
| RESEARCH ARTICLE

Analysis of Community Satisfaction Kutai Barat on Quality of Service University of Kutai Kartanegara Tenggarong

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| ABSTRACT

This study aims to determine the services of the University of Kutai Kartanegara measured based on the satisfaction of the people of West Kutai using the Community Satisfaction Index. This research is a type of qualitative research that uses the analysis of the Community Satisfaction Index with the results of the data in the form of pictures and words arranged in the form of sentences. The study was conducted in West Kutai from April to July 2022. The data collection techniques used were observation, interview, and documentation methods. The data collection technique was done by using observation, interview, and documentation techniques. The data obtained were tested for validity by triangulation, then interpreted and obtained research findings.

| KEYWORDS

Community Satisfaction, Quality of Public Service

| ARTICLE INFORMATION

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1. Introduction

The rapid development of the economy and advances in technology and information (IT) in recent years have driven growth in the service sector. Likewise, in the field of education that provides educational services, IT developments have an impact on the development of higher education. Today, services such as the number of higher education services are increasing, and they are competing fiercely by offering a variety of high-quality educational services. Therefore, every university is required to provide quality and high-value educational services or services so that people feel satisfied, and have more confidence, to advise their children to continue their studies at universities that offer quality educational services. Improving education services to the community is very important, considering that lately, the quality of higher education services has often received criticism because it is considered to have low performance.

Kutai Kartanegara University (UNIKARTA) Tenggarong is one of the private higher education institutions that provide public services and has a high commitment to producing quality education. Education services to stakeholders or the general public who use services at Unikarta Tenggarong have been running smoothly so far but have not fully met the quality expected by service users. The growth in the number of students from year to year has increased; this indicates that the community is increasingly satisfied and believes in the educational services provided by Unikarta Tenggarong. Therefore, it is necessary to measure the level of service success in the form of a community satisfaction index (IKM) as a policy material and to evaluate the satisfaction of Unikarta Tenggarong service users. One of the efforts to improve the quality of public services is the Community Satisfaction Index Survey (from West Kutai, who is studying at Kutai Kartanegara University Tenggarong) in the field of public services as a benchmark for assessing the level of quality of services provided by Unikarta Tenggarong.

2. Theoretical Basis

2.1 Community Satisfaction

Community satisfaction is a very important factor and determines the success of a business entity because the community is the consumer of the products it produces. According to Kotler, quoted by Tjiptono (1996: 146) that customer satisfaction is a person's level of feeling after comparing performance or perceived results with expectations. The definition of community satisfaction, according to Mowen (1995:511): is "Customer satisfaction is defined as the overall attitudes regarding goods or services after its acquisition and uses".

Therefore, business entities must be able to meet the needs and desires of the community to achieve community satisfaction. Furthermore, in the future, community loyalty can be achieved.

Satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided. Efforts to achieve total customer satisfaction are not easy; Mudie and Cottom in Tjiptono (2008:353) state that total customer satisfaction is impossible to achieve, even temporarily. Customer/community satisfaction is an emotional response to experiences related to certain purchased products/services.

If performance is below expectations, the customer is dissatisfied. According to Kotler (2009), if the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Community satisfaction is the conclusion of the interaction after using the services or services that have been provided and then comparing the performance that has been given to the expected performance.

2.2 Public service

According to Parasuraman (1988:16) that the notion of service is a concept that accurately represents the core of the performance of a service, namely the comparison to excellence in service encounters carried out by consumers. Meanwhile, Bitner (1990:23) states that service quality is the overall impression of consumers on the inferiority/superiority of the organization and the services offered. Meanwhile, Cronin and Taylor (1992:14) state that in the absence of objective measures, an appropriate approach to estimating the quality of a service company is to measure the performance of the services consumed by consumers.

According to Rasyid (1998:10), public services can be interpreted as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been set. Public services (public services) by the public bureaucracy are one manifestation of the function of the state apparatus as public servants as well as state servants.).

2.3 Public Service Quality

According to Tjiptono & Chandra (2011:164), the concept of quality is considered a measure of the perfection of a product or service consisting of design quality and conformance quality. The design quality is a specific function of a product or service, and conformance quality is a measure of how big the degree of conformity between a product or service with pre-determined quality requirements or specifications.

