

Customer Satisfaction: The Role of Excellent Service Factors at Bale Madukara Purwakarta Public Service Mal

Widiya Avianti^{1*}, Dissy Fitria²

^{1,2}Department of Management, Sekolah Tinggi Ilmu Ekonomi Wibawa Karta Raharja, Indonesia

Correspondence: Widiya Avianti (widiya.stiewibawakartaraharja@gmail.com)

Received: 02-07-2023, Revised: 23-08-2023, Accepted: 01-09-2023, Published: 15-09-2023

ABSTRACT

One of the causes of weak public services is the low performance of public services as measured by the criticism given by the public regarding the slow service process. There is an additional factor that contributes to the cause of weak public services, namely that the government in offering this type of public assistance is overly regulated towards formal implementation and responsibility. Quantitative methods were applied for this study by conducting associative field research. Services excellent at the Bale Madukara Public Service Mal (MPP) in Purwakarta is the focus of this associative research. The results of this study indicate that partially the independent variable, namely Service Excellent, affects the dependent variable, namely Customer Satisfaction at the Bale Madukara Purwakarta Public Service Mal (MPP) and simultaneously Services Excellent affects Customer Satisfaction at the Bale Madukara Purwakarta Public Service Mal (MPP). And the most dominant indicator of services excellent that affects customer satisfaction is the "Appearance" indicator. Visitors who come to MPP Bale Madukara Purwakarta are satisfied with the services provided in terms of the appearance of the employees who are clean and neat.

Keywords: Service Excellent, Customer Satisfaction, Public Service Mal

JEL Classification: G25, G30, R53



1. INTRODUCTION

The concept in the implementation of service excellence obtained by customers, that the important indicators of a service are adjusted to the costs charged and the benefits received, Pitaloka & Avianti (2023). The guarantee of public services for citizens is regulated by Undang-Undang Number 25/2009 Pasal 1 on public services, which states public services as activities to fulfil the service needs of citizens and residents for goods, services, and/or administrative services from public service providers in accordance with statutory regulations. Public services have an important role in interaction with society, contributing to good governance in Indonesia. This is evidenced by three main reasons: first, public services are the space for interaction between government and non-government organisations; second, public services allow aspects of good governance to be implemented more easily; third, public services have a significant effect on three components of governance - the general public, the market system, and the government itself. Improved public service delivery supports good governance through three main factors: interaction with non-government organisations, aspects of good governance, and influence on governance components. Ningsih et al. (2020) mentioned that services excellent depends

on the factors of employee understanding and awareness, regulation, organisation, income, employee skills, and facilities that support service operations.

The government has the primary responsibility for providing public services to the community and needs to endeavour to improve service standards on an ongoing basis. Public services must be professional, effective, efficient, responsive and adaptable to strengthen individual and community capacity. The quality of public services can be measured by customer satisfaction, and services excellent must exceed customer expectations. Improving service quality requires measuring satisfaction, assessing performance, and improving the service environment. Factors such as slow service processes, an overemphasis on formal regulations, and a lack of focus on service quality and outcomes can lead to weak public services. The government needs to continuously improve service quality in line with its core mission to serve the people. Public organisations also need to focus on service innovation to maintain relevance and support economic development.

Service excellence involves aspects of attitude, attention, action, ability, appearance, and responsibility, and this service must be in accordance with the needs and desires of customers. Public services should maximise availability and focus on service principles that promote customer satisfaction. The improvement and transformation of public services, as demonstrated by the Bale Madukara MPP, must address issues such as confusion in service procedures, illegal levies, and the inability of employees to provide service excellent. Improved public services also require convenient facilities such as waiting rooms and adequate parking for visitors. Improving public services requires continuous efforts to fulfil community needs and increase customer satisfaction.

Based on data from MPP Bale Madukara, the number of employees placed by agencies is small, at most only 6 employees. The minimal number of employees in each agency that opens the service results in obstacles in the service process itself. The competence of service provider employees must have relevant skills, knowledge, and expertise for the responsibilities. The service process will undoubtedly be hampered.

