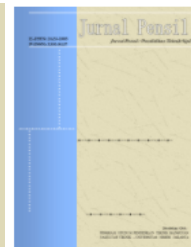


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## COMMUNITY SATISFACTION INDEX (SMI) REPORT AT SMKN 1 CIBINONG

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### Abstract

The purpose of this study was to determine and analyze the level of community assessment of the performance of learning services at SMKN 1 Cibinong Bogor. As it is known, Vocational High Schools (SMK) can be viewed as an institution that offers services in the form of education processes, especially education services as a continuation of first-level education (SMP) and graduates of Madrasah Tsanawiyah (MTs). The main goal of a service agency is how its customers get the satisfaction they expect. When observed. The main customers of a Vocational High School (SMK) are students and parents of students. Therefore it can be said that the satisfaction of parents and students in general and the wider community in general is a priority that must be put forward. With regard to the services offered by SMKN 1 Cibinong, the obligation to carry out education and teaching is the most important activity and is directly related to students. To find out how the service performance of SMKN 1 Cibinong in implementing education and teaching will be measured by how the satisfaction of students who take part in learning activities. The method carried out is by surveying students and conducting the survey referring to the Regulation of the Minister for Administrative Reform and Bureaucracy No. 16 of 2014 concerning Guidelines for Survey of Community Satisfaction on Public Service Delivery. To obtain the Community Satisfaction Index (IKM) value the following formula is used:  $IKM = (\text{Total of Perceived Value per Element} / \text{Total Elements filled in}) \times \text{Weighted Value}$ . Meanwhile, to obtain the conversion value of the IKM result from the Service Unit IKM Value  $\times 25$ , the result for the Community Satisfaction Index (IKM) Value of SMKN 1 Cibinong in 2017 is 81.88 with Service Quality B and Service Unit Performance Good.

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**Keywords:** Public Satisfaction, Community Satisfaction Index, Vocational High School

## **Introduction**

The role played by public services in national government and administration is seen as very vital (Kumasey, 2014). However, government officials' administration of public services, especially those concerning the fulfillment of civil rights and basic needs, is still not under the demands and expectations of the community. Which civil rights are absolute and must be granted in every civilized society (Tushnet, 1991). At the same time, basic rights come from the community's basic needs (Facio, 1995). The slow service to solving problems in the community makes the public feel dissatisfied with local authorities (Meissner et al., 2018). This dissatisfaction can be seen, among others, from the number of complaints submitted by the community directly to the service unit, regarding the system and service procedures that are still convoluted. From the government's point of view, public service is the key to opening the door for the general public (Kleinnijenhuis & Van Hoof, 2008).

Many complaints were also conveyed indirectly through the mass media (Rahmad et al., 2022). Politicians, journalists and citizens are increasingly expressing their concerns about the declining level of trust in government and the detrimental effect it has on government and societal cohesion (Bouckaert & Van de Walle, 2003). Not apart from the failure of the government to understand the prevailing trends in society, citizens' demands for high-quality public services that they rely on in their daily lives can also pose a threat to society (Pestoff, 2018). In line with the increasing awareness of the nation, state, and society. As for the demands for reform of government administration and fulfillment to get services that are the community's rights and vice versa, the apparatus is also obliged to reasonably provide services and protection to the community. The community service gap can result in low public trust in both the government and companies (Marlin-Tackie et

al., 2020). Because the level of public satisfaction with the government is in line with the level of trust in the government (Christensen et al., 2020).

Public services by government officials are the embodiment and function of the state apparatus as public servants and state servants (Utami & Suryanto, 2013). Public service performance management is associated with higher citizen trust and satisfaction with local government (Beerli et al., 2019). In this context, the community is the leading actor of development. At the same time, the government is obliged to direct, guide, and create an atmosphere that supports the community's activities. Administrative responsibility is a core area of government administrative ethics (Zhi-zeng, 2008). In today's condition, the state apparatus is required to be better able to improve its performance (excellent service) and is expected to formulate concepts or create a conducive climate. So that development resources can be a driving force for accelerating the realization of community satisfaction. Customer satisfaction represents a modern approach to quality in companies and organizations and serves the development of genuinely customer-focused management and culture (Mihelis et al., 2001). Satisfaction in question is the need for competence, which involves success in challenging tasks; the need for autonomy, which involves the experience of choice and feeling like an initiator of one's actions; and the need for relatedness, which involves the formation of mutual respect and dependence on others (Volodina et al., 2019). Then how can community activities and government activities be synchronized, supported, and completed in a single step towards achieving national development goals?

