



Journal Homepage: -www.journalijar.com
**INTERNATIONAL JOURNAL OF
 ADVANCED RESEARCH (IJAR)**

Article DOI: 10.21474/IJAR01/7513
 DOI URL: <http://dx.doi.org/10.21474/IJAR01/7513>



RESEARCH ARTICLE

MEASURING PUBLIC SATISFACTION LEVEL OF EAST JAVA FOOD SAFETY AUTHORITY IN TERM OF SERVICE PERFORMANCE.

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Manuscript Info

Manuscript History

Received: 05 June 2018
 Final Accepted: 07 July 2018
 Published: August 2018

Keywords:-

Public satisfaction survey, service performance, East Java, food safety.

Abstract

The main purpose of this study is to determine the level of community satisfaction with the service performance of Food Safety Authority in East Java (*OtoritasKompetenKeamananPangan Daerah*). Public satisfaction survey is one of the instruments used to measure the level of the service performance in the public service providers. Communities are given the opportunity to involve in an objective and periodic appraisal of the performance from the public services.

Guided by the regulation of Ministry of Empowerment of State Apparatus and Bureaucracy Reform number 14 year 2017 about the guidance of survey in public satisfaction towards the public service. There are 9 elements of community satisfaction which serve as service performance parameters in *OKKPD*. Public satisfaction survey is a comprehensive measurement of the activities on the level of satisfaction derived from the measurement result of public opinion in obtaining services.

The measurement of the level of public satisfaction has been done in East Java Food Safety Authority (*OtoritasKompetenKeamananPangan Daerah*) around April – Mei 2018, with method of randomly distributed questionnaire sampling to 59 respondents to obtain primary data. The results of data processing show that the performance of the public services in East Java Food Safety Local Authority (*OtoritasKompetenKeamananPangan Daerah*) after the survey has been done, are 85.60 which also could be described as B or Good grading level in term of quality of service.

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Introduction:-

The main purpose of the public service is the satisfaction of society, this satisfaction can be realized if the services provided in accordance with service standards established or better than the standard service. The problem that is still often complained by some people is the time of service. Measurement of Public Satisfaction Survey (*SurveiKepuasanMasyarakat/SKM*) should always be done periodically. This means that at any given period of time should be done research or calculation and analysis of community satisfaction of the services that have been given. As the Regulation of the Minister of Administrative Reform and Bureaucracy Reform Number 14 Year 2017 on Guidelines for Public Satisfaction Survey of Public Service Implementation Unit, through this survey is expected to encourage community participation as service users in assessing the performance of public service providers to improve service quality and develop through public service innovations. In the implementation of community

satisfaction survey on public service provision can be done through stages of planning, preparation, implementation, processing and presentation results of survey.

East Java Food Safety Authority (*OKKPD*) is a work unit within the Technical Implementation Unit of Agricultural Product Supervisors and Certifications, Department of Agriculture and Food Security, East Java Province, Indonesia. With the basic task to implementing *Prima 3* and *Prima 2* Certification, which also called as; Plants Based Food Ingredients (*Pangan Segar AsalTumbuhan/PSAT*); Good Handling and Good Manufacturing Practice certification; Packing House Registration; Health Certificate; and Food Safety Recommendations. The reason for choosing the *OKKPD* as a research locus is based on the consideration that this government agency has also providers of certification services which provide fresh product certification services not only for domestic consumption but also foreign consumption. Than thats why, in relation to Law Number 25 Year 2009 on Public Service (*UndangUndang Nomor 25 Tahun 2009 Tentang Pelayanan Publik*), explicitly states that every public service providers must evaluate the performance of service delivery periodically and continuously.

Based on the background of problems that have been described above, the problem in this study can be formulated as follows: "How much the level of satisfaction which felt by the users of East Java Food Safety Authority (*OKKPD*)".

Literature:-

Customer Satisfaction

Customer satisfaction is the feeling of pleasure or disappointment of a person as a result of a comparison between achievement or perceived and expected product. Satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, then society will be disappointed. When the performance in accordance with expectations, then the public will be satisfied. If performance exceeds expectations, people will be very satisfied.

