Analysis of The Community Satisfaction Index on Medan Rumah Kita Public Service Application

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Abstract. This study is about the Public Satisfaction index of the management of public service applications managed by the Office of Communication and Information of the City of Medan using a Play Store-based system on smart cell phones or android. This application system provides information, facilities and service categories for the people of Medan City in submitting complaints to problems of public facilities. The management of this application is called Medan Rumah Kita or MRK. The main objective is to fulfill the NPS (New Public Service) as part of the implementation managed by the Medan City government with the main goal being community satisfaction in the city of Medan. The MRK (Medan Rumah Kita) application, which began in 2016, is expected to increase the contribution of the role of the community in improving the system of government work that is more effective and efficient in accordance with the principles of good governance and e-government. This study has an important objective, namely to provide a measurable analysis of the ability of state civil apparatus in managing the Medan Rumah Kita application for the public interest so that it becomes one of the stages and achievements that become a reference for improving access to public services in Medan City. The population in this study were people who had downloaded and used Medan Rumah Kita (MRK) application. This study is using a questionnaire as a data collection tool, this study also uses research respondents which is gathered from the Play Store application that consist of 1500 people who have downloaded MRK application, with the total sample is 306 people. The result shows that 75.95% of the respondents are in the “GOOD LESS” category (at intervals of 2.60 - 3.06 or 65.00 - 76.60).

1. Introduction
The Medan City Government has launched the MRK (Medan Rumah Kita), an application that allows citizens to report their complaints to government officials by cooperating with the private sector and operationalized by the Medan City Communication and Information Service which began in 2016. This application can be downloaded on the android play store. Medan Rumah Kita application or abbreviated as MRK is a social media application to report city problems to local governments, the private sector or share information among citizens in the surrounding area for the creation of smart cities. Reports of citizens entering through the MRK application will be forwarded to the relevant parties and their progress can still be monitored, by the Medan City Community who feel concerned about the surrounding environment by reporting the problem through this digital platform, which will be forwarded to the authorities. The commitment of the Medan City Government to create Medan even better through MRK, has shown that the Pemko Medan has followed the trend of e-government. E-...
government is used as a form of local government innovation in improving public services[1]. This is certainly in line with the demands of industry 4.0, sensitive to the advancement of technology and information[2] especially in City based industry 4.0 while there are several technology advancements that have been research and try to be implies in Medan city, such as Android Tax Calculation [3] and Medan Virtual Asset Augmented Reality [4].

Based on the initial observations that have been made on the MRK application, there are several problems encountered in the service department that question the accuracy, activeness of the application and follow-up of the authorized apparatus. This will also contradict the grand development design of ASN 2020 - 2024 which contains the direction of government policy on all aspects of ASN management as mandated in Law Number 5 of 2014 concerning ASN with one of its conditions being professional / competent in its field specifically mentioned in article 1 paragraph 13 of Government Regulation No.11 of 2017 namely Technical Competence is knowledge, skills, and attitudes / behaviors that can be observed, measured, and developed that are specifically related to the technical field of position.

There are still weaknesses which in general from the follow up of the implementation of the MRK application which shows that the government apparatus service has not been effective. Moreover, the emergence of uninhabitable city index reports in early 2018 ago with the results of a survey showing cities that were considered unfit for habitation by their own citizens. These cities were Pontianak (62.0 percent), Depok (61.8 percent), Mataram (61.6 percent), Tangerang (61.1 percent), Banda Aceh (60.9 percent), Pekanbaru (57.8 percent), Samarinda (56.9 percent), Bandar Lampung (56.4 percent), Medan (56.2 percent), and Makassar (55.7 percent). Pontianak and Medan consistently rank lower. The five lowest aspects that most people feel are lacking are the availability of transportation, safety, dirty water and drainage management, pedestrian facilities, and information on development and community participation. The Association of Planning Experts (IAP) through the IDN Times revealed this in the title of the news, These are 7 of the most livable and non-habitable cities in Indonesia.

Based on the above, a study on IKM (Community Satisfaction Index) was carried out in using the MRK (Medan Rumah Kita) application, the results of which could be a reference for the Medan City Communication and Information Office in particular and the Medan City Government in general to foster, maintain and manage government in the area.

2. Research Methods
This research was carried out in the city of Medan with the scope of product applications, access and service facilities of the Medan City Communication and Information Service namely the MRK (Medan Rumah Kita) application available on the Play Store application. Access that is managed by the agency has a role as the main supporting facility between users of information services up to date in response to community complaints in accordance with poor conditions in various environments in the jurisdiction of Medan City.