According to Vargo & Lusch in Tjiptono (2011: 3), that service is an interactive process of doing something for someone. It means that service is a process of interaction in doing something to someone. According to Gummesson in Tjiptono & Chandra (2011:17) reveals that service is something that can be bought and sold but which you cannot drop on your feet. Services/services are said to be intangible as well as the opinion, according to Kotler in Tjiptono & Chandra (2011:17), that every action or deed that can be offered by one party to another party is intangible (intangible physically) and does not result in ownership of anything.

According to Lewis & Booms in Tjiptono & Chandra (2011: 180), service quality is a measure of how well the level of service provided can be realized according to customer expectations. As stated by Tjiptono (2011:157), the quality of service itself is determined by the company's ability to meet customer needs and desires in accordance with customer expectations. According to Parasuraman in Tjiptono (2011:157), some factors affect the quality of a service, namely: h expected service (expected service) and perceived service (service received). If the service received is in accordance with what is expected, then the service is said to be good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality.

From some of these opinions, it can be concluded that service quality is the ability of a company to meet consumer expectations by providing services to consumers during and after the transaction takes place.

Binti Nasukah, 2014. "Analysis of Student Satisfaction on Service Quality of State Islamic Higher Education (Case Study at Maulana Malik Ibrahim State Islamic University Malang)." The results of the IKM analysis show that the total satisfaction level of UIN Maliki students is in the fairly satisfied category, which means that the service quality of UIN Maliki is in the fairly good category according

to students. While the results of the IPA analysis show that six service items fall into the main priority category, namely the 4th service item (the staff's quick response in responding to student requests); 12th (timely opening and closing of administrative services); 24th (availability of classes with not too many students); 30th (campus image that makes it easy for graduates to get jobs); 36th (there is feedback from the campus on improving student learning (e.g., providing scholarships) and service items); 41 (availability of health services for students). The results of the multiple linear regression analysis show that the dimensions of HEdPERF service quality simultaneously affect student satisfaction, while partially four dimensions affect student satisfaction, namely non-academic aspects (nonacademic aspect), academic aspects (academic aspect), reputation (reputation), and access (access).

Robertus Topan Bayu Aji, 2007. "Analysis of Student Satisfaction with the Services of Sanata Dharma University." The results showed that Sanata Dharma University students were not satisfied with the service quality of Sanata Dharma University. This shows that the IKP calculation results in a score of -7,484. Meanwhile, the analysis of priority interests shows that the tangible dimension (physical evidence), with a score of 1.164, is the thing that is most prioritized by Sanata Dharma University students.

3. Research Methods

Public services must be in accordance with the expectations and needs of the community because public service aims to serve all the needs of the community, so the measurement of community satisfaction should be done and become a benchmark in developing services to be even better. One of them is the measurement of community satisfaction with education services, which is one of the largest and most influential public services in society.

The assessment of education public services, in this case, is measured by using 17 indicators, including (1) service procedures, (2) service requirements, (3) clarity of service personnel, (4) service officer discipline, (5) Responsibilities of service officers, (6) Ability officer service, (7) Speed services, (8) Justice in getting services, (9) Politeness and friendliness of officers, (10) Reasonable service fees, (11) Certainty of service costs, (12) Certainty of service schedules, (13) quality of education, (14) Environmental comfort, (15) Service Security, (16) Facilities and infrastructure, and (17) output.

Based on the calculation of the questionnaire with a total of 300 respondents consisting of the user community, parents/guardians, and alumni, the results of the IKM (community satisfaction index) are in the 4th interval, which ranges from 3.26 -4.00. Where according to these results means that community satisfaction with Kutai Kartanegara University as a whole is very good. The results are obtained based on the following calculations:

1. Calculate the Average Weighted Value with the formula:

$$\text{rata tertimbang} = \frac{\text{jumlah bobot}}{\text{jumlah unsur}} = \frac{1}{14} = 0,071$$

2. After generating the weighted value, the next step is to calculate the SMI in the following way:

$$IKM = \frac{\text{total dari nilai persepsi per-unsur nilai}}{\text{total unsur yang terisi} \times \text{penimbang}}$$

From the results of the IKM value obtained, then look at the meaning of services at UNIKARTA based on the following measurements:

