


Public Satisfaction Index Towards The Quality Of Bandung City's Satpol PP Services

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Article Info	ABSTRACT
<p>Keywords: Public Satisfaction Index, Service Quality, Satpol PP Bandung City</p>	<p>Public services by government officials today still have many weaknesses so that they cannot meet the quality expected by the community. The government as a provider of public services is responsible and continues to strive to provide the best service to the community. The low quality of public services provided by government officials has become a bad image of the government among the community. Customer satisfaction is a function of the difference between perceived performance and customer expectations using one of the company's performance levels. The Public Satisfaction Index (PSI) is data and information about the level of public satisfaction obtained from quantitative and qualitative measurements of public opinion in obtaining services from public service providers by comparing their expectations and needs. The implications of good or bad service quality depend on the ability of the service provider to consistently meet customer expectations. Quality provides a special impetus for customers to establish long-term mutually beneficial relationships with the company. Consumer satisfaction is the difference between what consumers expect (expected value) and the situation given by the company in an effort to meet consumer expectations. Basically, consumer satisfaction is a condition where consumer needs, desires, and expectations can be met through products consumed or services received.</p>
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INTRODUCTION

Regional autonomy is focused on aspects of democracy, justice, equality, and regional potential and diversity, in achieving regional independence. Regional governments are required to be able to provide excellent services to the community. The government as a provider of public services is responsible and continues to strive to provide the best service to the community. The low quality of public services provided by government officials is a bad image of the government in the community.

Public services by government officials today still have many weaknesses so that they cannot meet the quality expected by the community. This is indicated by the existence of various public complaints conveyed through the mass media, so that it can create a less than good image of government officials.

The services provided by the government are currently felt by the community to still not be satisfactory, such as the services provided are too complicated with various reasons that are less acceptable to the community, so that the services provided tend to be ineffective and inefficient. Such conditions make the community as users of public services dissatisfied. All of this results in the community being reluctant to take care of anything related to government bureaucracy directly.

According to Smith in (Lintang Prabowo & M Tenku Rafli, 2022), that the success of the implementation of regional autonomy lies in the function or task of government, such as the ability to manage regional finances, for the benefit and welfare of the community. According to Epstein in (Lintang Prabowo & M Tenku Rafli, 2022), There are at least four criteria for measuring the effectiveness of a regional government in implementing regional autonomy, including:

- a. Community needs can be implicitly controlled from,
- b. The existence of special service programs that can meet community needs;
- c. Measuring the quality of regional government services, especially with the size of power and community perception;
- d. The provision of services must be able to adapt to problems in the community

To measure the success of development in a region, it is not enough to use a benchmark from the economic and physical development side of the development itself, but it must also be measured from the side of the beneficiary, namely the community, one of which is through a community satisfaction survey regarding the services provided by the government, in this case the local government.

Based on the mandate of the Republic of Indonesia Law Number 25 of 2000 concerning the National Development Program (PROPENAS), it is necessary to conduct a Public Satisfaction Survey (SKM) as a benchmark for assessing the level of service quality and based on Law Number 25 of 2009 concerning Public Services, it is emphasized that state administrators are obliged to carry out periodic assessments of the performance of public service delivery. (Mulyana, 2020).

Based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 16 of 2014 concerning guidelines for public satisfaction surveys on the implementation of Public Services, in Article 2 it states that public service providers are required to conduct regular public satisfaction surveys at least once a year. Then in Article 5 it is explained that public service providers publish the results of public satisfaction surveys on the implementation of each type of public service and the survey methodology used, and the results of the public satisfaction survey are reported to the Minister in the Public Service Information System (SIPP).

The Public Satisfaction Index (PSI) is data and information about the level of public satisfaction obtained from quantitative and qualitative measurements of public opinion in obtaining services from public service providers by comparing their expectations and needs. To measure the performance of public officials at the Bandung City Satpol PP in providing services to the community, as well as listening to and absorbing the aspirations of the

community (stakeholders) regarding needs and expectations, a "COMMUNITY SATISFACTION SURVEY" was conducted.

Service Concept

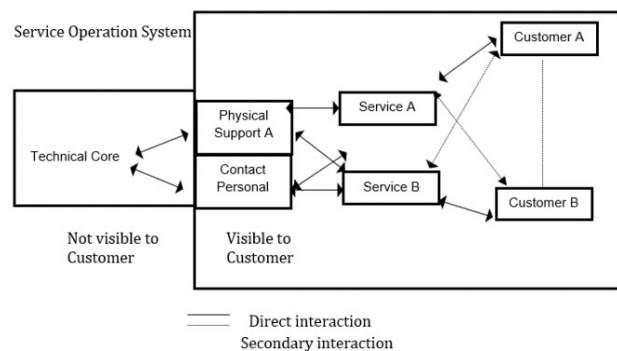
- Overall, from its physical nature, products can be divided into two main groups, namely: products that can be physically seen or felt (tangible) and products that are physically invisible or intangible are called services. Definition of services according to Philip Kotler in (Khalidun, M Ibnu Apriatni & Prihatini, Endang Si, 2016), is:

"A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to physical product."

