

Analysis of Community Satisfaction Through Administrative Services

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Abstract. Service quality is a condition where a dynamic relationship is created between users and service providers. This research aims to determine the views or perceptions of the community in receiving administrative services at the Pattaneteang Village Office, Dusun Bungeng, Bantaeng Regency. Using descriptive qualitative research with the type of field research. Researchers use data collection techniques through observation, interviews, and documentation. Primary data used includes the Village, Village staff, and the community. Meanwhile, secondary data is data sourced from the Village Office which is related to the research. The research results found that the benchmark indicators for satisfaction are simplicity, certainty of time, completeness of facilities and infrastructure, then access and discipline. The influencing factors are supporting factors with the existence of guidelines for implementing administration, as well as being supported by data-based village development innovations and digital maps which make it easier for village officials to publish village books. Meanwhile, the inhibiting factors are limited facilities and infrastructure and low public awareness of the importance of completing personal identity documents. This research can be used as a reference for knowledge, and understanding, and also a benchmark in knowing the community's views on receiving administrative services in Pattaneteang Village. The service process at the Pattaneteang Village office applies a digitalization system. Of course, this is unique considering that the label "DESA" has become a polemic when discussing technology. Services with this system are continuously developed from year to year by Village officials to ensure community satisfaction is a priority.

Keywords: Community Satisfaction, Administrative Services

1. Introduction

A village or what is called by other names is a legal community unit that has the authority to regulate and manage the interests of the local community based on local origins and customs that are recognized by the national government and located in the district area. The Village Government is an extension of the central government which has a strategic role in managing village communities and the success of national development, (Adiputra et al., 2021; Jamaluddin et al., 2021; Niswaty et al., 2021). Villages are the lowest element in the administration of regional government. As the most line unit dealing with the village community, it has an important role in carrying out administrative affairs. This is an obligation that must be carried out by village officials. Good service is reflected in the effectiveness and efficiency of activities carried out smoothly. The faster and more accurate the service provided, the better the quality of service will be, (Ahsan et al., 2021; Arhas et al., 2021; Ayu et al., 2019; Sultan et al., 2014).

The Village Government is an extension of the central government which has a strategic role in managing village communities and the success of national development. The Village Government, which consists of the Village head and Village officials, is an element of the Village government administrator who has duties, carries out duties, and is responsible for these duties in administering government affairs. Services will be carried out well if Village government officials can play their role directly and involve themselves in providing services to the community in accordance with their duties and functions so that the community is satisfied with the services provided by the Village government and the services are expected to run optimally.

Based on Law Number 6 of 2014 Concerning Villages, it is stated that the Village government is obliged to provide and improve services to the community, and in carrying

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out its duties, the Village government is obliged to carry out good government administration and implement the principles of transparent Village governance. Furthermore, in carrying out its duties, functions, and authority, the Village Government cannot be separated from its administrative implementation role. Everyone needs administration and even assistance or service is something that cannot be separated and abandoned in social relations. Society is a social creature that in the narrow sense cannot live without the help of other people. The assistance in question can be interpreted as a service. Society needs services to meet various needs that cannot be met alone. This means a lot for the fulfillment of community groups.

Increasing public satisfaction is increasingly important (Darwis et al., 2021; Mukti et al., 2020; Mustafa et al., 2022). Today it is core to the survival of an organization. The success of the Village in implementing administrative services is one of the effectiveness of welfare goals for the community. The quality and quantity of services at the Village Office will have an impact on community satisfaction, (Daraba et al., 2018; Nahiruddin, 2022). In other words, if the service is good, people will be satisfied, and vice versa, if the service is bad, people's satisfaction will decrease. Administrative services cannot be separated from the people in the office. This research is motivated by the understanding that community satisfaction with the Village government is influenced by administrative services.