According to Supranto (1997), satisfaction is the level of one's feelings after comparing performance or perceived results with expectations. Customer satisfaction is a feeling of pleasure or disappointment as a result of a comparison between achievement or perceived and expected product. Customer is anyone affected by a product or service process, which requires the company to meet the desired quality standards. The goal of public service is customer satisfaction, and to achieve satisfaction, the truth is, it can not be measured with certainty. It can only be identified from several aspects. According to Lupiyoadi (2006), the main factor determining public satisfaction is the perception of the quality of services. Kotler in Tjiptono (2003) said, customer satisfaction can be measured by methods and techniques such as:

1. Complaint and suggestion systems. By giving customers an opportunity to address suggestions and complaints, include suggestion boxes, comment cards, also prepare the customer hotline.
2. Ghost shopping. It was done by employs several people to serve as potential buyers, and reports their findings regarding the strengths or weaknesses of purchased products.
3. Lost customer analysis. Contacting customers who stopped buying to get information about unsubscribing.
4. Customer satisfaction survey. By using direct measurement through question, such as very dissatisfied, dissatisfied, satisfied, very satisfied.

Determinants of Public Satisfaction:-

According to Lupiyoadi (2006), in determining the level of public satisfaction, there are five factors that must be considered by the service organization:

1. Quality of products / services, the public will feel satisfied if the results of their evaluation shows more values.
2. Emotionally, the public feels proud and gets the confidence that others are impressed with it when using products / services with certain brands that have a high degree of satisfaction.
3. Prices, products that have the same quality but have a cheaper price will give a higher value.
4. Cost, the public does not need to incur additional costs and waste time to obtain goods or services desired.

Public Satisfaction Survey:-

Public Satisfaction Survey according to Guidelines for Preparation of Public Satisfaction Survey for Public Service Provider Unit (*PERMENPAN-RB No 14 Tahun 2017 Tentang Pedoman Penyusunan Survei Kepuasan Masyarakat Unit Penyelenggara Pelayanan Publik*), is a comprehensive measurement of activities on the level of community

satisfaction derived from the measurement of public opinion in obtaining services from public service providers. As a basis for measuring the Public Satisfaction Survey consists of nine elements including:

1. Requirements, are conditions that must be met in the management of a type of service, a both technical and administrative requirements
2. Procedure, is a standardized service procedure for the giver and recipient of the service, including complaints
3. Time of Services, is the time period required to complete the entire service process of each type of service
4. Fees, shall be the fees charged to the service recipient in administering and/or obtaining services of an operator whose amount is determined by agreement between the organizer and the public
5. Specification of Product and Type of Service, is the result of services provided and received in accordance with the provisions that have been set. This is the result of each service type specification
6. Competencies, is a capability that executives must possess including knowledge, skills, and experience
7. Behavior, is the attitude of officers in providing services
8. Term of Service, is a statement of the ability and obligation of the organizers to perform services in accordance with service standards
9. Complaint Handling and Feedback, is the procedure for handling complaints and follow-up.

Methodology:-

This study uses the analysis of Community Satisfaction Survey, the data that has been collected in the form of numbers then calculated in accordance with the provisions of the calculation of the Satisfaction Survey. The conclusion of the definition of descriptive research using the analysis of Community Satisfaction Survey is a study that uses the analysis of Satisfaction Survey Society in the form of numbers which are further interpreted into the sentences. Respondent used is businessman in agriculture sector either on farm or off farm in scope of Plants Based Food Ingredients (*Pangan Segar AsalTumbuhan/PSAT*), as the user of the Food Safety Local Authority.

Respondents were selected randomly to meet the accuracy of the results, all of the respondent populations has been set around 70 respondents but who returned the questionnaire only 59 respondents. Data collection is done at the location of each businessman who becomes the sample. The data collection time will be conducted from 2nd week of April until the 2nd week of May 2018. The questionnaire contains nine (9) questions referring to the nine elements of public service in accordance with Regulation of the Minister of Administrative Reform and Bureaucracy Reform Number 14 Year 2017 About Guidelines for Public Satisfaction Surveys Unit of Public Service Implementation (*Peraturan Menteri Pendayagunaan Aparatur Negara Dan Reformasi Birokrasi Nomor 14 Tahun 2017 Tentang Pedoman Survei Kepuasan Masyarakat Unit Penyelenggaraan Pelayanan Publik*) which includes: Requirements; Systems, Mechanisms, and Procedures; Completion Time; Cost/Rates; Product Specification and Type of Service; Competence; Behavior; Complaints Handling; Suggestions and Feedback; Facilities and Infrastructure. Questionnaires are filled in 2 ways: (1) done by the users of the service and the results are collected in the places provided at the Office of the Technical Implementation Unit of the Supervision and Certification of Agricultural Products, and (2) conducted by the enumerator through the interview.