2. LITERATURE REVIEW

It is important to remember that the company's goal is to provide the best service (excellent) to satisfy customers. The number of products or services that the company wants within a certain period of time is a good indicator of customer satisfaction. Ningsih et al. (2020), explained that service excellence can be carried out properly in accordance with community expectations if supporting factors are met such as the understanding and awareness factors of employees or officers working in public services, regulatory factors that function as the basis for service work, organizational factors that turn into systems and drive service mechanisms, income factors to meet life needs, employee or officer skills, and facilities that support service operations. The smooth implementation of services is highly dependent on the ability of officers in it who can work expertly, effectively and efficiently.

According to the opinion of Tjiptono (2017) in Suhartono et al. (2020), customer satisfaction can be determined by determining whether service quality meets customer needs. The relationship between services excellent and customer satisfaction can be shown in several ways:

1. Companies can increase customer satisfaction and reduce customer dissatisfaction with superior service.
2. Customers will reduce their expenses as a result of cost reduction at the lowest point if the best service shows high customer satisfaction.

Service Excellence in this study as a variable (X) has indicators: Attitude, Attention, Action, Ability, Appearance, Responsibility explained by Barata (2022), while Customer Satisfaction as variable (Y) has Indicators: Conformity, Expectations, Interest in Revisiting, Willingness to recommend delivered by Indrasari (2019).

3. METHODS

Quantitative methods are applied for this research. Sugiyono (2016) explains that positivism-based quantitative research techniques are used to assess quantitative or statistical data to test hypotheses by studying certain populations or groups. The independent variable in this study is Services excellent as variable X using a Likert scale and the following indicators: Attitude, Attention, Action, Ability, Appearance, Responsibility, Accountability. Meanwhile, the independent variable or variable Y in this study is Customer Satisfaction using a Likert scale and the following indicators: Conformity of Expectations, Interest in Revisiting, Willingness to Recommend. The sample and population included in this study are people who use services at MPP Madukara Purwakarta during the fourth quarter of 2022 as many as 23,083 people.

There are several techniques used in obtaining and collecting the necessary data in this study as follows: The literature method, books, print journals, online journals, and other references relevant to the topic of the variables studied are all included in the preparation of the theoretical study. The whole thing is through field methods in the form of observation and distributing questionnaires.

4. RESULTS AND DISCUSSION

The results of the validity test of each statement of each of the Service Excellence and Customer Satisfaction variables have been declared valid, thus the results of the Reliability Test presented in Table 1 show that each indicator of the variable service excellence and customer satisfaction was obtained Cronbach Alpha value > 0.60. Thus the variables in this study are declared reliable.

Table 1. Results of the Reliability Test

No.	Variable	Alpha Cronbach	Description
1	Services Excellent	0,807	Reliabel
2	Customer Satisfaction	0,795	Reliabel

Source: Data Processed (2023)

The significance value of the Kolmogorov Smirnov normality test in this study shows the result of 0.105, with a significance level of 0.105 far above the 0.1 threshold. The regression model of this study is normally distributed, so this conclusion applies. Furthermore, the Heterocedacity Test is presented in Table 2 as follows:

Table 2. Heterocedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,464	2,123		2,574	0,012
Services Excellent	-0,064	0,043	-0,149	-1,489	0,140

Source: Data Processed (2023)

The results presented in table 2 show that the significance value of the Glejser test for the independent variables is more than 0.1, indicating the absence of heteroscedasticity in this study. The linearity test results show that the Sig. deviation from linearity value is 0.971 > 0.1. So it can be concluded that there is a linear relationship between service excellent and customer satisfaction. The Durbin-Watson value in this correlation test is 1.520. This score is still between the range of 1.5 and 2.5, which indicates that there is no autocorrelation in the data used in this analysis. The formula for simple regression is as follows:

$$Y = a + bx + e$$

$$Y = 4,849 + 0,668 x + e$$

1. The constant value of 4.849 is positive, which means that without adding the service excellence variable, the value of customer satisfaction will be constant or fixed.
2. The regression coefficient value of Service Excellence (X) of 0.668 is positive, which means that if the more stable or the more services excellent is improved, customer satisfaction will also increase. The assumption made is that the customer satisfaction variable will grow by the coefficient if the service excellent variable increases by 1 unit.