The quality of administrative services can be known from a condition where a dynamic relationship is created between users and service providers, both services and humans, (Niswaty et al., 2022; Park et al., 2011; Rahman et al., 2022; Stevenson, 2007). Good or bad service quality is not based on the point of view or perception of service providers and/or services but is based on consumer perceptions and rules or regulations regarding service quality. The service activities provided by the Pattaneteang Village Office will be assessed based on the level of community satisfaction. The assessments given by the community determine the performance measures of administrative services. Activities that can be carried out to determine administrative services are by measuring the level of community satisfaction.

In connection with this, in this research, researchers research in Pattaneteang Village, precisely in Bungeng Hamlet, Bantaeng Regency. Based on initial observations in March which were carried out at the Pattaneteang Village Office, Bungeng Hamlet, Bantaeng Regency, there were several problems encountered in the service department and there were still complaints from the public regarding the service received during administration. The main goal of administrative services is community satisfaction. This satisfaction can be realized if the service provided is in accordance with the established service standards or is better than these service standards. Problems that are still often raised by some people are service times and existing facilities and infrastructure that can support the activities of administrative services.

So, it can be concluded that satisfaction is a behavioral response shown by someone by comparing performance with expectations. Community satisfaction which influences the quality of services provided by the Pattaneteang Village Office is an interesting thing to study because it aims to find out more deeply about the views of the community in receiving administrative services at the Pattaneteang Village office by using the community satisfaction index measurement method or several things that are benchmarks in Pattaneteang Village Office. Based on the explanation above, research will be carried out with the title Analysis of Community Satisfaction Through Administrative Services at the Pattaneteang Village Office, Bungeng Hamlet, Bantaeng Regency.

2. Method

The research uses qualitative methods aimed at understanding social phenomena from the participant's point of view or perspective. Qualitative research examines participant perspectives using multiple strategies, interactive strategies such as direct observation, participant observation, in-depth interviews, documents, and complementary techniques, such as photos, recordings, and so on, (Sukmadinata, 2011). The data sources in this research are the village head, village secretary, service section head, and community leaders. Then the information obtained will be strengthened by a literature review in the form of books, journals, articles, research results, and other literature that can provide information related to Community Satisfaction Analysis through Administrative Services at the Pattaneteang Village Office. Data collection methods include interviews, observation, and documentation using creativity tests in the form of time triangulation, technical triangulation, and source triangulation,. Meanwhile, data analysis techniques use data reduction, data presentation, and drawing conclusions also called verification, namely the researcher takes the essence of the research conducted., (Miles & Huberman, 2014).

3. Results and Discussion

The research was carried out at the Pattaneteang Village Office. Researchers conducted direct interviews with informants to obtain as much information as possible in accordance with the research objectives. After the informants' answers have been collected, the results of the research regarding the Analysis of Community Satisfaction Through Administrative Services at the Pattaneteang Village Office, Bungeng Hamlet, Bantaeng Regency, can be described. The research results can be described as follows:

Service to the community is an activity or series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by the organizer. There are types of administrative services at the Pattaneteang Village Office.

Table 1

There are types of administrative services at the Pattaneteang Village Office

No	Items	Types of Services
1.	Population Documents	a. Electronic KTP (lost/damaged e-KTP); b. Family Card (KK) c. Child Identity Card (KIA)
2.	Civil registration documents	a. Birth certificate; b. Death Certificate c. Marriage certificate d. Divorce Deed e. Adoption of Children f. Child Endorsement g. Indonesian Citizen Transfer Certificate (SKP WNI)
3.	Correspondence Documents	a. Certificate of Incapacity; b. Domicile Certificate; c. Building Construction Permit Certificate (IMB); d. Business license

Source: Research results

People's views or perceptions are a process of people's assessment of certain objects. In the perception process, individuals are required to provide an assessment of how satisfied they are with the administrative services available at the Pattaneteang Village Office. This assessment can be positive/negative, happy or unhappy, and so on. The term perception is a process of someone's activity in giving impressions, judgments, opinions, feelings, and interpreting something based on information displayed from other sources (perceived). Through the perceptions of the Pattaneteang Village community

regarding administrative services at the Village Office, we can determine whether the services are in a good category and are satisfactory.