Before the research instrument used to collect the data, it was need to be tested, this is done to obtain valid data from a valid instrument. According Sugiyono (2013), valid research results when there is similarity between the data collected with the actual data occurred on the object under study. Validity test in this research use Pearson Product Moment Correlation validity test, which could be shown between grains with total score as follows:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\}\{N\sum Y^2 - (\sum Y)^2\}}}$$

Description: r_{xy} = coefficient correlation between X and Y;

N = Number of Subjects;

X = Score of Question;

Y = Total Score; X^2 = Quadrate X; Y^2 = Quadrate Y; XY = The Amount Between X and Y

Analysis of validity test using SPSS, valid or not a question point can be determined by using questionnaire is valid if r_{count} is bigger than r_{table} , validity criteria used with n = 59 is 0.2564.

Reliability test, a reliable instrument is an instrument that, when used multiple times to measure the same object, will produce the same data. According Ghozali (2011), measurement of reliability can be done in two ways:

1. Re-measurement, here respondents are presented with the same question at different times and then see whether each of them remains consistent with the answer.
2. One Time Measurement, here the measurement is only once and then the results are compared with other questions or correlation gauges between answers to questions. SPSS provides facilities to measure reliability with Cronbach Alpha statistical test (α) will determine the instruments used in this study which is reliable to use or not. For reliability test used Cronbach's Alpha formula, as follows:

$$r_{ii} = \left(\frac{K}{(K-1)} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_1^2} \right)$$

- r_{ii} = Instrument of Reliability
- K = The Number of Questions
- $\sum \sigma_b^2$ = Number of Question Variants
- σ_1^2 = Total Varians

In addition to facilitating the measurement of the survey results, the answers to the questionnaire were scored and grades 1 through 4, with the following example: Example 1: 4 = very appropriate, 3 = appropriate, 2 = less appropriate, 1 = unsuitable. Example 2: 4 = very fast, 3 = fast, 2 = less fast, 1 = not fast.

While the data processing is done by entering the questionnaire data from each respondent into the form starting from element 1 (U1) to element 9 (U9). As for getting the average value per service element, the value of each service element is divided by the number of respondents.

$U1 = \sum U1 / \sum \text{respondent}$; $U2 = \sum U2 / \sum \text{respondent}$; $U3 = \sum U3 / \sum \text{respondent}$; $U4 = \sum U4 / \sum \text{respondent}$; $U5 = \sum U5 / \sum \text{respondent}$; $U6 = \sum U6 / \sum \text{respondent}$; $U7 = \sum U7 / \sum \text{respondent}$; $U8 = \sum U8 / \sum \text{respondent}$; $U9 = \sum U9 / \sum \text{respondent}$

The questionnaire data that has been collected, then processed based on the nine indicators, by determining the value / score of class intervals first on each item question. The class interval is the lower and upper limit of a class, the class interval formula in this study is as follows:

Class Interval = (Largest Value -Smallest Value): (Number of Classes)

Description: Largest Value = 4; Smallest Value = 1; Number of Classes = 4

The result of the score above shows that the value of respondent satisfaction level, is 0.75. The weight of the score is calculated based on the formula above = (4 - 1): 4 = 0.75.

Then calculate the percentage of respondents to the level of service satisfaction, and continued by determining the level of satisfaction based on the average interval value per element in accordance with the table below.

Table 1:- Quality Service Category Index

Value Perception	Value Interval	Interval Value Conversion	Quality of Service	OKKPD Performance
1	1.00 -2.5996	25.00 – 64.99	D	Unsatisfied
2	2.60 – 3.064	65.00 – 76.60	C	Less Satisfied
3	3.0644 – 3.532	76.61 – 88.30	B	Satisfied
4	3.5324 – 4.00	88.31 – 100.00	A	Very Satisfied

Source:PERMENPAN-RB No. 14 Tahun 2017.

