Optimization of Community Satisfaction Index Measurement Instruments at the Surakarta City Population and Civil Registration Office based on the level of community understanding

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Abstract
Government agencies/institutions that provide public services must conduct community satisfaction surveys to measure the quality of their services. This obligation is also attached to the Population and Registration Office throughout Indonesia. This research aims to find out how the public understands the SKM instrument used by the Surakarta City Population and Civil Registration Office and to provide recommendations on optimizing the IKM measurement instrument of the Surakarta City Population and Civil Registration Office. The method used in this research is descriptive qualitative with the research subject are the people of Surakarta City. The results showed that the level of public understanding of the SKM Dukcapil instrument was good. However, it is still necessary to optimize/refine the SKM instrument by adding information to make it easier for people to understand the 9 SKM indicator questions.
I. Introduction

The Government of Indonesia is consistently committed to providing quality public services as a form of its responsibility in meeting the needs and expectations of the community. High-quality public services are the main goal of the government in creating a responsive and adaptive government to the increasingly complex demands of society. Therefore, in order to achieve quality public servants, an instrument of measurement of the quality of public services is needed such as the Community Satisfaction Survey adopted through the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Organizing Units. On the basis of this law, the Community Satisfaction Index is an important indicator in describing how public perception assesses the quality of public services provided by various government agencies. Thus, SMIs can be used as a basis for creating policies that prioritize critical aspects such as innovation, quality, and sustainability.

The importance of SMEs in public services cannot be ignored. SMIs should not be viewed as mere statistical figures, but an important process in policymaking that is oriented to the needs of the community, able to increase public participation, and ultimately can reflect the values of good governance in public services. In reality, although the IKM survey by the government is carried out through a strong methodological foundation and is a good foundation for data collection, this does not guarantee the absence of weaknesses or gaps that have the potential to affect the validity of the survey results. As well as conditions when respondents have different interpretations of survey questions because of the characteristics or backgrounds of diverse respondents, so that they have a risk of cognitive occurrence (Qureshi & Rowlands, 2004). The possibility of bias raises questions such as under what conditions, the input of public service users can provide valid performance information for agencies (Thau et al., 2021). Therefore, even though the survey conducted by the government already has a good foundation, it is still necessary to evaluate and mitigate these potential weaknesses.

The increasing importance of evaluating SMIs is not only needed to find out "What" opinions / input from service users, but also understand how their expectations and perceptions of the survey provided. This is necessary in order to significantly reduce the likelihood of input from potentially misleading user surveys from the point of view of policymakers (Wisniewski, 1996). Research at the Dukcapil agency of Tabalong Regency shows a gap between SMIs and the Community Expectation Index / IHM in the service of making KTP-el (Saputri et al., 2018). In addition, similar conditions also occur in public services at immigration offices where although SMIs are considered good, there is a negative gap between expectations and what is felt by the community (Laricha & Kosasih, 2018). Previous research has shown a very important caveat regarding the need to deeply understand people's point of view on surveys.
Therefore, the objective of this study is to explore how the public understands the SKM instrument that has been used by Disdukcapil Surakarta City and provide recommendations to improve the original optimization of IKM measurement instruments in the agency. So it is hoped that accurate IKM results can be the basis for concrete improvement strategies and can be implemented by the Surakarta City Disdukcapil.

Library Review
Quality of Public Services

Public services according to Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services Article 1 paragraph (1) are activities or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers. The implementation of public services in Indonesia in practice must contain the principles of public interest, legal certainty, equal rights, balance of rights and obligations, professionalism, participation, equal treatment/non-discrimination, openess, accountability, facilities and special treatment for vulnerable groups, punctuality, as well as speed, convenience, and affordability. Based on Government Regulation Number 96 of 2012 concerning the Implementation of Law Number 25 of 2009 concerning Public Services, public service providers in Indonesia involve various government agencies that have the responsibility to provide services to the community in accordance with their authority and area of duty. Central governments such as ministries and non-ministerial agencies provide public services at the national level, while local governments, including provinces, districts, and municipalities, are responsible for the delivery of services at the local/regional level. In addition, corporations in the form of State-Owned Enterprises (SOEs) and Regional-Owned Enterprises (BUMD) also contribute to providing public services in certain sectors, while independent institutions established under laws such as non-governmental organizations (NGOs) play a role in ensuring accountability and transparency of service providers.