The research design used in this study is a combination of qualitative and quantitative, which is trying to provide an accurate description or explanation of the problems under study, interpreting and explaining data that exists systematically based on facts that appear or as they are. Combination method or also commonly called combined research method is a research approach that combines or connects between quantitative and qualitative research methods[5].

Combined research methods will be useful if quantitative methods or qualitative methods alone are not accurate enough to be used to understand research problems, or by using quantitative and qualitative methods in combination will be able to get the best understanding compared to one method.

3. Information and Data Collection
Retrieving data with observation instruments, interviews, field notes and document usage. The source of primary data is data obtained directly with the Information interview technique or direct source. Primary sources are data sources that directly provide data to data collectors[4]. The primary data source in this study is the respondents / service users (customers) who using the MRK (Medan Rumah Kita) application.

Population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics[4]. The population in this study were people who had used the application of the MRK.
(Medan Rumah Kita) service at the Medan City Communication and Information Service. Because in this study using a questionnaire as a data collection tool, this study also uses research respondents. Based on data and information taken from the Medan Rumah Kita (MRK) play store application, there are 1500 populations that download the application. In other words the number of samples is 306 people selected and spread on 21 Sub-District area of Medan city with 14 – 15 samples of each Sub-District has been chosen to download the application and use it in the span of the trial period and then the response is taken without being influenced by the researcher in making a decision of they answer, adjusted for the following table:

Table 1. The Table of Krejcie and Morgan

| Population (N) | Sample (n) | Population (N) | Sample (n) | Population (N) | Sample (n) |
|----------------|------------|----------------|------------|----------------|------------|
| 20             | 19         | 240            | 148        | 1400           | 302        |
| 25             | 24         | 250            | 152        | 1500           | 306        |
| 30             | 28         | 260            | 155        | 1600           | 310        |

With sampling techniques can be adjusted to the type of service, the purpose of the survey and the data you want to obtain. Respondents were randomly selected according to the coverage area of each service unit. Whereas for sample and population magnitudes use a sample table from Krejcie and Morgan or calculated using the formula:

\[
S = \frac{\lambda^2 \cdot N \cdot P \cdot Q}{d^2 (N-1) + \lambda^2 \cdot P \cdot Q}
\]

Where are:
- \(S\) = number of samples
- \(\lambda^2\) = lambda (multiplication factor) with
- \(d^2 = 1\), level of error can be 1 %, 5 %, 10 %
- \(N\) = population
- \(P\) (population spreads normally) = \(Q = 0,5\)
- \(d=0,0\)

Sampling is based on consideration of the limitations of observing all samples, for time and cost efficiency to generate generalizations on the population and reduce research errors in sampling. In order for the samples taken in this study to represent the population, it can be determined the number of samples calculated using the Morgan and Krejcie formulas which are regulated in Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Preparing the Community Satisfaction Survey Public Service Organizing Unit[6].

The analysis technique used is in making the frequency distribution table set the classification of answers as much as 4 classes, with the consideration that the determination of the classification of answers is adjusted to the number of categories / classes used in making questionnaires based on a Likert scale, namely:

Table 2. Likert Scale

| PERCEPTION VALUE | VALUE INTERVAL (NI) | CONVERSION INTERVAL VALUE (NIK) | QUALITY OF SERVICE (x) | PERFORMANCE OF THE SERVICE UNIT (y) |
|------------------|---------------------|---------------------------------|------------------------|-------------------------------------|
| 1                | 1,00 – 2,5996       | 25,00 – 64,99                   | D                      | Not Good                            |
| 2                | 2,60 – 3,064        | 65,00 – 76,60                   | C                      | Less Well                           |
| 3                | 3,0644 – 3,532      | 76,61 – 88,30                   | B                      | Good                                |
| 4                | 3,5324 – 4,00       | 88,31 – 100,00                  | A                      | Very Well                           |

With size indicators through the Elements of the Community Satisfaction Survey in this regulation include:

1. Requirements
2. Systems, Mechanisms and Procedures
3. Completion Time
4. Fees / Rates *)
5. Product Specifications Type of Service
6. Implementing Competence **) 
7. Implementing Behavior **) 
8. Handling Complaints, Suggestions and Feedback
9. Facilities and infrastructure

4. Results and Discussion
Considering the basis of the evaluation of elements of Community Satisfaction as stipulated in ministerial regulations, a number of measures that are benchmarks and described in accordance with Minister of PAN-RB Regulation No. 14 of 2017 include:

4.1. Requirements
Requirements are conditions that must be met in the management of a type of service, both technical and administrative requirements. From the results of the analysis obtained an average score of 3.20 is in the interval score of 3.06 - 3.532 in the category "GOOD".