Discussion:-

Validity Test

Validity indicates the extent how precision and accurate each of the measuring instrument in performing the measuring function. A valid instrument can perform its measuring function by providing a measuring result appropriate to its intended measurement. A valid instrument can give an idea of the differences between all measuring result for each different object. According to Arikunto (2008), Validity is a measure that shows the valid levels of an instrument. A valid instrument has high validity. An instrument is said to be valid if it is able to measure

what is desired and can reveal data from the variables studied appropriately. Based on the calculation of r_{count} with SPSS tool, the result of comparison of r_{count} value with r_{table} value shown as table 4.1.

Table 2:- Comparison of r_{count} with r_{table} Values in term of Realization for Public Satisfaction Survey at East Java Food Safety Authority (OKKPD)

No	Satisfaction Survey Element	r_{count}	r_{table}	Status
1	Requirements	0.587	0.2564	Valid
2	System, Mechanism and Procedure	0.545	0.2564	Valid
3	Completion Time	0.474	0.2564	Valid
4	Cost/Rates	0.273	0.2564	Valid
5	Product Specification and Type of Service	0.318	0.2564	Valid
6	Competency	0.444	0.2564	Valid
7	Behavior	0.342	0.2564	Valid
8	Complaint Handling, Feedback and Suggestion	0.271	0.2564	Valid
9	Facilities and Infrastructure	0.521	0.2564	Valid

Based on Table 2.above, shows that the value of r_{count} of each statement realize the element of Satisfaction Survey used as a measuring tool is greater than the value of r_{table} . It is concluded that the nine elements of the realization statement of the Satisfaction Survey are valid and can be used as a measurement tool in this research.

Reliability Test:-

Understanding reliability associated with consistency, according to Sugiyono (2013) a reliable instrument is an instrument that when used beberapa kali to measure the same object, will produce the same data. Based on the results of data processing using SPSS program got the value of Cronbach's Alpha 0.651. Thus it can be interpreted that the reliability of the instrument used is low, so the Satisfaction Survey of the Society can be said there needs to be correction of perfection to be reliable as a measuring tool in subsequent research. Meanwhile, the instrument has a high degree of reliability if the coefficient value obtained is greater than 0.60 (Imam Gozali, 2011).

Furthermore the analysis of survey results conducted using SPSS tool, the analysis conducted is as follows:

1. Univariate analysis, performed to describe the data of collected variables. Analysis conducted using SPSS program will produce descriptive data.
 2. Bivariate analysis, conducted to explain the complex relationship between one element with other elements.
- The result of data processing of in this Public Satisfaction Survey toward East Java Food Security Authority which involved 59 respondent with 9 element satisfactions indicators, shows result as follows:

Table 3:- Average Value Of Each Element Of Service

No	Element of Services	Average Element Value
1	Requirements	3.068
2	System, Mechanism and Procedur	3.220
3	Completion time	3.441
4	Cost/Rate	3.407
5	Product Specification and Type of Service	3.678
6	Competency	3.508
7	Behaviour	3.576
8	Complaint Handling, Feedback and Suggestion	3.322
9	Facilities and Infrastructure	3.627

Among the 9 elements, the average value of the lowest element is on the *Requirement* element with a value of 3.068. The low rating of respondents to the element of the Terms of Service compared to 8 other elements of public service is possible, because the *Requirements* in obtaining product service at the East Java Food Safety Authority (OKKPD) is still considered burdensome the respondent.

In providing services, East Java Food Safety Authority (OKKPD) enforces the Administrative Requirements and Technical Requirements. Both requirements have been in accordance with the standards and set the East Java Food Safety Authority (OKKPD) can not tolerate the lack of product service requirements. In the registration and certification services of Plants Based Food Ingredients (PSAT), technical requirements are often become a

problems when it was undertaken by the local businessman. This problem has come up because the local businessman are not ready with technical requirements.