Theory suggests that in compiling a community satisfaction index which is included in government service units such as the Village Office, community satisfaction is seen from service procedures, service requirements, clarity of officers, discipline, responsibility, ability, speed, fairness, friendliness, cost, and time. , environmental comfort and security. (Raden Wijaya, 2004). The community satisfaction index regarding administrative services at the Pattaneteang Village Office consists of:

3.1 Simplicity

What is meant by simplicity is that it is easy to understand, not complicated, and easy for service users to implement. The importance of the ability of Village officials in carrying out administrative processes. In this regard, judging from the administrative services provided immediately based on the results of observations, it shows that the administrative services are in line with community expectations, are not complicated, and are easy to implement in the process of activities. The services promised are in line with what the community expects. In this regard, a review of the administrative services provided immediately based on observations shows that there are still people who receive administrative services that are not as promised, for example having to come twice or even more to complete a matter.

The results of the interview, based on the research results, show that as a village government official who serves the community, it is necessary to provide services that are not complicated so that the community can carry out the management smoothly. As village officials who serve the community, there needs to be consequences from the government in accordance with the promises of administrative services provided to the community and can satisfy the community so that the community will feel appreciated and well served.

3.2 Time Certainty

Time certainty, namely that the implementation of services can be completed within a predetermined time period, must meet the principle of time certainty, namely whether the time to complete matters is in accordance with the promised time. Service implementation can be completed within a predetermined time period/certain time for service completion. The time required for the administrative processing process is in accordance with the letter being processed and the completeness of the letter.

Apart from service schedules, punctuality is also a factor that every village official must pay attention to when serving the community. Punctuality really determines work effectiveness because it is closely related to work discipline, so this has a huge influence as a good example. For example, staff will be afraid of being late because their superiors arrive on time, because staff will feel at a loss if they are late, and vice versa.

Based on the research results, it shows that it is important for Village officials to be consistent with service schedules so that various matters of community interest can be resolved on time, and do not take a relatively long time. The importance of public knowledge and understanding regarding information on standard times for completing various community service matters, so as not to give rise to public perception regarding the slowness of the apparatus in completing community services. Apart from that, it needs to be followed up with improvements so that administrative services are faster but more thorough and precise so that quality factors are not neglected.

3.3 Completeness of Facilities and Infrastructure

Availability of adequate work facilities and infrastructure, work equipment, and other supports including telematics facilities including websites. Direct evidence concerns everything related to physical facilities, the condition of the apparatus, and the means of communication. The indicators and direct evidence include comfortable office space and adequate access to information. Physical appearance is the first thing encountered by every service user, which is one of the service aspects used as an indicator of community satisfaction with the services provided by the Village. The aspects in question are the physical facilities, equipment, and technology used in providing services. Direct evidence concerns everything related to physical facilities, the condition of the apparatus, and communication facilities. The indicators and direct evidence include the honesty of Village officials, comfortable office space, and adequate access to information.

Based on the results of interviews with these informants, it can be said that a workspace is very necessary for providing services to the community so that people will feel smooth when carrying out their work. Thus, this description, shows that the use of office space is very necessary to improve administrative services to the community so that comfort and security are created in completing a service matter so that the community will feel at home waiting until what they are taking care of is completed as previously expected..

3.4 Ease of access

Ease of access, namely the place and location of the office, as well as adequate service facilities, easy for the public to reach. The place or location as well as adequate service facilities and infrastructure, is easy to reach by the service user community and utilizing technology in providing services. Based on the research results, it shows that the location of the Village office is not far from residents' houses, apart from the road conditions which still have some improvements, people can easily access it on foot or by vehicle. This research shows the importance of Village officials' responsibility for the services provided, in the sense that community participation will increase in responding to every problem surrounding service problems in Pattaneteang Village.