Based on the theory presented by Philip Kotler, services basically have important elements, namely: Intangible; Does not provide ownership; There is interaction between service providers and customers; The production process is without or not associated with a physical product.

All products, both goods and services, provide a set of benefits for consumers. These benefits are packaged in the concept of benefits (benefit concept) which is in the consumer's mind. The service system is a relationship between service operations and those reflected in a service business system or service marketing system. The service system emphasizes more on determining the relationship between the main elements in the service, namely physical facilities and human resources. The system is designed by the company as something that determines the quality of service by involving customers. Definition of services according to (Christopher Lovelock, 2016) is a process, where the process is divided into two, namely: input process and output process. Companies engaged in the service sector are as a system, which consists of :

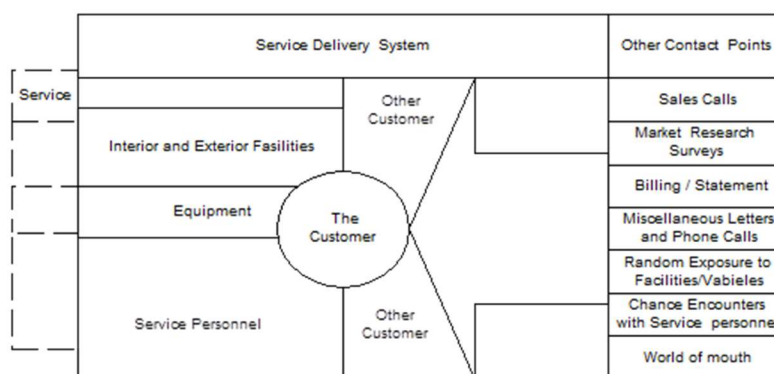
- Service Operation System: The components contained in the service operation system can be separated between human resource components and physical components. Both elements must be able to run well so that consumer satisfaction is met.
- Service Delivery System: Service delivery relates to when, where, and how services are delivered to consumers. This system does not only include elements of the real service operation system such as: physical support and personnel, but also includes things that are presented to other consumers



Gambar 1.2. The Service Business as a system

Traditionally, the interaction between service providers and their consumers is closely related to operational efficiency and consumer convenience, consumers who seek services that do not have direct contact with the service provider company are reduced. So that the visible components of the service operation system are reduced when the service delivery system changes. The delivery of services using electronic media provides convenience and comfort to consumers who use it who do not have direct contact with the service company.

Figure 1.2 This approach is something that represents the consumer's view of the company by looking from the outside, not looking at the operational focus on the inside. Company management must pay attention to what consumers feel about the company, where consumers will determine to choose the best service from other companies.



Gambar 1.3.The Service marketing System

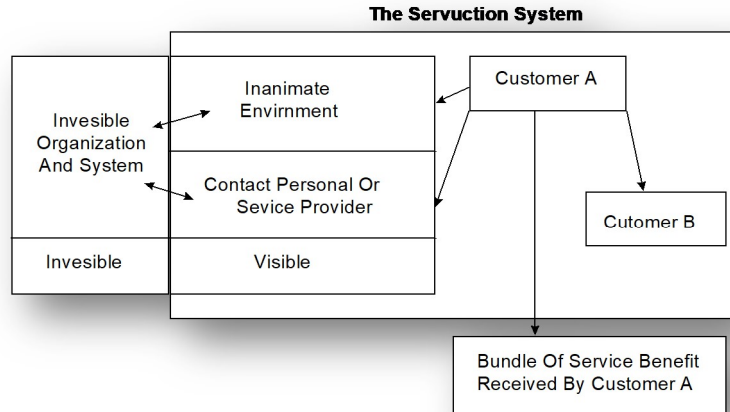
In the company's service operations, many are carried out in a traditional atmosphere and are only suitable for product marketing. But this element can also be used as an element of operations. Services, where delivery services to the destination must look at the breadth of the service marketing system offered. Furthermore, this is something that complements each other, namely: between marketing and the service operation environment.

2. Quality of Service Delivery

When consumers buy services, consumers buy the experience generated through the services that have been provided, namely: services deliver a set of benefits to consumers through the experience created for the consumers concerned. Consumer responses in receiving the benefit package are different for goods and services.

In services, different parts of a set of benefits can come from different sources at the same time. The servicing system model illustrates this effectively and simply. First, we divide the service company into two parts, namely the part that can be seen (visible) by consumers and the part that cannot be seen (invisible) by consumers. The parts that are invisible to consumers affect the visible parts of a company, which are further divided into two parts, namely: the physical environment where the service is produced and the actual contact employees who provide the service. Ultimately the model states that customer A who purchases a service will also be influenced by customer B, who is in contact with the service

provider organization at the same time. So the benefit package comes from an interactive process or experience.