Nowadays, people are increasingly aware of the importance of quality education, resulting in increased demands from society for the quality of an educational institution (Putra et al., 2018). As part of the societal superstructure, educational institutions have a

crucial role in society's political and ideological development (Tsang, 2000). One of the public educational institutions in the community is vocational education, or what is commonly referred to as Vocational High School (SMK). SMK is useful for transmitting knowledge that can be exploited to participate in the market (Moodie, 2002). SMKN 1 Cibinong is an institution that provides educational services for the community in the Bogor Regency and surrounding areas.

The primary purpose of a service agency is how its customers obtain service satisfaction under their expectations. One aspect that is assessed is friendliness in guest service. To provide friendly service, employees need a thorough understanding of what will please guests (King, 1995). Another thing that affects customer satisfaction is transparency (Syardiansah, 2017). Transparency can increase customer satisfaction, then the next measure of customer satisfaction needs can be built based on the level of transparency (Khosroshahi et al., 2019). Likewise, SMKN 1 Cibinong expects its guests or customers to be satisfied with the services that have been provided so far. SMKN 1 Cibinong is also a government institution (Yeti, 2012). Where the majority of the workers are government employees who receive performance allowances, so a performance evaluation needs to be done (Murgianto et al., 2016).

With regard to the services offered by SMK, the obligation to carry out education and teaching is the most essential activity that is directly related to students. Thus, student satisfaction has become a significant issue for the institution and its management (Douglas et al., 2006). To find out how the service performance of SMKN 1 Cibinong in carrying out education and teaching will be measured by how satisfied the students are who take part in the learning.

The main objective of public service should focus on creating civic opportunities by establishing trusting relationships with public members (Denhardt & Denhardt,

2015). This research is important because citizens are the primary beneficiaries of public services and are directly affected by administrative impartiality (Suzuki & Demircioglu, 2021). Citizen participation in public administration and policy also helps gain public service preferences and improve government performance (Ma, n.d.). When observed, the main customers of a vocational high school (SMK) are students and their parents. Therefore, it can also be said that the satisfaction of parents and students in particular and the wider community, in general, is a priority that must be put forward.

The research conducted is related to the Community Satisfaction Index (IKM) of SMKN 1 Cibinong. SMI is the level of one's feelings after comparing the performance / results he feels with expectations (Sari et al., 2021). IKM in this research is the second time so that the implementation of the first IKM research can be a reference in carrying out this second research. The IKM research that was carried out in 2012 with the title Report on the Results of the Community Satisfaction Index (IKM) on Public Services at SMKN 1 Cibinong in 2012. The research team on the IKM research on Public Services at SMKN 1 Cibinong in 2012 consisted of 3 people, namely Meisye Yeti, Umi Kulsum and Nurdin.

The research problem raised is how the community evaluates, especially the parents of students. The involvement of parents of students is very important because it is in accordance with educational policies and ideals (Saltmarsh et al., 2015). In particular, the involvement of parents in the assessment of the 14 Service Aspects contained in the annex to the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 16 of 2014 concerning Guidelines for Community Satisfaction Surveys on the Implementation of Public Services (NEGARA et al., 2014). The 14 aspects of the service are: Focus on students, Service procedures, Clarity of service officers, Discipline of service officers, Responsibilities of service officers, Ability of

service officers, Speed of service, Justice in getting services, Courtesy and friendliness of officers, Fairness of service fees, Certainty service costs, certainty of service schedule, environmental comfort and service comfort. Because the Ministerial Regulation covers all aspects that must be reviewed, the problems that become the object of research are all 14 aspects of the service. input policy makers (Taylor & Tyler, 2012).

## **Research Methods**

This research is a descriptive type using the analysis of the Community Satisfaction Index with the data results in the form of numbers. Descriptive method is defined as a research method that provides a sentence for a set of products (Stone et al., 2008). The research was conducted at SMKN 1 Cibinong, Bogor Regency, from March to May 2017. The sampling technique used was non-probability sampling with accidental sampling type. Accidental sampling is a nonprobability or nonrandom sampling in which members of the target population meet specific practical criteria (Etikan et al., 2016). Data collection techniques were carried out through observation, documentation, and questionnaires or questionnaires. The observation technique is considered suitable for use in this study because the data collected can involve the personality of the research object (Khakimova, 2019). The questionnaire method was also used to obtain data based on facts in the field (Arianto et al., 2019).