Value for Services Unit Indexing The value for services unit indexing is obtained through the following calculation:

$$(3.068 \times 0.111) + (3.220 \times 0.111) + (3.441 \times 0.111) + (3.408 \times 0.111) + (3.678 \times 0.111) + (3.508 \times 0.111) + (3.576 \times 0.111) + (3.322 \times 0.111) + (3.627 \times 0.111) = 3.424$$

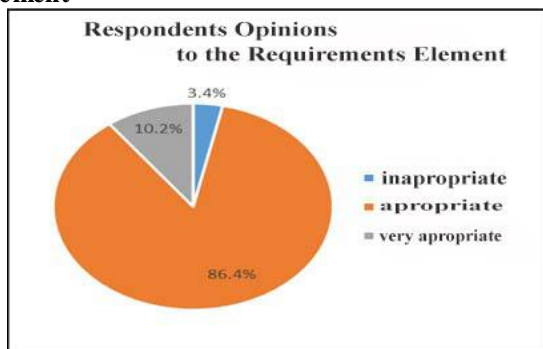
Thus can be concluded as follows:

- a. Public Satisfaction Survey (*SKM*) value after converted = $3.424 \times 25 = 85.60$
- b. Quality of Service = **B**
- c. Unit of Services Performance = **Good**

Results of Survey Analysis:-

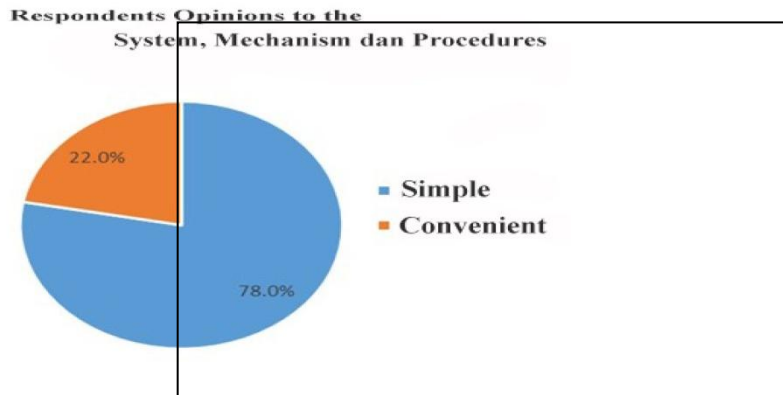
Result analysis of each element using SPSS tool is as follows:

Requirement



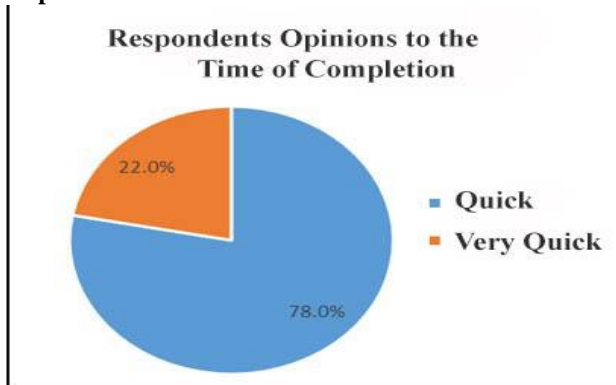
In terms of requirements, the answers given by the respondents regarding the suitability requirements that must be met with the type of service provided by the East Java Food Safety Authority (*OKKPD*) are; 2 respondents stated inappropriate, 51 respondents stated appropriate and 6 respondents stated very appropriate

System, Mechanism dan Procedures



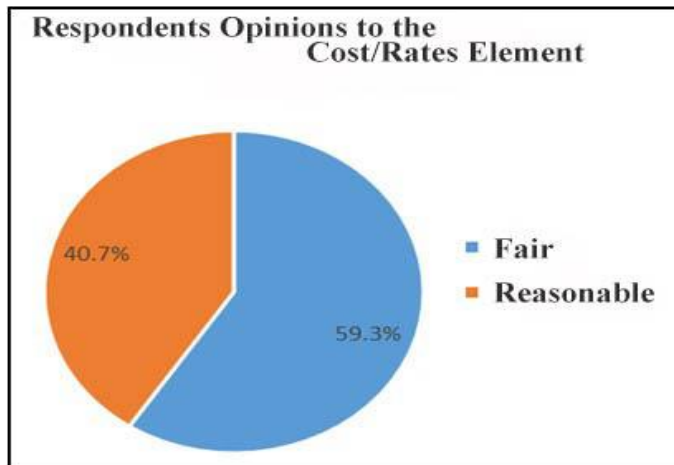
In the elements of the system, mechanisms and procedures, the answers given by respondents related to the ease of service procedures in the East Java Food Safety Authority (*OKKPD*) are; 46 respondents stated simple and 13 respondents stated convenient.