In the Determination Coefficient Test, the R-Squared obtained is 0.511, which is consistent with the data. This shows that services excellent accounts for 51.1%, which means a moderate relationship of the variance of customer satisfaction. Meanwhile, the remaining 48.9% may be due to elements ignored during the analysis or irrelevant to the model. Based on the calculations, the correlation value of services excellent is 0.715 in the interval 0.60-0.79. So it can be concluded that the level of strength of the relationship between services excellent and customer satisfaction has a strong level of relationship (Sugiyono, 2016). The t-value that has been calculated for all possible combinations of independent variables, and the significance level for this combination, at the 10% significance level, is 1.66055. Since $t_{\text{count}} (10.115) > t_{\text{table}} (1.66055)$, and Sig. (0.000) 0.1, we can conclude that key services are provided. In other words, providing outstanding service is a contributor to satisfied customers. The F value obtained for this study is 102.323, and the corresponding P value is 0.000 (p 0.1), indicating that the regression used in this study is a good model and can be used for prediction.

1. Service Excellent variable

The results show that the highest average value of the statement is 4.34 in the statement in the Appearance indicator which states "Service officers at the Bale Madukara Purwakarta Public Service Mal (MPP) use clean and neat clothes".

2. Customer Satisfaction Variable

Of the many statements, it shows that the highest average value of 4.50 is in the Interest in Revisiting indicator which contains "I am interested in returning to the Bale Madukara Purwakarta Public Service Mal (MPP) because there are many types of services that can be served".

5. CONCLUSION

Service Excellent (X) partially has a positive and significant effect on Customer Satisfaction (Y) at the Bale Madukara Purwakarta Public Service Mal (MPP). Optimal services excellent will increase customer satisfaction at the Bale Madukara Purwakarta Public Service Mal (MPP). Conversely, non-optimal Services excellent will reduce Customer Satisfaction at the Bale Madukara Purwakarta Public Service Mal (MPP). The most dominant indicator of services excellent that affects customer satisfaction is the "Appearance" indicator. Visitors who come to MPP Bale Madukara Purwakarta are satisfied with the services provided in terms of the appearance of the employees who are clean and neat.

Recommendations that companies or institutions can consider when making policy decisions in the future: (1) Considering that service excellent variables have been carried out at MPP Bale Madukara Purwakarta, but it is still lacking to realize optimal service excellent in order to realize customer satisfaction and MPP Bale Madukara Purwakarta needs to maximise its services by improving employee communication skills, smiling employees, increasing employee courtesy will make customers comfortable, employee sensitivity to each customer needs to be improved, showing sincerity in listening to and understanding customer desires, providing good service for every customer need, and always being sensitive to customer feelings, especially those related to customer satisfaction. (2) Employee appearance needs to be prioritised by MPP Bale Madukara Purwakarta because this indicator is proven to have the greatest influence on customer

satisfaction. Efforts that can be made to improve this indicator include providing more than one uniform to change every day.