Statistical analysis used is validity test and reliability test. Test the validity using the Pearson Product Moment formula. Pearson's Product Moment was chosen to test the consistency index for respondents' answers (Di Fabio, 1987). While the reliability test uses the Cronbach's Alpha formula. The estimate of Cronbach's alpha (often denoted by the lowercase Greek letter alpha) was interpreted to estimate the proportion of variance in the questionnaire scores related to the variance of the correct scores (Brown, 2002)

The results of this instrument are expected to be able to identify the performance of Educators and Education Personnel as well as all existing facilities and infrastructure at SMKN 1 Cibinong. Especially in the 14 Service Aspects contained in the attachment to the Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 16 of 2014 concerning Guidelines for Community Satisfaction Surveys on the Implementation of Public Services.

The subjects or respondents in this study were parents of students from the State 1 Cibinong Vocational High School (SMK). Determination of respondents in this study using *random sampling*, namely selecting respondents randomly, in all classes starting from class X, XI and XII. Random sampling was chosen because it is common in public opinion polls (De Rada). In this study, the measurement sample was 88 parents of students from 2091 students at SMKN 1 Cibinong. The object of measurement of this research is all educators and education staff, facilities and infrastructure in Vocational Schools.

The results of this IKM will identify the performance of Educators and Education Personnel and all existing facilities and infrastructure at SMKN 1 Cibinong. Especially in service procedures, service requirements, officer clarity service, the discipline of service officers, the responsibility of service officers, the ability of service officers, speed of service, justice in getting services, courtesy and friendliness of officers, the reasonableness of service costs, the certainty of service costs, the certainty of service schedules, environmental comfort, and convenience of services provided to students can be detected through measurements in this study.

## **Results and Discussion**

Test The validity and reliability test used in this study is the validity test of the question item, namely the *Pearson Product Moment* assisted by the SPSS Program, while the reliability test using the *Cronbach Alpha*. Validity and reliability testing of the questionnaire was carried out with the aim of getting a valid and reliable questionnaire, so that it will be able to measure something to be measured and get the consistency of respondents' answers.

The validity and reliability tests were processed using *the Statistical Package for Social Sciences (SPSS) for windows ver. 16*. SPSS (now officially "IBM® SPSS® Statistics") is a commercially distributed software suite for data management and statistical analysis (Frey, 2017). SPSS software is used because it is able to analyze data very quickly and easily, no programming needed (Milovanović & Perišić, n.d.). The questionnaire in this study consisted of 14 (fourteen) parts, namely the first part asked about the characteristics of the Service Procedure, and the second part asked about the Service Requirements, the third part asked

the Clarity of the Service Officer, the fourth part asked about the Discipline of the Service Officer, the fifth part asked the Responsibilities of the Service Officer, the sixth part Asking about the ability of service officers, the seventh part asks the speed of service, the eighth part asks about the fairness of getting services, the ninth part asks the politeness and friendliness of the officers, the tenth part asks the fairness of the service fee, the eleventh part asks about the certainty of the service fee, the twelfth part asks the certainty of the service schedule, the thirteenth part asked about Environmental Comfort, the fourteenth part asked about Environmental Safety.

Based on the results of the analysis of validity and reliability using SPSS ver. 16 to 88 respondents it can be concluded that:

1. The instrument is declared valid with a percentage of 100%
2. The instrument is declared reliable with reliability in 14 elements, 6 elements have sufficient interpretation and 8 elements have good interpretations. Thus, the instrument is declared valid and reliable.

Table. 1 List of Elements, Number of Respondents, Validity, and Reliability per Questionnaire Element for IKM SMKN 1 Cibinong in 2017

No	UNSURE	N	VALID	%	RELIABILITY		INTERPRETATION
					CRONBACH ALPHA	STANDAR	
1	U1	88	88	100	0.861	0.863	Good
2	U2	88	88	100	0.787	0.788	Enough
3	U3	88	88	100	0.846	0.858	Good
4	U4	88	88	100	0.748	0.785	Enough
5	U5	88	88	100	0.670	0.686	Enough
6	U6	88	88	100	0.858	0.861	Good
7	U7	88	88	100	0.782	0.786	Enough
8	U8	88	88	100	0.779	0.785	Enough
9	U9	88	88	100	0.860	0.862	Good
10	U10	88	88	100	0.821	0.822	Good
11	U11	88	88	100	0.849	0.852	Good
12	U12	88	88	100	0.771	0.796	Enough
13	U13	88	88	100	0.892	0.902	Good
14	U14	88	88	100	0.793	0.808	Good