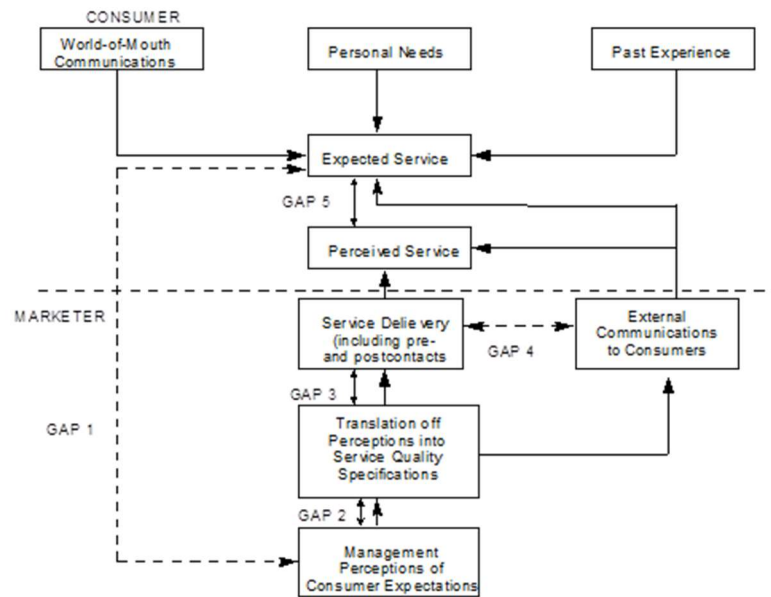
Gambar 1.4. The Servuction Service Model

This service system model not only shows the different elements of the service experience, but also shows how the overall service experience is created as shown in the figure above. This service service model shows how consumers interact with the visible system and with other consumers to produce the service experience. The overall service system produces the experience, and the experience will produce benefits or benefits for consumers.

Service quality offers a way to achieve success among competing services. Especially if the number of companies offering almost the same service competes in a narrow market. Building service quality may be the only way to differentiate. Such differentiation can result in greater consumer choice, this determines the profit or loss for the company.

Because services are performances not objects, determining the right manufacturing process, which emphasizes quality uniformity, is rarely possible. Most services cannot be counted, measured, stored, tested, and inspected before being sold to ensure quality. Because of its intangible nature, companies have difficulty understanding how customers receive and assess the quality of the services they have provided. In service companies, especially those with high labor contact: service performance often varies from company to company, from customer to customer, and from time to time.

Perception of service quality is the result of a comparison between consumer expectations and actual service performance. Quality assessment is not only carried out on service results, but also involves an assessment of the service purchasing process. The service quality model formulates a service quality model that emphasizes the importance of delivering high-quality services. This model is shown graphically in the figure below, which identifies five gaps that cause failure to deliver high-quality services.



Gambar 1.5 Model Service Quality

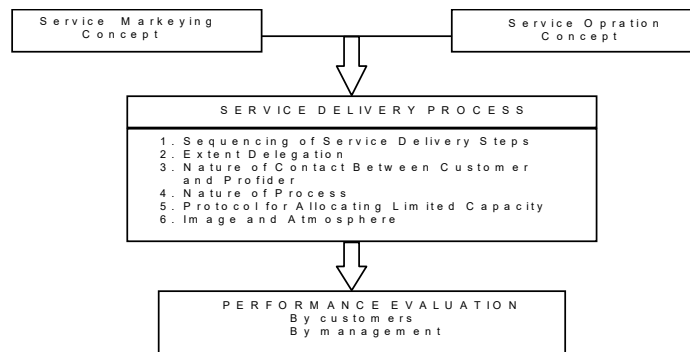
- Gap 1: The gap between consumer expectations and management perceptions. Basically, service company executives cannot always understand in advance what the characteristics of high-quality services are for consumers, what advantages the services offered must have to meet consumer needs, and what the level of performance of the advantages is in order to provide high-quality services.
- Gap 2: The gap between management perceptions and service quality specifications. This is caused by limited company resources and market limitations. In addition, Gap 2 is also caused by the lack of a comprehensive commitment from management to service quality.
- Gap 3: The gap between service quality specifications and the services offered. Although there is a combination to produce high-quality services, it is still something that cannot be ascertained. Company executives realize that employees have a major influence on the quality of service received by consumers and that employee performance cannot always be standardized.
- Gap 4: The gap between the service displayed and external communication. Other communication media used by the company can influence customers. If expectations can play a significant role in consumer perceptions of service quality, companies must be sure not to promise more than they can deliver in their communications with customers.
- Gap 5: The gap between perceived service and expected service. The key to ensuring good service quality is meeting or exceeding what customers expect from the service provided by the company. The assessment of high or low service quality depends on the customer's perception of the actual service performance in terms of what the customer expected.

Quality of Service Delivery.

Factors of measurement to see consumer expectations of the quality of service delivery that will be provided by the company to customers:

1. Sequencing of service delivery steps (emphasis on service delivery steps), namely variations in the sequence of work steps in the process of delivering services to consumers. When and how long the steps are carried out by employees;
2. Extent of deligation (level of delegation), namely the level of authority given by management to employees in completing a job;
3. Nature of contact between customers and providers (the nature of the direct relationship between consumers and employees), namely the service provided by the company to consumers where consumers come to the service provider or the company comes to the consumer;
4. Nature of process (the nature of the process), namely service to consumers who are served in groups or individuals;
5. Protocol for allocating limited capacity (location of limited capacity), namely the purchase of services with an ordering system or served first come first with a queuing system;
6. Imagery and atmosphere (image and atmosphere), namely the delivery of services to consumers by creating service services through facility design, employee attitudes and appearance, variations in building decoration.

