



EVALUATION OF COMMUNITY SATISFACTION THROUGH SERVICE QUALITY SERVICES AND SERVICE DIFFERENCE BEHAVIOR AT CLASS II IMMIGRATION OFFICE TPI LHOKSEUMAWE

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ABSTRACT

This practice report aims to evaluate community satisfaction through a survey of service quality and service deviation behavior at the Immigration Office Class II TPI Lhokseumawe in order to create a new face of the immigration service bureaucracy and improve service quality related to information on requirements, procedures/flows, time for completion of tariffs/fees, infrastructure, response, consultation and complaints, as well as reducing service deviation behavior related to discrimination, fraud, gratification, extortion, and brokers. The data used in the survey of service quality and service deviation behavior at the Class II Immigration Office of TPI Lhokseumawe are primary data and interviews with several informants who are experts in their fields. The location of the practice was carried out at the Class II Immigration Office of TPI Lhokseumawe. The data collection techniques used were interviews, document studies and observation. The survey results in this practice report are 98.27 (IKM) and 99.08 (GPA) in the March period, 96.67 (IKM) and 97.90 (GPA) in the April period. 94.80 (IKM) and 92.43 (GPA) in the period of May, and 97.69 (IKM) and 99.80 (G.P.K.) in the period of June. (88.31 100.00) seen from the aspect of the Community Satisfaction Index (IKM) and from the aspect of the Corruption Perception Index (GPA).

Keywords: *evaluation, survey, bureaucracy, service quality, service deviation behavior*

1. INTRODUCTION

Community satisfaction is used as a reference for the success or failure of the implementation of programs carried out at a public service institution. A public service institution is very interested in building a conducive climate for the development of various economic enterprises. For this reason, monitoring, evaluation, and continuous improvement are needed in the provision and delivery of public services in order to satisfy the community. This is because the performance of public services has significant implications for the smoothness and success of various business activities in various economic sectors and broadly developing developments in society. Furthermore, it also has a real impact on increasing community satisfaction as well as improving the performance and competitiveness of the regional economy.

Measurement of community satisfaction is an important element in the performance evaluation process where the ultimate goal to be achieved is to provide better, more efficient, and more effective services based on community needs. A service is considered satisfactory if the service can meet the needs and expectations of the community. The quality of services provided by the current government is generally not fully in accordance with the expectations and demands of the community such as long and complicated services, requirements that are not yet simple, service officers who are not friendly, uncertainty of service time, inconvenience of service places and others. Measuring service quality is more difficult. rather than measuring the quality of goods. The popular concept of service quality is the concept of SERVQUAL (Service Quality). Even though the concept is more than twenty years old, it is still the most widely used concept worldwide in terms of service. The concept contains five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy. (Irawan, 2009).

The responsibility of the organizer to improve the quality of service is greater if the population in the working area is greater. The quality of service is very influential with increasing the quality of service in an agency. Service quality has a close relationship with community satisfaction because service quality provides an impetus to the community to establish strong ties with an agency. The service function needs to be improved to provide a sense of satisfaction for the people who come to

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the agency. An agency needs to form a joint commitment in terms of providing services to improve responsiveness, care, friendliness, and good communication to the community.

Service deviant behavior describes the occurrence of violations of the values and norms of society in an agency. There are two specific terms for this, namely Deviation and Delinquency, both of which describe the occurrence of these violations. The same meaning of the two Deviant behavior which is also commonly known as social deviation, namely behavior that is not in accordance with the values of decency or propriety, both from the point of view of humanity (religion) individually and its justification as part of social beings. Deviation is a form of noun which means deviation from established rules or accepted standards. Deviation related to sociology means a deviation that describes actions that violate social norms that apply in society. Meanwhile, delinquency is a behavior characterized by a tendency to commit crimes, especially minor crimes such as being negligent, careless, irresponsible, weak, slack, to behaving without regard to legal norms or violating criminal law. (Macionis, J.; Gerber, L, 2010).