3.5 Discipline, Politeness and Friendliness

Discipline, politeness, and friendliness can be interpreted by the appearance of Village officials. A clean, neat appearance, as well as friendly and polite behavior. Service providers must be disciplined, polite courteous, friendly, and sincere in providing services to the community so as to create a sense of satisfaction among service recipients. Village officials' concern for the problems faced by the community, good communication between service providers and users, and the appearance of officials in providing administrative services.

Initial observations show that there are several indicators of discipline, politeness, and friendliness, including officers' concern for the problems faced by the community, good communication between officers and the community, and the appearance of Village officials in providing services to the community. The research results show that village officials always maintain good relations with the community through close communication. Because of good communication, it is hoped that good relationships can also be established. This research shows that the appearance and way of dressing of Village officials is very important to pay attention to because it will add value to the quality of administrative services provided by Village officials.

3.6 Administrative Service Process

Hal ini juga didukung dengan adanya teori menurut Parasuraman (1985) regarding the five dimensions of administrative service quality which include Tangible (physical evidence), reliability, responsiveness, assurance (guarantee) and empathy (attention). Based on the analysis of these quality dimensions, it can be described that services will be created well if the village government apparatus covers the five dimensions above so that the service received by the community is good.

Apart from that, the five dimensions of service quality above simultaneously also influence public satisfaction. The community is satisfied with the services and supporting facilities provided that are in line with and even exceed expectations. If these five dimensions are provided to the community when providing services, community satisfaction will increase (Baharuddin, 2019; Denhardt, 2004; Sakawati et al., 2022; Yusriadi & Farida, 2019).

In implementing services, the public will assess the performance and abilities of employees in carrying out the service process. Assessment of service quality in accordance with community expectations guarantees a sense of satisfaction and fosters a sense of trust. The series of administrative service activities carried out by Pattaneteang Village government officials for the people of Pattaneteang Village cannot be separated from the factors involved therein.

In administrative activities, there are of course supporting factors and inhibiting factors, both internal and external to the provision of administrative services. Judging from the definition of factors according to the KBBI, they are things (circumstances, events) that cause (influence) something to happen. In the process of administrative service activities at the Pattaneteang Village Office, there are 3 factors that are most supportive, namely the existence of administrative service guidelines, the Village website which contains Village information and data, and data-based and digital innovations which can now be accessed by the community. Almost all data obtained by the public is created on a map basis so it will be very easy to see the path for each type of data needed.

Giving greater attention to factors inhibiting the implementation of service delivery is always optimized by village officials. For example, by improving the quality of existing human resources by carrying out predictive planning processes and evaluation and monitoring programs. Then, the completeness of the facilities and infrastructure available. Referring to the fact that physical evidence such as the suitability of the office, cleanliness, and completeness of the facilities and infrastructure used and available in the office will make people interested, comfortable, and at home during processing, even during a fairly long service process, (Niswaty, R., Nasrullah, M., 2019).

4. Conclusion

Based on the results of the research and discussion above, regarding the Analysis of Community Satisfaction Through Administrative Services at the Pattaneteang Village Office, the results of this research can be concluded to be in the satisfactory category as measured by several indicators, namely as follows: Public perception of the administrative services at the Pattaneteang Village Office is said to be satisfactory, seen from 5 indicators of community satisfaction which include simplicity, certainty of time, completeness of facilities and infrastructure, ease of access, as well as discipline, politeness and friendliness. This makes it easier for researchers to find out how satisfied people are with services. The administrative services provided to the community are good and appropriate, as seen from the scope of service quality dimensions. Pattaneteang Village has implemented administrative services in accordance with these quality dimensions which include reliability, responsiveness, guarantees, care, and the

presence of physical or tangible evidence. The factors that influence administrative services at the Pattaneteang Village Office in providing services are as follows: Supporting factors, namely guidelines in the administrative management process, are also supported by data-based innovation and digital maps. With the existence of a Village database and digital map, the village government has the convenience of programs that are more targeted and according to needs. The inhibiting factors for administrative services at the Pattaneteang Village Office in providing services to the community are the limited facilities and infrastructure available at the Office, and the low awareness of the community in completing the requirements for administration.

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