Figure 1.5 shows the quality of service delivery received by customers and the service expected by customers with each dimension in relation to customer satisfaction.



Gambar 1.6 Service delivery And Evaluation

Consumer Expectations of Services

Factors determine consumer expectations by looking at the quality of service that has been provided by the company to customers, from the ten determinants of the quality of service received by customers can be grouped into 5 (five) dimensions, namely:

1. Reliability, namely: the company's ability to provide services in accordance with the services expected by customers accurately and consistently.
2. Assurance, namely: the ability and skills of officers (competency), friendliness of officers (courtesy), trust (credibility), and security of services when used by customers (security).
3. Tangible products, namely: physical facilities and equipment used and the appearance of employees in serving customers.
4. Empathy, namely: easy to understand (access), and easy to understand (communication) by customers.

5. Responsiveness, namely: the desire to provide services and help customers quickly.

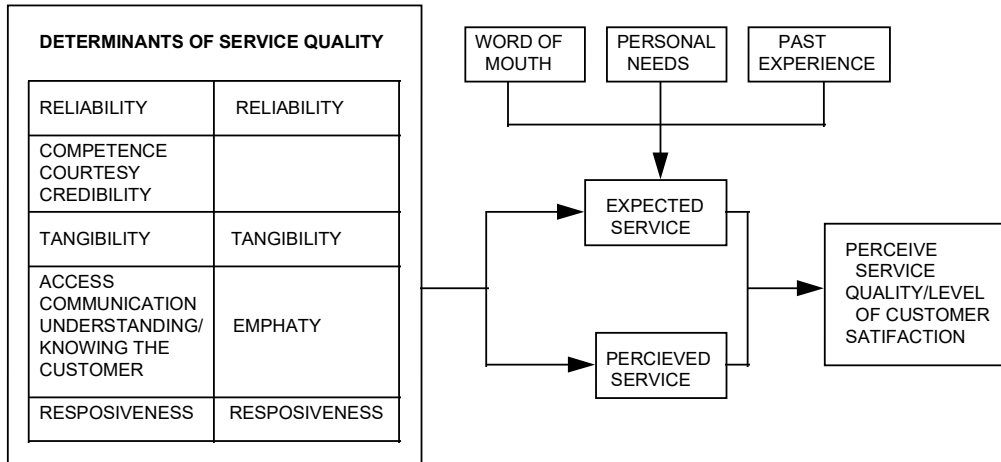


Figure 1.7 Determinants of Service Quality Received by Customers

From the ten service delivery qualities in Figure 1.6 received by customers, they can be grouped into 5 (five) dimensions. This grouping is done because there is little difference between each service quality.

Quality of Service.

Service is an activity or sequence of activities that occur in direct interaction between a person and another person or machine physically, and provides customer satisfaction. In the Big Indonesian Dictionary, service is explained as an effort to serve the needs of others. While serving is helping to prepare (take care of) what someone needs. Service is defined as being better at certain times but not suitable at other times. (Diza et al., 2016). Formally, the definition of service work is often found to be work in the agricultural and manufacturing sectors, such as work in hotels, restaurants and repair shops.

Services are the provision of invisible performance or actions from one party to another. In general, services are produced and consumed simultaneously, where the interaction between the service provider and the service recipient affects the results of the service Tjiptono in (Moha & Loindong, 2016). Meanwhile, according to Kotler (2008:71), the definition of service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership.

From the definition above, service is any action or activity that can be offered by one party to another party where the interaction between the service provider and the service recipient affects the results of the service. According to the American Society of Quality (ASQ), quality is subjective, meaning that everyone has their own definition. According to Feigenbaum, quality is the best thing in certain conditions for consumers (best for certain customer conditions). Service quality and consumer satisfaction have a very close relationship because both are part of consumer behavior, where the better the quality of service provided by a company, the higher the level of consumer satisfaction with the service that has been provided.

Based on research by Parasuraman et al, quoted by Tjiptono in (Moha & Loindong, 2016) service quality consists of five main dimensions, namely:

1. Tangibles, including physical facilities, equipment, employees, and communication facilities.
2. Empathy, including ease in establishing relationships, good communication, personal attention, and understanding of individual customer needs.
3. Reliability, namely the ability to provide promised services immediately, accurately, and satisfactorily.
4. Responsiveness, namely the desire of staff to help customers and provide responsive service.
5. Assurance, including the knowledge, competence, politeness and trustworthiness of staff; free from danger, risk, or doubt.

Quality is closely related to customer satisfaction. Quality provides a special incentive for customers to establish long-term mutually beneficial relationships with the company. This kind of emotional bond allows the company to understand the specific expectations and needs of customers. In turn, the company can increase customer satisfaction, where the company maximizes pleasant customer experiences and minimizes or eliminates unpleasant customer experiences. Lovelock, Patterson & Walker (2004) taken from Tjiptono & Chandra (2005) said that the service business is seen as a system consisting of two main components, namely:

1. Service operation, where input is processed and service product elements are created.
2. Service delivery, where service product elements are assembled, completed and delivered to customers.

Part of this system is visible or known to customers and the other part is invisible or even unknown to customers

Consumer Satisfaction.