REFERENCES

- Abdullah, M. (2014). *Manajemen dan Evaluasi Kinerja Karyawan*. Yogyakarta: Penerbit Aswaja Pressindo.
- Batlajery, S., & Alfons, M. E. (2019). Analisis Pelayanan Prima Terhadap Loyalitas Pelanggan Pada Hotel Megaria. *MUSAMUS Journal Of Business & Management*, Vol 11, No 1.
- Bintoro dan Daryanto. (2017). *Manajemen Penilaian Kinerja Karyawan*. Cetakan 1. Yogyakarta : Gava Media.
- Daryanto dan Setyobudi. (2014). *Konsumen dan Pelayanan Prima*. Yogyakarta: Gava Media.
- Dewi, T. U., & Nugroho, P. N. (2020). Pengaruh Customer Experience Terhadap Customer Satisfaction Dan Customer Loyalty Institut Francais Indonesia Di Surabaya. *Jurnal Teknologi dan Terapan Bisnis (JTBTB)*, 32.
- Ferawati, I., Susianti., Ajabar., Herlina. (2020). Peranan Pelayanan Prima Terhadap Kepuasan Masyarakat Di Kantor Kecamatan Prabumulih Timur. *Jurnal Inovasi Bisnis dan Akuntansi*, Volume 1 No 2.
- Gusriyal, & Ajidin, A. (2022, Juni). Analisis Faktor-faktor Kepuasan Masyarakat Terhadap Pelayanan Publik. *Jurnal Ekonomi, Bisnis dan Manajemen (EBISMEN)*, 1(2), 46-59.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan*. Surabaya: Utomo Press.
- Kasmir. (2017). *Customer Service Excellent Teori dan Praktik*. Jakarta: RajaGrafindo Persada.
- Kasmir. (2017). *Manajemen Sumberdaya Manusia Teori dan Praktik*. Depok: PT RajaGrafindo Persada.
- Laia, O. (2021). Pengaruh Pelayanan Prima Terhadap Kepuasan Masyarakat Pada Dinas Kependudukan Dan Pencatatan Sipil Kota Gunungsitoli. *Jam Pembnas*, Vol. 8 Nomor 1 Juni.
- Malayu S.P Hasibuan. (2019). *Manajemen Sumberdaya Manusia*. Bandung: PT Bumi Aksara.
- Matantu, R. N., Tampi, D., & Mangindaan, J. (2020). Kualitas Pelayanan Terhadap Kepuasan Konsumen Hotel Gran Puri Manado. *Productivity*, Vol 1 No. 4.
- Musa, H. (2022). Pengaruh Kualitas Pelayanan Kesehatan Terhadap Kepuasan Pasien Pada Klinik Citra Utama Palembang. *Jiipits*, 1(1), 9-21.
- Ningsih, N. P., Purwanto, K., & Wiska, M. (2020). Pengaruh Pelayanan Prima dan Kepuasan Masyarakat Terhadap Kinerja Pegawai dalam Proses Pembuatan E-KTP. *International Journal of Management and Business*, Vol.1 Nomor 2, 45-51.
- Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia No.23/2017 on the Organisation of Public Service Mal.
- Pitaloka, E., & Avianti, W. (2023). Customer Satisfaction Surveys On Organization Of Indonesian Food and Drug Authority. *Jurnal Riset Bisnis dan Manajemen*, 16(1), 7-11.
- Prihandoyo, C., Juwari, & Iriyanti, A. G. (2021, September). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pasien Klinik Henny Dental Care. *Jurnal Geoekonomi*, 12(02), 167-179.
- Priyatno, D. (2013). *Analisis Korelasi, Regresi, dan Multivariate Dengan SPSS*. Yogyakarta: Gava Media.
- Rahayu, S., Haryanto, & Alzaytun, N. I. (2022). Standar Pelayanan Publik Kecamatan Pasar Kemis Kabupaten Tangerang. *ADIMAS : Adi Pengabdian Kepada Masyarakat*, Vol. 3 No. 1 November.
- Rahmadania, R., & Khalid, J. (2021). Pengaruh Kualitas Pelayanan, Servicescape dan Lokasi Terhadap Keputusan Berobat Pasien Rawat Jalan di Rumah Sakit Harum Sisma Medika. *Majalah Ilmiah Panorama Nusantara*, 16(2), 1-15.
- Rasyid, H. A., & Indah K, A. T. (2019). Analisis Kualitas Pelayanan dan Brand Image