From some of the descriptions above, there is a relationship between community satisfaction, service quality and service deviation behavior. Community satisfaction is determined by service quality and service deviation behavior, if service quality increases, community satisfaction increases, if service deviation behavior increases, community satisfaction decreases. Community satisfaction is the level of a person's positive feelings after comparing the perceived (performance or results) with his/her expectations related to the product/service while using the service or product. (Sunnyoto 2013). There are several factors that encourage someone to feel satisfied, including: product quality, service quality prices, emotional factors, cost, and convenience. (Irawan 2004).

Immigration services at several Immigration Offices are generally guided by the principles of Human Rights (HAM). The Directorate General of Immigration continues to strive to provide public services with legal certainty so that public confidence in the performance of the Ministry of Law and Human Rights can continue to increase. To achieve this hope is not an easy matter, because apart from the many problems that are entangling the life of the Indonesian nation, it is also colored by problems in the economic, socio-political, defense and security, legal and cultural issues that must be resolved. Until now, it is not known by the public how large the service delivery is that is not or less efficient and even the possibility of how high the service is that is not in accordance with the provisions. Therefore,

The Class II Immigration Office of TPI Lhokseumawe as one of the Implementers of Public Services in the Immigration sectors in the Lhokseumawe area is always committed to continue to innovate and provide the best service, especially in the issuance of Passports and Residence Permits. The public as users of public services certainly have suggestions and input for the Immigration Office Class II TPI Lhokseumawe regarding the public services they get which can be converted into a public service satisfaction index. To accommodate this, the Class II Immigration Office of TPI Lhokseumawe routinely conducts an independent community satisfaction survey using a questionnaire link. Filling out the questionnaire link is done online by applicants who have finished getting Immigration services. The survey was carried out by respondents using immigration services and then processed and further processed. Based on the results of calculations that have been processed and processed on the survey, the IKM and GPA values of the Class II TPI Lhokseumawe Immigration Office are obtained with Very Good Service Quality (88.31-100.00) Category A.

2. LITERATURE REVIEW

2.1 Definition of Evaluation

The definition of evaluation can be explained literally or literally. Linguistically, evaluation comes from the English word "evaluation" which means an assessment or assessment. Whereas literally, evaluation is the process of determining the value for a thing or object based on certain references to achieve certain goals. (Arikunto, 2018). Evaluation is an activity to collect information about the performance of something (methods, people, equipment), where the information will be used to determine the best alternative in making decisions. (Ratnawulan, 2015).



2.2 Definition of Community Satisfaction

The word satisfaction (satisfacioans) comes from the words "Static" (meaning quite good, adequate), and "Facio" (doing or making). People can experience one of three levels of general satisfaction, namely if performance is below expectations, people will feel disappointed but if performance is in line with expectations, customers will feel satisfied and if performance can exceed expectations, customers will feel very satisfied, happy, or happy. (Sukmayana, 2017). According to Tjiptono (2012) community satisfaction is the public's response to the evaluation of perceptions of the difference between initial expectations before purchase (or other performance standards) and the actual performance of the product as perceived after using or consuming the product concerned. Community satisfaction is not an absolute concept but is relative or depends on what the community expects.

2.3 Definition of Survey

Based on Law No. 16 of 1997, a survey is a method of collecting data through enumeration of samples to estimate the characteristics of a population at a certain time. The term survey is usually confused with the term observation in the everyday sense. In this case, the two terms have different meanings, even though both are related activities. According to Webster (2004), the notion of a survey is a certain condition that requires certainty of information, especially for people who are responsible or interested. According to Singarimbun (2008), a survey is "research that takes a sample from one population and uses a questionnaire as the main data collection tool". Meanwhile, according to Suhermin (2014) survey is an activity to estimate something (such as: the number of people,

2.4 Definition of Service Quality

Services can basically be defined as the activities of a person, group or organization either directly or indirectly to meet needs. Moenir (2015) says that service is a process of meeting needs through the activities of other people directly. Standard in service is a measure that has been determined as a standardization of good service. In this service standard there is also a service quality standard. Quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed the expectations of those who want it. Service quality is the main basis to determine the level of community satisfaction. In this case the company can be said to be good if it is able to provide goods or services in accordance with the wishes of the community. Good product quality and service performance will greatly affect people's satisfaction. (Dharmayanti 2006).