Consumer satisfaction is a function of customer expectations and the quality of company services perceived by consumers.

$$S = f (E, P)$$

Where :

S = satisfaction

E = expected

P = product perceived performance

If the level of customer satisfaction is a function of the difference between the performance perceived by the customer and the customer's expectations using one of the company's performance levels. Customers will feel less satisfied if the company's performance is below customer expectations. And customers feel satisfied if the level of performance is the same as or exceeds customer expectations. Customer expectations are obtained from customer experiences in previous purchases, namely: comments from other customers, marketer promises, and similar competitors.

METHOD

This research is descriptive survey and evaluative, which is a method that describes the phenomena that occur in the field and conducts an in-depth study of the phenomena described. Information is obtained based on data collection from a portion of the population (respondent sample) collected directly at the scene empirically, with the aim of finding out the opinions of a portion of the population regarding the object being studied. To facilitate this research, the existing variables must be operationalized. This operationalization is necessary so that measurements of the research object can be carried out correctly. In this study, the variables measured are the quality of public service at Satpol PP Bandung City.

Variabel	Dimensi	Indikator	Ukuran	Skala
Service quality	Tangible: Respondents' perceptions regarding the physical appearance, equipment, staff and communication facilities of the Bandung City Satpol PP	<ul style="list-style-type: none"> • Neatness of officer uniforms • Completeness of equipment while on duty • Completeness of officer communication facilities 	<ul style="list-style-type: none"> • Level of neatness of officers' uniforms • Level of completeness of equipment during duty • Level of completeness of officers' communication facilities 	Ordinal
	Empathy: Perception of the caring attitude of Satpol PP of Bandung City	<ul style="list-style-type: none"> • Satpol PP officers provide friendly and polite service • Satpol PP officers provide fair and equal treatment to all members of the public • Satpol PP officers communicate in a language that is easy to understand 	<ul style="list-style-type: none"> • The level of ability of Satpol PP officers to provide friendly and polite service • The level of ability of Satpol PP officers to provide fair and equal treatment for all people • The level of ability of Satpol PP officers to communicate in a language that is easy to understand 	Ordinal
	Reliability: Perception regarding the ability to provide services by Bandung City Satpol PP officers	<ul style="list-style-type: none"> • Easy-to-understand service procedures • Availability of officers in the field • Provision of clear public service information 	<ul style="list-style-type: none"> • Level of ease of service procedures that are easy to understand • Level of availability of officers in the field • Level of ability to provide clear public service information 	Ordinal

The source of data/information in this study is the community of public service users at Satpol PP of Bandung City. The method of determining data/information used in this study is Proportional Random Sampling. In this study, the sample was taken from the community of public service users at Satpol PP of Bandung City. The sample size taken for a large population is at least 387 respondents. To avoid errors, it is rounded up to 400 respondents. The data used in this study according to the method of obtaining it can be grouped into:

1. Primary Data, namely data collected and processed by researchers assigned by Satpol PP, This data is collected directly from the public who use public services at Satpol PP Bandung City. Data collection is carried out by distributing questionnaires and conducting direct interviews with the public who use public services at Satpol PP Bandung City.
2. Secondary Data, namely data obtained by a researcher and already in the form of reports or publications obtained through literature studies and publications from various types of relevant media.

The data collected must be of good quality, so that the results of the analysis obtained can be accounted for.

- a. Data must be objective: This means that it is in accordance with what is (as it is) and not what is desired;
- b. Data must be representative: This means that it can represent the population if collected by sampling;
- c. Data must have the smallest possible error rate: This means that the standard deviation or bias rate is small;
- d. Data must be timely: This means that it must be actual or up to date and not expired;
- e. Data must be relevant: This means that it must have a clear relationship with what is being questioned or discussed.

The data analysis used is through statistical tests using software specifically designed to analyze data, including using the SPSS program or Microsoft Excel.

Testing Goodness of Data

- a. Reliability: Reliability measurement is carried out for consistency and stability tests. Reliability reflects the extent to which the measurement can provide relatively unchanged results, if repeated on the same subject.
- b. Validity: Validity measurement shows how accurately a test performs its measuring function. The SPSS program helps in measuring reliability and validity by taking the following steps:

These stages include data editing, namely examining each questionnaire and tabulating each answer into a spreadsheet.

Pengujian Validitas

Before data collection is carried out, it is necessary to conduct a trial of the instrument first to determine the level of validity and reliability. From the results of the validity and reliability tests, it can be seen whether the instrument is suitable or not for use. Instrument validity testing is carried out using the instrument item analysis technique, which is done by correlating each question with the number of scores for each variable. Statistically, the

correlation figures obtained must be compared with the critical figures of the r value correlation table. The correlation technique used is the Product Moment correlation technique (Djamaluddin Ancok dalam Masri dan Sofyan, 1995:137)

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

Where :

r = Validity Coefficient of the searched item

X= Scores obtained from subjects in each item

Y= Total score of instrument items

$\sum X$ = Number of scores in the distribution X

$\sum Y$ = Number of scores in the distribution Y

$\sum X^2$ = The sum of the squares for each score X

$\sum Y^2$ = The sum of the squares for each score Y

N= Number of respondents

Once the correlation number is known, then the t value of r is calculated using the formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}} \quad ; \text{db} = n - 2$$

After that, it is compared with its critical value. If t count > t table, it means that the data is significant (valid) and is suitable for use in testing the research hypothesis. Conversely, if t count < t table, it means that the data is not significant (not valid) and cannot be included in testing the research hypothesis. Valid questions are then tested for reliability.