Table 4.2. SME measurement

| Si Perception Value | SMI Interval Value | SMI Conversion Interval Value | Servant Quality _ | Performance and Service Unit _ |
|---------------------|--------------------|-------------------------------|-------------------|--------------------------------|
| 1 | 1.00 – 1.75 | 25.00- 43.75 | D | Not good |
| 2 | 1.75 – 2.50 | 43.76– 62.50 | C | Not good |
| 3 | 2.51 – 3.25 | 62.51– 81.25 | B | Well |
| 4 | 3.26 – 4.00 | 81.26– 100.00 | A | Very good |

Each respondent certainly has a different level of satisfaction on each indicator. The differences in detail based on the results of the questionnaire and the opinions of criticism and suggestions are as follows:

1. Customer satisfaction from the general public (users)

Of the 17 existing indexes, the level of satisfaction of the user community is 100 people (respondents), and the order of the lowest values is the speed of service 2.14, facilities and infrastructure 2.32, fairness service 2.33, accuracy schedule 2.36, environmental safety 2.39, officer discipline 2.45. This is because carrying out the service is still not fast; officers sometimes behave indifferently and n convoluted.

Existing facilities and infrastructure are insufficient to meet the needs of the entire user community, especially students, such as parking spaces that are not large enough and classrooms that are hot or stuffy. Security is considered lacking because there are still many losses that occur in Unikarta. In addition, the campus is also free to go in and out of anyone without any inspection; more clearly and in detail, the average value of the IKM (community satisfaction index) in the user community can be seen in the following table:

Table 4.3. Community SMEs

| No. | Indicator | Satisfaction Average | Reason | Hope |
|-----|-----------------------|----------------------|--|--|
| 1. | Service procedure | 2.80 | The procedure is good enough | It is necessary to establish practical and systematic procedures because the existing procedures are sometimes not clear |
| 2. | Terms of Service | 2.90 | The requirements are sometimes inappropriate and strange because they are often convoluted | Information related to requirements is more consistent and related to its implementation as required |
| 3. | Officer's explanation | 2.75 | It's quite clear, even though sometimes there is a miss understanding | When serving, the officers are expected to be more patient and sure |
| 4. | discipline | 2.45 | There is still a lot of indiscipline, especially among employees; there are still many who arrive late | Be more obedient to the rules set by the campus |
| 5. | Responsibility | 2.75 | Some officers quite uphold their responsibilities | Increased responsibility of all officers |
| 6. | Officer ability | 2.86 | The ability of the employees is good | |

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|-----|-------------------------------|------|--|---|
| 7. | Service speed | 2.03 | In terms of the speed of service provided, it is quite good | Need to improve so that in the future it can be even better |
| 8. | Service justice | 2.50 | Fair enough and fair in the provision of services | Need more improvement |
| 9. | Courtesy and hospitality | 2.85 | The courtesy and friendliness of the services provided are quite good | Increase the attitude of friendliness in providing services |
| 10. | Reasonable cost | 2.80 | The cost is sufficient and can still be reached by all circles | |
| 11. | Schedule accuracy | 2.50 | The schedule is good enough | Need to be improved again so that the services provided can be even better |
| 12. | Environmental comfort | 2.50 | The environment is quite good | Need to be better at spatial planning |
| 13. | Environmental safety | 2.39 | The security of the campus environment is good where there is already a guard post and is given a fence around so that not just anyone can enter the campus area | |
| 14. | Education Quality | 2.70 | It's good because it's supported by good education staff | Need more majors to better meet the needs of the community |
| 15. | Facilities and infrastructure | 2.30 | The facilities provided are good enough | Need to improve again |
| 16. | Outputs (graduates) | 2.65 | Many graduates from Unikarta have taken part in all lines and are accepted in almost all fields of work and are already quite competitive. | Can print a generation that is ready to work and ready to enter the community |

2. Guardian parents

In addition to the user community, further satisfaction is from the side of the guardian. Because, after all, guardian parents play a role in education; apart from being a reviewer of the quality of their children, guardian parents have also entrusted their children to educational institutions. So the aspirations of the parents or guardians need to be considered. As for the parents' version of the IKM, the lowest 7 (seven) average values are service speed 1.86, environmental safety 1.97, the accuracy of implementation 1.92, facilities and infrastructure 1.99, officer discipline 2.02, service procedures 2.03, clarity and certainty of officers 2.05. This is made possible by several things, including:

- a. Environmental security is considered lacking because parents and guardians are often complained of loss of goods and also see the absence of signs or road crossing signs for student safety
- b. The service procedure is considered less easy, such as when registering a child, the guardian's parents feel troubled and confused.
- c. The speed of implementation is considered not fast; long queues both during registration and registration are still happening.
- d. Undisciplined officers are sometimes absent at work and are late in opening services.
- e. Inadequate facilities and infrastructure. This is felt by the guardian parents because they often get complaints from their children regarding minimal (incomplete) library books.
- f. In addition to the above dissatisfaction, parents and guardians also complained about the lack of coordination between UNIKARTA staff and students' guardians.