2.4 Definition of Service Deviant Behavior

Service deviation behavior is a form of behavior that violates the rules, values, and norms that exist in society that are carried out by individuals or groups. The forms of behavior deviation can vary, one of which is the occurrence of fraud in the provision of services. (Jokie 2010). Theoretically, deviant behavior (workplace deviance) is defined as a behavior that is intentionally carried out and is contrary to the norms prevailing in the organization so that it can threaten the sustainability of the organization or its members, or even both (Bennett and Robinson, 2003).

3. RESULTS AND DISCUSSION

3.1 Evaluation of Community Satisfaction Through Service Quality Surveys and Service Deviation Behaviors at the Class II Immigration Office of TPI Lhokseumawe

As a form of commitment to create public services that meet people's expectations, the Ministry of Law and Human Rights of the Republic of Indonesia conducted a Service Quality Survey and Service Deviation Behavior. This survey was carried out through the Research and Development Agency for Law and Human Rights of the Ministry of Law and Human Rights of the Republic of Indonesia to every community who received services at the Technical Implementation Unit (UPT) of the Ministry of Law and Human Rights. The survey consists of two parts, namely the Service Quality section which includes information, requirements, procedures/flows, completion time, tariffs/costs, infrastructure, responses, consultations and complaints; and the Service Deviant Behavior section which includes discrimination, fraud, gratuities, extortion, and brokers. the

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possibility of fraud in the provision of services. As one of the UPTs within the Indonesian Ministry of Law and Human Rights,

For people who have received services at the Immigration Office Class II TPI Lhokseumawe, can take part in the survey or by scanning the QR Code listed on the banner on the page of the Immigration Office Class II TPI Lhokseumawe. The Immigration Office Class II TPI Lhokseumawe as one of the Implementers of Public Services in the Immigration sectors in the Aceh region is always committed to continue to innovate and provide the best service, especially in the issuance of Passport and Residence Permits. The public as users of public services certainly have suggestions and input for the Immigration Office Class II TPI Lhokseumawe regarding the public services they get which can be converted into a public service satisfaction index. To accommodate this,

For more details about the contents of the questionnaire, see Appendix 2, Filling in the questionnaire is done online by applicants who have finished getting Immigration services. The Class II Immigration Office of TPI Lhokseumawe conducts an independent survey of people who receive immigration services through an application (A3 survey) <https://survei.balitbangham.go.id/>.

Table 1 Table of Interpretation of the Community Satisfaction Index (IKM) and the Corruption Perception Index (GPA)

Perception Value	Interval Value	Conversion Interval Value	Service Quality	Service Unit Performance
1	1.00-2.5996	25.00 - 64.99	D	Not good
2	2.60 - 3.064	65.00 - 76.60	C	Not good
3	3.0644 - 3.532	76.61 - 88.30	B	Well
4	3.5324 - 4.00	88.31 - 100.00	A	Very good

Table 2 Table of Questionnaire Results of the Public Satisfaction Index (IKM) and Corruption Perception Index (GPA) Survey for March 2021

Index	Index Value	Score	Value Prediction	Quality Value	Respondent
GPA	14.85	99.08	Very good	A	13
SMEs	19.63	98.27	Very good	A	13

Table 3 Table of Questionnaire Results of the Public Satisfaction Index (IKM) and Corruption Perception Index (GPA) Survey for the Month of April 2021

Index	Index Value	Score	Value Prediction	Quality Value	Respondent
GPA	14.69	97.90	Very good	A	40
SMEs	19.33	96.67	Very good	A	40

Table 4 Table of Questionnaire Results of the Public Satisfaction Index (IKM) and Corruption Perceptions Index (GPA) Survey for the Month of May 2021