Internal instrument reliability testing can be done using the split-half technique, namely internal reliability testing which is done by dividing the instrument items into two groups (odd and even), then totaling them, looking for the correlation, and then analyzing them using the Sperman Brown coefficient formula. (Fenti Hikmawati, n.d.) the formula for which is as follows:

$$r = \frac{2p}{1+p}$$

Information :

r = Reliability coefficient of all items

p = Correlation coefficient between item split scores

The significance test of the reliability coefficient is carried out by comparing the internal correlation coefficient (ri) with rtable at a significance level of 5%. The question item is said to be reliable if the internal correlation coefficient (ri) is greater than or equal to rtable and vice versa is said to be unreliable if the internal coefficient (ri) is smaller than rtable.

RESULTS AND DISCUSSION

These general characteristics show gender, age, education level, occupation, and services received from Satpol PP of Bandung City. The total respondents in this survey were 404 respondents. The characteristics of respondents in this IKM survey are as follows:

Based on Respondent Characteristics

Based on Gender

Seen based on gender, the majority of respondents are male, 75%. This can be interpreted as the majority if viewed from gender, then men submit more services to the Bandung City Satpol PP because generally men are more often involved in taking care of documents in government as heads of households than women. Gender is the most popular basis for distinguishing respondent groups. Respondent characteristics based on age can be seen in the image below

Based on Age

The majority of respondents in this Satpol PP IKM survey are 26 to 35 years old. This is because this age is in the productive age range. In addition, the age range of 16 to 25 years is 24%, 36 to 45 years is 22%, and 46 to 55 years is 19%.

Based on Education Level

The majority of respondents in this Satpol PP IKM survey have a final education of high school graduates, 61%. This is the high number of reasons why someone chooses to become a trader because of limited funds to pursue higher education.

Based on work

The majority of respondents in this Satpol PP IKM survey have jobs as self-employed/PKL as much as 41%, followed by students/university students as much as 16%, private employees as much as 16%, and others as much as 15%. This is due to the high number of self-employed or PKL in Bandung City so that this group receives more services from the Bandung City Satpol PP compared to other professions.

Based on services received

The majority of respondents in this Satpol PP IKM survey received services in the form of Patrol and Sterilization of Locations and Control of Illegal Buildings or PKLs each as much as 49%. One form of service provided by Satpol PP to the community is the control of security and public order so that many respondents received services in the form of patrol and Sterilization of Locations and Control of Illegal Buildings or PKLs. In order to measure the value of a variable to be studied, a measuring instrument in the form of a reliable and valid scale or test is required so that the research conclusions are not wrong and do not provide a picture that is very different from the actual situation.

According to Aaker, Kumar & Day (2003:303) An attitude measure has validity if it measures what it is supposed to measure. If this is the case, then differences in attitude scores will reflect differences among the objects or individuals on the characteristic being measured. The research results are said to be valid if there is a match between the collected data and the actual data. The research results are said to be reliable if the research results get the same results if repeated research is carried out. Data processing often uses numbers because mathematically and statistically it can only be described by numbers and communicated in

the same form so that there are no translation errors. For this reason, it is necessary to conduct validity tests and reliability tests to obtain the validity of the items/data being studied.

To test the validity of the questionnaire items, the Corrected Item-Total Correlation method was used. The calculation of the validity coefficient was used with the help of SPSS 16 for Windows Software. Items are declared valid if the Corrected Item-Total Correlation values are greater than the critical value. The critical *r* value set is 0.3 (Sugiono, 2013) If the correlation of each instrument's score with the total score is less than 0.3, then the items in the instrument can be declared as not meeting the requirements of form validity or content validity or in other words, the items can be set aside. The higher the correlation is approaching the number one (1.00), the better the consistency or validity.

The test results show that all question items to measure the variables are valid, because the correlation value of each item with the total score is greater than 0.3. Thus, all question items designed to measure the customer perceived value variable are appropriate in carrying out their measuring function. The results of the validity test can be seen in the table below :

Question Items	Mark r	Standard	Conclusion
KP 1	0.465	0.3	Valid
KP 2	0.582	0.3	Valid
KP 3	0.691	0.3	Valid
KP 4	0.833	0.3	Valid
KP 5	0.769	0.3	Valid
KP 6	0.599	0.3	Valid
KP 7	0.595	0.3	Valid
KP 8	0.484	0.3	Valid
KP 9	0.653	0.3	Valid
KP 10	0.822	0.3	Valid
KP 11	0.749	0.3	Valid
KP 12	0.781	0.3	Valid
KP 13	0.795	0.3	Valid
KP 14	0.644	0.3	Valid
KP 15	0.647	0.3	Valid

The results of the validity test of the questionnaire items of the Variables show that all statement items in the variables have a correlation value of more than 0.3 as the limit value of a research questionnaire item that is said to be usable (acceptable). So it can be said that the questionnaire items are valid and can be used to measure the variables being studied.