Time of Completion



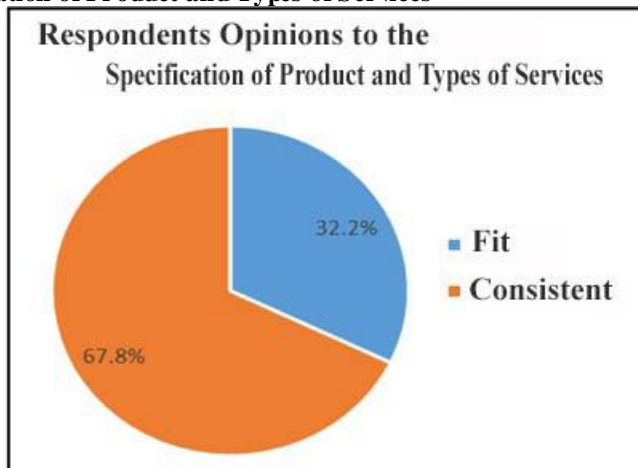
In the element of completion time, the answers given by respondent related to the speed of service time in the East Java Food Safety Authority (OKKPD) were 33 respondent stated quick dan 26 respondents stated very quick.

Cost/Rates



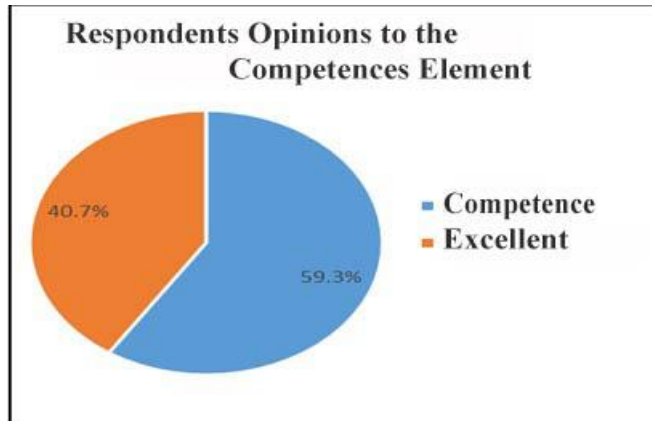
In the cost/rates element, the answer given by the respondent related to the fairness of the cost / rates in service of East Java Food Safety Authority (OKKPD) Authority are; 35 respondents stated fair and 24 respondents stated reasonable.

Specification of Product and Types of Services



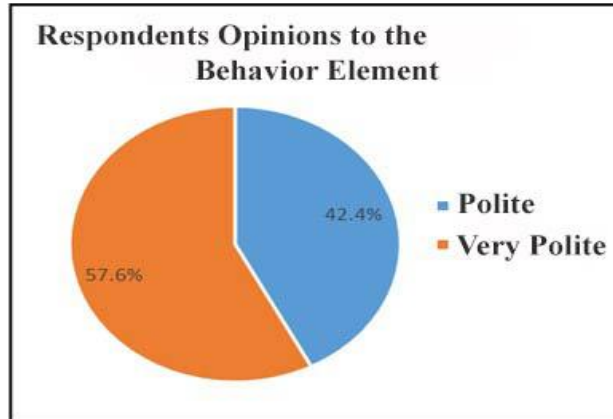
In the element of Specification of Product and Types of Services, the answers given by respondents related to the suitability of service products in East Java Food Safety Authority (OKKPD) related to the specification of product and types of services are; 19 respondents stated fit and 40 respondents stated consistent.

Competences



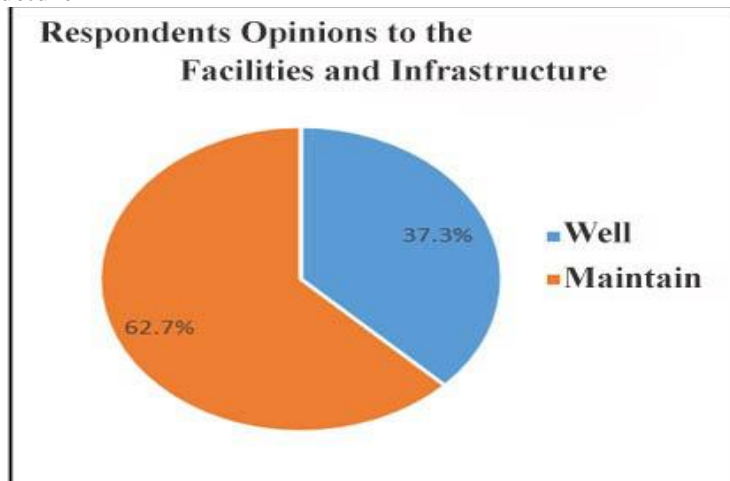
In the competence element, the answers given by the respondents related to the competence (knowledge, skills and competences) in East Java Food Safety Authority (OKKPD) are; 29 respondents stated competent and 30 respondents stated excellent.