Measurement of the Community Satisfaction Index (IKM) at SMKN 1 Cibinong in 2017 was the second to be carried out after previously in 2012 this was also carried out. the same one. The recipients of public services provided by SMKN 1 Cibinong are students, parents, community and government and private agencies. In the 2017 measurement period, SMKN 1 Cibinong took 88 respondents. The Consumer Satisfaction Index (IKM) survey was conducted in order to assess the quality of service performance at SMKN 1 Cibinong by distributing questionnaires to parents of students. Questionnaires that have been circulated to respondents, respondents have filled in the identity of the respondents and provided an assessment of the service performance of each element, so the data obtained from filling out the questionnaire is the Community Satisfaction Index (IKM) Result Data. The value of the Community Satisfaction Index (IKM) provides an overview of the performance of public services held by SMKN 1 Cibinong as a service provider to recipients of public services at SMKN 1 Cibinong in 2017. community satisfaction with the number of 88 respondents as a sample of recipients of public services can be obtained data as described below.

The results showed that the value of the Community Satisfaction Index (IKM) for the services of SMKN 1 Cibinong, Bogor Regency was 3.27 with a conversion rate of 81.88. So the performance of public services is in the category of good service quality. The results of the 14 indicators of the Community Satisfaction Index with a range of values between 0-100, are as follows: (1) focusing on students having an IKM score of 75.75 in a good category; (2) the service procedure has an IKM score of 83.25 with a very good category; (3) the clarity of service officers has an IKM score of 80.25 with a good category; (4) the discipline of service officers has an IKM value of 78.00 with a good category; (5) the responsibility of the service officer has an

IKM score of 81.00 with a good category; (6) the ability of service personnel to have an IKM score of 82.00 with a very good category; (7) the speed of service has an IKM value of 79.50 with a good category; (8) justice in getting services has an IKM score of 85.25 with a very good category; (9) politeness and friendliness of service personnel has an IKM value of 79.50 in the good category; (10) the fairness of the service fee has an IKM value of 78.00 with a good category; (11) the certainty of service costs has an IKM value of 78.25 with a good category; (12) the certainty of the service schedule has an IKM value of 80.00 with a good category; (13) environmental comfort has an IKM value of 78.00 with a good category; and (14) service security has an IKM value of 76.00 with a good category; Keywords: Public Service, Community Satisfaction Index.

Three service indicators that fall into the very good category are: (1) service procedures have an IKM value of 83.25; (2) the ability of service personnel has an IKM value of 82.00 with a very good category and (3) fairness in getting services has an IKM value of 85.25 with a very good category.

Table 2. Average Value of Elements from Each Service Unit at SMKN 1 Cibinong in 2017

NO	Elements of Service	Average of Elements	Value of Elements	Index
1	Focus on Students	267	3,03	Good
2	Service Procedures	293,5	3,33	Very Good
3	Clarity of Service Officers	282,9	3,21	Good
4	Discipline of Service Officers	275,4	3,12	Good
5	Responsibilities of Service Officers	285,8	3,24	Good
6	Capability of Service Officers	288,9	3,28	Very

7	Speed of	279,3	3,18	Good
8	Justice	300,4	3,41	Very
9	Courtesy and Friendliness Officers	280,3	3,18	Good
10	Service Fees Fairness of Service Fees	275,4	3,12	Good
11	Certainty of Service Fees	276,3	3,13	Good
12	Certainty of Service Schedules	281,9	3,20	Good
13	Environmental Comfort	275,4	3,12	Good
14	Service Convenience	264	3,04	Good

In Table 2 is an overview of the results of the assessment of all indicators studied. There are three indicators from the fourteen research indicators that can be said to be in the very good category.

**Conclusion**

Public services organized by SMKN 1 Cibinong, Bogor Regency by taking a sample of 88 parents of students, obtained a Community Satisfaction Index (IKM) of 81.88 with the category for Quality Service B and Service Unit Performance with Good category. While the average value of IKM per service element is 3.27. From the average value of the IKM to the 14 indicators studied, there are 3 (three) service elements that have very good predicates, namely: Service Procedures, Service Officers' Ability and justice to get services, while the other 11 indicators have good categories. By looking at the value of the IKM achievements, SMKN 1 Cibinong, Bogor Regency has been able to provide good services to students, parents and the community, these achievements need to be maintained and improved again in the coming years.

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