Table 4.4 SMI Parents/guardians

| No. | Indicator | Satisfaction Average | Reason | Hope |
|-----|-------------------------------|----------------------|--|--|
| 1. | Service procedure | 2.50 | When registering, the requirements are quite easy to understand | The procedure is good |
| 2. | Terms of Service | 2.30 | The requirements submitted are appropriate | Information related to requirements is more consistent and related to its implementation as required |
| 3. | Officer's explanation | 2.75 | It's quite clear, even though sometimes there is a miss understanding | When serving, the officers are expected to be more patient and sure |
| 4. | discipline | 2.42 | There is still a lot of indiscipline, especially among employees; there are still many who arrive late | Be more obedient to the rules set by the campus |
| 5. | Responsibility | 2.75 | Some officers quite uphold their responsibilities | Increased responsibility of all officers |
| 6. | Officer ability | 2.86 | The ability of the employees is good | |
| 7. | Service speed | 2.90 | In terms of the speed of service provided, it is quite good | Need to improve so that in the future it can be even better |
| 8. | Service justice | 2.50 | Fair enough and fair in the provision of services | Need more improvement |
| 9. | Courtesy and hospitality | 2.85 | The courtesy and friendliness of the services provided are quite good | Increase the attitude of friendliness in providing services |
| 10. | Reasonable cost | 2.80 | The cost is sufficient and can still be reached by all circles | |
| 11. | Schedule accuracy | 2.50 | The schedule is good enough | Need to be improved again so that the services provided can be even better |
| 12. | Environmental comfort | 2.50 | The environment is quite good | Need to be better at spatial planning |
| 13. | Environmental safety | 2.90 | The security of the campus environment is good where there is already a guard post and is given a fence around so that not just anyone can enter the campus area | |
| 14. | Education Quality | 2.70 | It's good because it's supported by good education staff | Need more majors to better meet the needs of the community |
| 15. | Facilities and infrastructure | 2.50 | The facilities provided are good enough | Need to improve again |
| 16. | Outputs (graduates) | 2.65 | Many graduates from Unikarta have taken part in all lines and are accepted in almost all fields of work and are already quite competitive. | Can print a generation that is ready to work and ready to enter the community |

3. Unikarta Alumni

Alumni are a bunch person who has experienced service at UNIKARTA and know very well the effect of the service on their lives in society. From IKM (Community Satisfaction Index), which obtained satisfaction on the alumni level, in general, is lacking. Among the IKM (community satisfaction index), which are on an average of 7 (seven) and below (lowest) is the speed of service 1.90, facilities and

infrastructure 1.95, security environment 1.99, precise 2.11 schedule, convenience environment 2.12, procedures service 2.15, officer discipline 2.17. This happens because of several things, including:

- a. Service procedures are always confusing and not easy, and there is a lack of socialization, not to mention that officers often neglect to throw responsibilities around with other officers.
- b. Lecturers are mostly absent in teaching, and the class is left empty and prefers other activities.
- c. There is no comfort in the campus environment because the campus is always not clean, there is still a lot of garbage piling up, and it doesn't form a green campus like the slogan.
- d. Many lecturers who concurrently teach and also teach are not in accordance with their fields.
- e. The facilities and infrastructure are not sufficient for students' needs, such as the number of hot classrooms, broken toilets, and a lack of references in the library.
- f. The campus seems to only belong to certain students, the system is not transparent, and the service is impartial. In more detail, the level of customer satisfaction can be seen in the following table:

Table 4. 5. IKMA Alumni

| No. | Indicator | Satisfaction Average | Reason | Hope |
|-----|--------------------------|----------------------|--|--|
| 1. | Service procedure | 2.50 | When registering, the requirements are quite easy to understand | The procedure is good |
| 2. | Terms of Service | 2.30 | The requirements submitted are appropriate | Information related to requirements is more consistent and related to its implementation as required |
| 3. | Officer's explanation | 2.75 | Quite clear | When serving, the officers are expected to be more patient and sure |
| 4. | discipline | 2.42 | There is still a lot of indiscipline, especially among employees; there are still many who arrive late | Be more obedient to the rules set by the campus |
| 5. | Responsibility | 2.75 | Some officers quite uphold their responsibilities | Increased responsibility of all officers |
| 6. | Officer ability | 2.86 | The ability of the employees is good | |
| 7. | Service speed | 2.90 | In terms of the speed of service provided, it is quite good | Need to improve so that in the future it can be even better |
| 8. | Service justice | 2.50 | Fair enough and fair in the provision of services | Need more improvement |
| 9. | Courtesy and hospitality | 2.85 | The courtesy and friendliness of the services provided are quite good | Increase the attitude of friendliness in providing services |
| 10. | Reasonable cost | 2.80 | The cost is sufficient and can still be reached by all circles | |
| 11. | Schedule accuracy | 2.50 | The schedule is good enough | Need to be improved again so that the services provided can be even better |
| 12. | Environmental comfort | 2.50 | The environment is quite good | Need to be better at spatial planning |
| 13. | Environmental safety | 2.90 | The security of the campus environment is good where there is already a guard post and is given a fence around so that not just anyone can enter the campus area | |

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|-----|-------------------------------|------|--|---|
| 14. | Education Quality | 2.70 | It's good because it's supported by good education staff | Need more majors to better meet the needs of the community |
| 15. | Facilities and infrastructure | 2.50 | The facilities provided are good enough | Need to improve again |
| 16. | Outputs (graduates) | 2.65 | Many graduates from Unikarta have taken part in all lines and are accepted in almost all fields of work and are already quite competitive. | Can print a generation that is ready to work and ready to enter the community |

In the research above, the indicators that averaged the lowest scores were facilities and infrastructure, comfort, service procedures, speed of officers, schedule accuracy, environmental safety, and officer discipline. These conditions are quite related, so it will be easier in the future for quick repairs. As for according to the complaint, the way to overcome the dissatisfaction is to improve the performance of each officer, both administrative officers, and lecturers, because, no matter how good the procedures or requirements of the service are, if the service provider is not responsive, clear and precise, of course, the service will not run smoothly. Likewise, the facilities and infrastructure that need to be considered are the maintenance (cleanliness) by the officers so that later it can create comfort. Meanwhile, another thing that needs to be addressed is an increase in the development of each facility which is lacking, and it is very much needed by the community throughout the Kutai Kartanegara University community.

From the results of the percentage conducted based on a questionnaire with a total of 200 respondents, it can be seen that most people feel quite satisfied with the services provided by UNIKARTA. It is evident from the overall number obtained that the value of "enough" is always the largest. While for the value of being dissatisfied, it runs offset, and for the value of being dissatisfied and very satisfied by the community, it is felt quite a bit. So, of course, even though the value of community dissatisfaction is small, UNIKARTA must continue to evaluate and improve existing services, to create educational institutions that meet the needs and satisfy customers. This is also important, considering the very low level of community satisfaction. As education at the highest strata, UNIKARTA must, of course, be a good example for the community. Especially considering that education is always a reflection of life. And it is predicted as an institution that gives birth to the next generation of the nation that is superior, intelligent, and broad-minded.

5. Conclusion

Good service and adequate facilities and infrastructure are indeed important things to be considered by any institution, especially for education such as UNIKARTA, because the environment and services that are comfortable (at home) and safe greatly affect the teaching and learning process that occurs in it. The rest of the community's satisfaction with UNIKARTA can also be seen from efforts to improve facilities, quality, services, and also affordable costs so that people can enjoy lectures. Based on public responses and responses regarding UNIKARTA's service satisfaction, in general, based on the calculation of the questionnaire with a total of 200 respondents consisting of 3 groups of people, namely the user community, parents, guardians, and alumni, the IKM (community satisfaction index) result was 3.28. Thus, it is in the 4th interval, which ranges from 3.26 to 4.00. Where according to these results means that community satisfaction with the University of Kutai Kartanegara as a whole is very good.

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