Index	Index Value	Score	Value Prediction	Quality Value	Respondent
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GPA	13.86	92.43	Very good	A	40
SMEs	18.96	94.80	Very good	A	40

Table 5 Table of Questionnaire Results of the Public Satisfaction Index (IKM) and Corruption Perception Index (GPA) Survey for the Month of June 2021

Index	Index Value	Score	Value Prediction	Quality Value	Respondent
GPA	14.97	99.80	Very good	A	30
SMEs	19.54	97.69	Very good	A	30

From the tables above, it can be seen that in the period March 2021, the survey was carried out on 13 (thirteen) respondents using immigration services and had been processed and processed further. Based on the results of the calculation and processing of the survey, the Immigration Office Class II TPI Lhokseumawe obtained a very good score, which consisted of a Community Satisfaction Index (IKM) score of 19.63/20 which was 98.27, while the Corruption Perception Index (GPA) got the value of 14.85/15 is 99.08. In the period of April 2021, the survey was conducted on 40 (forty) respondents using immigration services and has been processed and processed further. Based on the results of the calculation and processing of the survey, the Class II Immigration Office of TPI Lhokseumawe obtained a very good score,

In the period of May 2021, the survey was conducted on 40 (forty) respondents using immigration services and has been processed and processed further. Based on the results of the calculation and processing of the survey, the Immigration Office Class II TPI Lhokseumawe obtained a very good score, which consisted of a Community Satisfaction Index (IKM) score of 94.80, while the Corruption Perception Index (GPA) got a value of 92.43. In the period of June 2021, the survey was conducted on 30 (thirty) respondents using immigration services and has been processed and processed further. Based on the results of the calculation and processing of the survey, the Class II Immigration Office of TPI Lhokseumawe obtained a very good score, which consisted of a Community Satisfaction Index (IKM) score of 97.69,

3.2 Obstacles in conducting surveys related to community satisfaction through service quality surveys and service deviation behavior at the Immigration Office Class II TPI Lhokseumawe

There are several obstacles that occur in the field related to filling out the IPK-IKM survey and the Integrity Survey, namely:

1. Limited facilities for Android devices and internet access for Respondents. Many Service Recipients do not have an android device and many of them live scattered in regencies/cities with limited internet access. This also happened at the Class II Immigration Office of TPI Lhokseumawe, however, this did not dampen the enthusiasm of the Service Ambassadors and Community Counselors to invite them to participate in filling out the survey.
2. Another obstacle is the Covid-19 pandemic situation in all countries in the world closing access to enter other countries, for example the State of Malaysia enforces a lockdown, meaning that the State of Indonesia is not allowed to enter the State of Malaysia, the impact is that applicants who make passports have become less, even there are none, so there are no passport applicants, so there are fewer people who carry out community satisfaction surveys. When conditions are not in a pandemic, usually an average of 30-20 people fill out surveys per day, but during a pandemic like this, an average of 5 people fill out surveys per day. Some services are mostly done online. Some of the guidance and supervision is carried out

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online, so that communication between officers and service recipients becomes less effective.

3. This community satisfaction survey can only be filled out at the time of service, logically, once the applicant has received the service, he/she immediately fills out the community satisfaction survey. So, it can only be filled during working hours.

4. CONCLUSION

The results of the community satisfaction survey through a survey of service quality and service deviation behavior in the period March, April, May, and June 2021 is the March 2021 period, obtaining a very good score, consisting of an IKM value of 98.27 and a GPA of 99.08 with 13 respondents. The period of April 2021, obtained a very good score, consisting of an IKM score of 96.67 and a GPA of 97.90 with 40 respondents. The period of May 2021, obtained a very good score, consisting of an IKM score of 94.80 and a GPA of 92.43 with 40 respondents. And the period in June 2021, obtained a very good score, consisting of an IKM score of 97.69 and a GPA of 99.80 with 30 respondents. There are several obstacles that occur in the field related to filling out the IPK-IKM survey and the Integrity Survey, namely the limited facilities of android devices and internet access for respondents,

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