedures, lack of transparency, lack of information, lack of consistency, limited facilities, inadequate facilities and infrastructure, uncomfortable atmosphere, so does not guarantee the time of completion. The community as service users always expect the optimal service, so that government officials are required to improve their performance. The efforts to improve the quality of services must be conducted jointly, integrated, programmed, directed, and consistent by paying attention to the needs and expectations of the public, so that the services provided to the community can be given appropriately, quickly, cheaply, openly, simply and easily implemented. The purpose of the preparation of the Community Satisfaction Index Survey is to find out the performance of Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu and Tenaga Kerja of Pangkalpinang which will be used as a basis for making and establishing policies in order to improve the quality of public services.

RESEARCH METHODOLOGY
To conduct the surveys periodically using a qualitative method approach with measurements using a Likert Scale. Likert scale is a psychometric scale that is commonly used in questionnaires and is the scale most widely used in research in the form of surveys other than that this method is also used to measure attitudes, opinions, and perceptions of a respondent or group of respondents toward a type of public service. On the Likert Scale, the respondents were asked to determine their level of agreement with a statement by choosing one of the available options.

4. RESULTS
The Community Satisfaction Index survey was conducted with the aim to find out how the performance of Dinas PenanamanModalPelayananTerpaduSatuPintudanTenagaKerjaofPangkalpinang towards service recipient communities, and then the results will be used as a basis for making and establishing policies in order to improve the quality of public services. The results of survey calculations are obtained from the respondents’ answers to the questions on the questionnaire that has been distributed. The question is about the satisfaction of licensing conducted by the community when managing licenses, which consists of:

1. Requirements Element, that is requirements that must be fulfilled in the management of a type of service, both technical and administrative requirements.
2. Procedure Element, that is the standardized service procedure for the giver and recipient of the service, including complaints.
3. Service Time Element, that is the period of time which needed to complete the entire service process of each type of service.
4. Cost / Tariff Element, that is the fees charged to service recipients in managing and/or obtaining services from the provider, the amount of which is determined by agreement between the provider and the community.
5. The results of services which is given and received in accordance with the stipulated provisions. Service products, that the results of each type of service specification.
6. Implementer Competency Element, that is the abilities that must be possessed by the executor include knowledge, expertise, skills, and experience.
7. Implementer Behavior Element, that the attitude of officers in giving services
8. Facilities and Infrastructure Element. The facility element is everything that is used as a tool in achieving the aims and objectives, while the infrastructure element is everything that is the main support for the implementation of a process (business, development, project). Means are used for moving objects (computers, machines) and infrastructure for immovable objects (buildings).

CONCLUSION
Based on the results of a survey which has conducted at Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu dan Tenaga Kerja of Pangkalpinang in the first semester of 2018, it can be concluded as follows: 1. Service element which has the lowest value is Requirement Element (U1) amounted to 3.193 and the highest value is Cost / Tariff Element (U4) amounted to 3.767. 2. The community satisfaction survey at Dinas Penanaman Modal Pelayanan Terpadu Satu Pintu and Tenaga Kerja of Pangkalpinang has a weighted NRR amounted to 3.374 converted in the Community Satisfaction Index of the service unit amounted to 84.36, which is categorized as B or good. 2. The results of R square service satisfactions between requirement element (U1) with system, mechanism and procedure element (U2) amounted to 75 percent, service time element (U3) with implementer competencies element (U6) amounted to 78.3 percent, and specific product or service type (U5) and implementer behavior (U7) amounted to 86.5 percent, with a significant level of chi-square test amounted to 0.00 or 0.00 <0.05.

References
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