Table 3. Requirements

| No  | The Answer  | Score | Frequency |
|-----|-------------|-------|-----------|
|     |             |       | F  | f.x | %   |
| 1.  | Very well   | 4     | 92 | 368 | 30  |
| 2.  | good        | 3     | 185| 555 | 60  |
| 3.  | Less well   | 2     | 27 | 54  | 9   |
| 4.  | Not good    | 1     | 2  | 2   | 1   |
|     | Total       |       | 306| 980 | 100 |

4.2. Systems, Mechanisms and Procedures
Procedure is a standardized service procedure for providers and recipients of services, including notification and delivery of events. From the results of the analysis obtained an average score of 2.46 is in the interval score 1.00 - 2.5996 category "not good".

Table 4. Systems, Mechanisms and Procedures

| NO  | The Answer | Score | Frequency |
|-----|------------|-------|-----------|
|     |            |       | F  | f.x | %   |
| 1.  | Very well  | 4     | 30 | 120 | 9   |
| 2.  | Good       | 3     | 105| 315 | 35  |
| 3.  | Less well  | 2     | 147| 294 | 48  |
| 4.  | Not good   | 1     | 24 | 24  | 8   |
|     | Total      |       | 306| 743 | 100 |

4.3. Service Time
Service time is the period of time needed to complete the entire service process of each type of service. From the results of the analysis obtained an average score of 2.94 in the interval score of 2.60 - 3.064 in the category "GOOD LESS."

Table 5. Service Time

| NO  | The Answer | Score | Frequency |
|-----|------------|-------|-----------|
|     |            |       | F  | f.x | %   |
| 1.  | Very well  | 4     | 115| 460 | 36  |
| 2.  | good       | 3     | 100| 300 | 33  |
3. Less well 2 50 100 16
4. Not good 1 41 41 15

Total 306 964 100

4.4. Fees / Rates
Fees / rates are fees charged to the people who use the MRK (Medan Rumah Kita) application by the Medan City Communication and Information Service in downloading and using further fees are not charged anything. From the results of the analysis obtained an average score of 3.20 is in the interval score of 3,0644 - 3,532 in the category "GOOD".

Table 6. Fees / Rates

| NO | The Answer | Score | Frequency |
|----|------------|-------|-----------|
|    |            |       | F | f.x | % |
| 1  | Very well  | 4     | 92 | 368 | 30 |
| 2  | Good       | 3     | 185| 555 | 60 |
| 3  | Less well  | 2     | 27 | 54  | 9  |
| 4  | Not good   | 1     | 2  | 2   | 1  |
|    | Total      |       | 306| 980 | 100|

4.5. Product Specifications Type of Service
Product specifications of the type of service are the categories of services presented and in accordance with the provisions set by the Medan Rumah Kita service by the Medan City Communication and Information Agency. MRK service products are the result of each type of service specification. From the results of the analysis it was obtained that the average score of 3.15 was in the interval score of 3,0644 - 3,532 in the category "GOOD".

Table 7. Product Specifications Type of Service

| NO | The Answer | Score | Frequency |
|----|------------|-------|-----------|
|    |            |       | F | f.x | % |
| 1  | Very well  | 4     | 74 | 296 | 23 |
| 2  | Good       | 3     | 196| 588 | 63 |
| 3  | Less well  | 2     | 39 | 78  | 13 |
| 4  | Not good   | 1     | 3  | 3   | 1  |
|    | Total      |       | 306| 965 | 100|

4.6. Implementing Competencies
Implementing competence is the ability that must be possessed by the executor including knowledge, expertise, skills, and experience. From the results of the analysis obtained an average score of 2.96 is in the interval score of 2.60 - 3.064 in the category "GOOD LESS".

Table 8. Implementing Competencies

| NO | The Answer | Score | Frequency |
|----|------------|-------|-----------|
|    |            |       | F | f.x | % |
| 1  | Very well  | 4     | 98 | 392 | 32 |
| 2  | Good       | 3     | 123| 369 | 40 |
| 3  | Less well  | 2     | 62 | 124 | 20 |
| 4  | Not good   | 1     | 23 | 23  | 8  |
|    | Total      |       | 306| 908 | 100|

4.7. Implementing Behavior
Implementing behavior is the attitude of officers in providing services. From the results of the analysis obtained an average score of 3.14 is in the interval score of 3.0644 - 3.532 in the category "GOOD".