Measurements that have high reliability are measurements that are able to provide reliable measurement results. Reliability is one of the main characteristics or characters of a good measurement instrument. The main idea in the concept of reliability is the extent to which the results of a measurement can be trusted, meaning the extent to which the measurement score is free from measurement errors.

The high and low reliability are empirically indicated by a number called the reliability coefficient (alpha cronbach). Although in theory the magnitude of the reliability coefficient ranges from 0.00 - 1.00, in reality a reliability coefficient of 1.00 is never achieved in a measurement because humans as subjects of psychological measurement are a potential source of error. The correlation coefficient can be positive (+) or negative (-), but in measuring reliability, a reliability coefficient that is less than zero (0.00) is meaningless because the interpretation of reliability always refers to a positive reliability coefficient. To calculate the reliability coefficient, the Cronbach Alpha formula is used using SPSS 16.0 for Windows software. The results of the calculation of the reliability value for valid variable items were obtained at 0.914. The test results showed that the research variable instrument was reliable (alpha coefficient > 0.7), which means that the research data obtained from the instrument used was suitable for use in knowing and testing the problems being studied.

According to (Cecilia & Edwin, 2014) Reliability is the extent to which a scale can produce consistent results when the instrument is used repeatedly to provide the same measurement results. Errors in measurement will result in different results in measuring the same thing. Reliability is determined by repeatedly measuring the construct or variable of interest. The higher the level of relationship between scores obtained through repeated measurements, the more reliable the scale is. So that it is able to provide relevant data in measuring community satisfaction.

Level of Public Satisfaction

Respondents' responses to the quality of service at the Bandung City Satpol PP were assessed through five dimensions, namely tangibles, empathy, reliability, responsiveness, and assurance.

Respondents' Responses to Physical Evidence (Tangibles)

A total of 65% of respondents stated that the Satpol PP officers' uniforms were very neat in providing services to the public, while the remaining 32% stated that they were neat, and 2% stated that they were not very neat. Bandung City Satpol PP officers are required to maintain the neatness and completeness of the equipment they have while on duty because when Satpol PP officers wear Satpol PP uniforms, the public will see the officers as a reflection of an institution or government agency. Satpol PP is encouraged to act through a humanistic approach to the community.

Respondents' Responses to Empathy

A total of 56% of respondents stated that Satpol PP officers were polite in providing services to the public, while the remaining 42% stated that they were very good, and 2% stated that they were not very good. In facing the current social dynamics/citizen guard, where the condition of society is increasingly critical and the level of intellectuality is increasing in the ranks of the Ministry of Home Affairs as the General Supervisor of the potential of society/citizen guard and Satlinmas, has taken steps in determining the existence and direction of the Satlinmas organization. Satpol PP has mandated that community protection is a mandatory matter that is the authority of the central government, provincial government, district/city and village/sub-district government, so the role of the potential of

society/citizen guard and Satlinmas has strategic potential in supporting the success of the implementation of government in the regions.

Respondents' Responses to Officers' Fairness During Duty

As many as 54% of respondents stated that Satpol PP officers provide fair services to the public, while the remaining 33% stated that they are very fair, and 13% stated that they are less fair. In the functioning of the law, the mentality or personality of law enforcement officers plays an important role. If the regulations are good, but the quality of the law enforcement officers is poor, of course there is a problem. Therefore, one of the keys to success in law enforcement is the mentality or personality of law enforcers

Respondents' Responses to Officer Communication During Duty

As many as 56% of respondents stated that Satpol PP officers communicate in a language that is easy to understand in providing services to the public, while the remaining 42% stated that they are very good, and 2% stated that they are less good. In addition to using verbal communication, based on the results of observations, the way Satpol PP disciplines illegal traders also uses nonverbal communication.

Respondents' Responses to Reliability

As many as 65% of respondents stated that the service procedures of Satpol PP officers were easy to understand and provided services to the public, while the remaining 25% stated that they were very easy to understand and 10% stated that they were not easy to understand.

Respondents' Response to Responsiveness

As many as 55% of respondents stated that Satpol PP officers have good speed and responsiveness to public complaints, while the remaining 3% stated that it was not good, 41% stated that it was very good, and 1% was not good. This dimension assesses performance based on the conformity between the principles in the administration in giving sanctions to street vendors who sell in prohibited areas to create an orderly environment. Responsibility is also a tool to measure the organization's ability to regulate the extent to which service delivery has been carried out in accordance with the rules that apply or the procedures that have been set. Based on the results of the study, it was found that in giving sanctions, Satpol PP has given them according to the applicable SOP. Where violators who do not heed verbal and written warnings will be confiscated. Confiscation is carried out by holding goods or carts or stalls belonging to traders. To redeem it, it can be done by making and signing a statement letter not to repeat the violation in the future. If they are caught in the order again in the future, they will be asked to make a statement letter again accompanied by a fine.