- Terhadap Minat Kunjungan Ulang Pasien Klinik Bidan Marlina. *Perspektif*, 17(1), 7-16.
- Raziawati, F. S., & Ma'rup, L. E. H. (2021). Pengaruh Pelayanan Prima Terhadap Kepuasan Nasabah Di PT BPR Kerta Raharja Bandung. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, Vol 5, No 2.
- Riofita, H. (2018, Mei). Analisis Pelayanan Prima dan Kualitas Pelayanan Badan Pelayanan Perizinan Terpadu Provinsi Riau. *Jurnal Pendidikan Ekonomi, Manajemen dan Keuangan*, Vol 2, No 1, 29-48.
- Ristiani, I. Y. (2020). Manajemen Pelayanan Publik Pada Mall Pelayanan Publik di Kabupaten Sumedang Provinsi Jawa Barat. *Coopetition: Jurnal Ilmiah Manajemen*, Vol X1 No. 2 Juli.
- Sarkawi, D., Oktaviani, A., Priadi, A., & Khansa, T. (2018). Analisis Pelayanan Prima Atas Kepuasan Konsumen Pada Apotek K24 Bambu Apus Jakarta Timur. *JURNAL PETIR*, Vol 11, No 2.
- Silvia, F. (2018). Pelayanan Prima Dan Kepuasan Pelanggan Di Kantor Pelayanan Perbendaharaan Negara (KPPN) Makasar II. 5.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, R & D*. Bandung: CV Alfabeta.
- Suhartono, Azizah, E. P., Hakim, L., & Hartanti. (2020). Hubungan Pelayanan Prima Dengan Kepuasan Pelanggan PT Kereta Api Indonesia (PERSERO) Pada Stasiun Pasar Senen Jakarta. *Jurnal Administrasi Publik*, Volume 5 Nomor 3.
- Suhartoyo. (2019). Implementasi Fungsi Pelayanan Publik dalam Pelayanan Terpadu Satu Pintu (PTSP). *Administrative Law & Governance Journal*, Volume 2 (Issue 1).
- Sulastri, L. (2014). *Manajemen Sebuah Pengantar Sejarah, Tokoh, Teori, dan Praktik*. Bandung: La Goods Publishing.
- Suryani dan Hendrayadi. (2015). *Metode Riset Kuantitatif*. Jakarta: Prenamedia Group.
- Syara, A.R & Handayani, S. (2020). Analisis Pengaruh Dimensi Pelayanan Prima Terhadap Kepuasan Nasabah Tabungan BRI Kantor Cabang Kendal. *Majalah Ilmiah*, Vol 8, No 2.
- Tjiptono, F. (2014). *Pemasaran Jasa (Prinsip, Penerapan, Penelitian)*. Yogyakarta: Andi.
- Trisnawati, R., Fathorrahman, & Pradiani, T. (2023). Pengaruh Kualitas Pelayanan, Fasilitas dan Brand Image Terhadap Kepuasan Pasien di Klinik RH Medica Malang. *Bursa: Jurnal Ekonomi Dan Bisnis*, 2(1), 70-79.
- Undang-Undang No. 25/2009 Pasal 1 about Public Services.
- Utami, I. T. (2021, Oktober). Analisis Pelayanan Prima Terhadap Loyalitas Nasabah Bank BCA Cabang Green Garden Jakarta. *Jurnal Sekretari & Administrasi (Serasi)*, Volume 19, Nomor 2, 37-50.
- Widiawati, K. (2020, September). Analisis Implementasi Pelayanan Prima Sekretaris Perusahaan Bagi Pelanggan Internal Pada Perum Jamkrindo Jakarta. *Jurnal Administrasi dan Kesekretarisan*, Volume 5, Nomor 2.
- Widiawati, K., & Santoso, N. E. (2021). Impelementasi Pelayanan Prima Resepsionis Pada PT Citra Heavy Industries. *Jurnal Sekretari & Administrasi Serasi*.