**Table 9. Implementing Behavior**

| NO | The Answer | Score | Frequency |
|----|------------|-------|-----------|
|    |            |       | F | f.x | %  |
| 1. | Very well  | 4     | 141 | 564 | 45 |
| 2. | Good       | 3     | 104 | 312 | 34 |
| 3. | Less well  | 2     | 25  | 50  | 8  |
| 4. | Not good   | 1     | 35  | 35  | 13 |
|    | Total      |       | 306 | 961 | 100|

4.8. Handling Complaints, Suggestions and Feedback

Complaint handling, suggestions and input are procedures for implementing complaints handling and follow-up. From the results of the analysis, the average score of 2.46 is in the interval score of 1.00 - 2.5996 in the category "Not Good".

**Table 10. Handling Complaints, Suggestions and Feedback**

| NO | The Answer | Score | Frequency |
|----|------------|-------|-----------|
|    |            |       | F | f.x | %  |
| 1. | Very well  | 4     | 40 | 160 | 13 |
| 2. | Good       | 3     | 60 | 240 | 20 |
| 3. | Less well  | 2     | 147| 292 | 48 |
| 4. | Not good   | 1     | 59 | 59  | 19 |
|    | Total      |       | 306| 751 | 100|

4.9. Facilities and infrastructure

Facilities and infrastructure are media that are used or become places and support for implementing services. From the results of the analysis obtained an average score of 3.13 in the interval score of 3.0644 - 3.532 in the category "GOOD".

**Table 11. Facilities and infrastructure**

| NO | The Answer | Score | Frequency |
|----|------------|-------|-----------|
|    |            |       | F | f.x | %  |
| 1. | Very well  | 4     | 102| 408 | 31 |
| 2. | Good       | 3     | 142| 426 | 50 |
| 3. | Less well  | 2     | 60 | 120 | 18 |
| 4. | Not good   | 1     | 3  | 3   | 1  |
|    | Total      |       | 306| 957 | 100|

5. Conclusion

From the discussion of the questionnaire which became the primary data totaling 306 questionnaires to see the results of the community satisfaction survey using the MEDAN RUMAH KITA Application (MRK) in the Medan City Communication and Information Service and the results of data analysis that the table had done it was known that the Community Satisfaction Index (IKM) on MRK applications in the Medan City Communication and Information Agency, 75.95% is in the "GOOD LESS" category (at intervals of 2.60 - 3.064 or 65.00 - 76.60). The IKM results mentioned above consist of nine size indicators.

**Table 12. Table Of IKM Result**

| No. | Element | Average Score | Category |
|-----|---------|---------------|----------|

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Complaints System Service Quality Through the Medan Rumah Kita (MRK) Application at the Medan City Communication and Information Service by users of the 2.96 MRK application service with the GOOD LESS category with Type C. It is said with Type C based on the accumulated choice of MRK application users (Medan Rumah We) feel unsatisfied with the performance and response of the SKPD related to public complaints regarding the service categories available in the MRK application, so that they give an unfavorable appreciation. some other things still need to be improved in the delivery of services through the Medan Rumah Kita Application (MRK), especially the responsiveness and competency of the relevant apparatus, because the applications that have been rolled out are the responsibility of managers and implementers in the field.

The Service Quality of Medan Rumah Kita Application (MRK) can be concluded as follows:
1. The quality of the Medan Rumah Kita Application (MRK) there are several things that need to be considered by the MRK service program implementers after complaints by application users that should be responded to quickly because complaints are made through technology applications that are not limited by time so that the apparatus can move according to the situation and conditions that have been conveyed.
2. Talking about the Accuracy of Service Goals through the application (Medan Rumah Kita) MRK, some indicators must be continuously improved.
3. Competence of each implementer related to responding to complaints through service is considered to be a source of low handling - so services do not reach prime, while programs have been rolled out to resolve each category of problems.
4. Furthermore in entering the industrial era 4.0, the absence of a leading sector-based application service in the city of Medan whose integrity includes all the interests of the community.

6. Suggestion
Based on the explanation above, the implementation of application policies still needs to be improved because the implementation has not been maximized This is because, some people in Medan City consider that the MRK application policy still lacks in terms of the system, which is difficult to carry out the exact location of the problem, the socialization for the MRK application is still minimal so that not all citizens know how to operate the MRK application which in the end the community is not using the MRK application properly.

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