Public Satisfaction Index for Bandung City Satpol PP

Based on the results of the survey and analysis of the Public Satisfaction Index for Satpol PP of Bandung City of 3,333 or 83.31%. This shows that the Public Satisfaction Index for Satpol PP of Bandung City has a service quality of B and the performance of this dimension service unit is Good. The category of public satisfaction index class based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of

Indonesia Number 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Delivery Units can be seen in the following table :

Table 5.1 Community Satisfaction Index Class Category Limits

Perceived Value	Interval Value	Interval Value	Quality of Service	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 – 3,523	76,61 – 88,30	B	Good
4	3,5324 – 4,00	88,31 – 100,00	A	Very good

The public satisfaction value for each indicator and dimension of service quality can be seen in the following table:

Table 5.5 Public Satisfaction Index for Bandung City Satpol PP Services

No	Dimensions	Indicator	Mark	%	Average
1	Physical Evidence (<i>Tangibles</i>)	Neatness of Officer Uniforms	3.644	91.09%	88.10%
		Completeness of Equipment During Duty	3.421	85.52%	
		Completeness of Officer Facilities	3.507	87.69%	
2	<i>Emphaty</i>	Officers' Politeness While on Duty	3.403	85.09%	83.42%
		Justice of Officers During Duty	3.198	79.95%	
		Officer Communication During Duty	3.408	85.21%	
3	<i>Reliability</i>	Ease of Procedure	3.146	78.65%	77.29%
		Availability of Officers in the Field	2.906	72.65%	
		Clear Public Information	3.223	80.57%	
4	<i>Responsiveness</i>	Speed and Responsiveness to Public Complaints	3.351	83.79%	84.65%
		Providing Information Before Taking Action or Order	3.446	86.14%	
		Service Process Speed	3.361	84.03%	
5	<i>Assurance</i>	Ability of Satpol PP Officers to Respond to Public Complaints	3.361	84.03%	83.11%
		Accuracy of Satpol PP Officers	3.220	80.51%	
		Public Trust	3.391	84.78%	
Community Satisfaction Index			3.333	83.31%	83.31%

From the table above, the Public Satisfaction Index for Satpol PP Services in Bandung City can be seen as follows:

- Public satisfaction index for the Physical Evidence (*Tangibles*) dimension is 88.10%. This shows that the Physical Evidence (*Tangibles*) dimension of Satpol PP in Bandung City has a service quality of B and the performance of the service unit for this dimension is Good.
- Public satisfaction index for the Empathy dimension is 83.42%. This shows that the Empathy dimension of Satpol PP in Bandung City has a service quality of B and the performance of the service unit for this dimension is Good.
- Public satisfaction index for the Reliability dimension is 77.29%. This shows that the Reliability dimension of Satpol PP in Bandung City has a service quality of B and the performance of the service unit for this dimension is Good.

- d. Public satisfaction index for the Responsiveness dimension is 84.65%. This shows that the Responsiveness dimension of Satpol PP Bandung City has a service quality of B and the performance of the service unit of this dimension is Good.
- e. The public satisfaction index for the Assurance dimension is 83.11%. This shows that the Assurance dimension of Satpol PP Bandung City has a service quality of B and the performance of the service unit of this dimension is Good.

CONCLUSION

The conclusion of the analysis of the Public Satisfaction Index on the quality of service at Satpol PP Bandung City is assessed through five dimensions as follows: tangibles, empathy, reliability, responsiveness, and assurance. The number of respondents in this survey was 404 respondents. The majority of respondents were male (75%). The majority of respondents in this Satpol PP IKM survey were aged 26 to 35 years. Respondents in this Satpol PP IKM survey had a majority of high school graduates (61%). The majority of respondents in this Satpol PP IKM survey worked as self-employed/street vendors (41%). Respondents in this Satpol PP IKM survey received services in the form of Patrol and Location Sterilization and Illegal Building Control or Street Vendors (49% each). From the survey results above, it can be seen that the Public Satisfaction Index for Satpol PP Bandung City was 3,333 or 83.31%. The Public Satisfaction Index for Satpol PP of Bandung City is 3,333 or 83.31%. This shows that the Public Satisfaction Index for Satpol PP of Bandung City has a service quality of B and the performance of this dimension service unit is Good. From the table above, the Public Satisfaction Index for Satpol PP Services of Bandung City can be seen as follows :

- a. The public satisfaction index for the Physical Evidence (Tangibles) dimension is 88.10%. This shows that the Physical Evidence (Tangibles) dimension of Bandung City Satpol PP has a service quality of B and the performance of the service unit of this dimension is Good.
- b. The public satisfaction index for the Empathy dimension is 83.42%. This shows that the Empathy dimension of Bandung City Satpol PP has a service quality of B and the performance of the service unit of this dimension is Good.
- c. The public satisfaction index for the Reliability dimension is 77.29%. This shows that the Reliability dimension of Bandung City Satpol PP has a service quality of B and the performance of the service unit of this dimension is Good.
- d. The public satisfaction index for the Responsiveness dimension is 84.65%. This shows that the Responsiveness dimension of Bandung City Satpol PP has a service quality of B and the performance of the service unit of this dimension is Good.
- e. The public satisfaction index for the Assurance dimension is 83.11%. This shows that the Assurance dimension of Bandung City Satpol PP has a service quality of B and the performance of the service unit for this dimension is Good.

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