Behavior



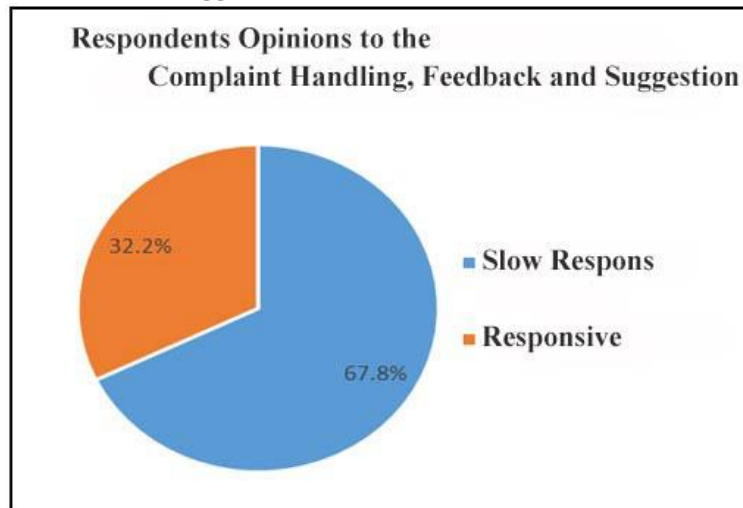
In the element of behavior, the answers given by respondents related to the attitude of the Regional Food Safety Competency Authority in East Java to provide service is 25 respondents declared politely and 34 respondents said very polite.

Facilities and Infrastructure



In the element of facilities and infrastructure, the answers given by respondents related to the quality of facilities and infrastructure in the East Java Food Safety Authority (*OKKPD*) are; 40 respondents stated well and 19 respondents stated maintain.

Complaint Handling, Feedback and Suggestion



In complaint handling element, feedback and suggestion, answer given by the respondent are; 40 respondents declared slow respons and 19 respondent stated responsive.

Conclusion:-

Based on the results discussed in the previous chapter, the conclusions of this study are:

1. Among the nine elements that lowest value is in the element of "*Requirements*" which at 3.068 values level, the low assessment of respondents on the element of *Requirements* is still burdensome felt by the respondent, but the East Java Food Safety Authority (*OKKPD*) has been in accordance with the existing regulations. And it shows that other elements such as System, Mechanism and Procedur, 3.220; Completion time, 3.441; Cost/Rate, 3.407; Product Specification and Type of Service, 3.678; Competency, 3.508; Behaviour, 3.576; Complaint Handling, Feedback and Suggestion, 3.322; and, Facilities and Infrastructure, 3.627 are still at the Average Level of Value Assessment
2. In general, service performance in East Java Food Safety Authority (*OKKPD*), based on Community Satisfaction Survey Value after converted is 85.60 this indicates that the quality of service is in category "B" with the performance of service unit was at the "Good" level.

Recommendation:-

Based on the conclusions in the previous sub-chapter, there are some recommendations proposed by researchers, namely:

1. Highly perceived service elements must be maintained in quality, or even to be optimized.
2. To improve the service performance, the improvement is focused on the service element which gets low perception, but also the need of the related coaching institution to help the business actor customer to prepare the requirement for the service product which is not to be felt burdensome anymore.
3. Measuring the level of community satisfaction on the performance of East Java Food Safety Authority (*OKKPD*) should begin every six months. The results of the Public Satisfaction Survey for the performance of East Java Food Safety Authority (*OKKPD*) (*OKKPD*) are the results that show the level of achievement and performance in providing services to the community. This result should become as motivation in structuring system, mechanism and service procedure so that service can be more efficient and effective in the future.

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