Theoretically, there has been a paradigm shift in public services from the traditional public administration model to a new public management model that emphasizes the values of efficiency and effectiveness, and prioritizes democratic values. In the new public service paradigm, the government does not act as a controller or regulator of society, but as a guarantor of the quality of public services and helps create a participatory society in articulating and fulfilling common interests in public services (Denhardt &; Denhardt, 2000). Participatory public services are an interesting dimension because they are an important characteristic of the public service system that reflects the implementation of Good Governance (Dwiyanto, 2021). Research shows that in developing countries such as Indonesia, a good level of good public governance is proven to reduce corruption and at the same time improve the quality of public services (Setyaningrum et al., 2017). In line with that, public satisfaction in public services can have a major effect on public trust in the government (Lanin &; Hermanto, 2019).
It is important to recognize that the quality of public services is a crucial factor that cannot be ignored because it affects the relationship between society and government. The concept of quality, which is defined as a consumer assessment of the superiority or inferiority of an entity as a whole (Zeithaml, 1987), becomes the main indicator in evaluating the extent to which the government meets people's expectations in public services.

**Public Service Quality Measurement**

Measurement of the quality of public services can be done by various methods or different approaches in accordance with the model and objectives of the desired measurement. The commonly used service quality measurement instrument is SERVQUAL, this framework is designed to evaluate service quality based on 5 dimensions, namely Tangible, reliability, responsiveness, assurance, and empathy. Using the concept of "perceptions-minus-expectations", service quality is measured as the difference between customer perceptions and expectations. A positive result reflects customer/service user satisfaction, while a negative result indicates dissatisfaction. (Parasuraman et al., 1988). In addition to SERVQUAL, there are several other measurement instruments such as SERVPERF (Service Performance) which measures performance based on the same dimensions as SERVQUAL but the object used is actual performance without considering customer / service user expectations (Jain &; Gupta, 2004) and E-Government Service Quality (E-GovQual) which measures dimensions ease of use, trust, functionality of the interaction environment, reliability, content and appearance of information, and citizen support (Papadomichelaki &; Mentzas, 2012).

In Indonesia, the legal basis for measuring the quality of public services is regulated in Law of the Republic of Indonesia Number 25 of 2009 concerning Public Services, especially article 1 paragraph (7). According to the article, service standards are benchmarks used as guidelines for service delivery and reference for assessing service quality as obligations and promises of providers to the community. This service standard is an instrument used to ensure that the quality of services provided to the community is in accordance with established criteria. In the context of the law, every public service provider is also required to have service standards to the community, even though the organizer is a government agency/institution. This standard is the basis for measuring the quality of services provided according to aspects such as responsiveness, fast, easy, affordable, and measurable.

The method of evaluating the quality of public services can be done by measuring the Community Satisfaction Index (IKM) obtained through community satisfaction surveys, as stated in the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Organizing Units. According to the regulation, public service providers are required to conduct periodic surveys at least once a year. The community satisfaction survey process involves collecting data from respondents who are users of public services. After the survey, public service providers are required to evaluate the survey results, and publish the survey results for transparency and accountability to the public.
Community Satisfaction Survey Indicators

In the Community Satisfaction Survey (SKM), there are 9 indicators which include:

1. Service requirements, namely technical and administrative requirements needed to obtain services in accordance with the type of service;
2. Service procedures, namely the ease of service procedures provided to the community in terms of simplicity of service flow;
3. Service time, namely the target service time can be completed within a predetermined time by the service provider unit;
4. Service fee/tariff, which is the match between the cost of service in obtaining services with a predetermined fee;
5. Service products between service standards and the results provided;
6. The competence of service officers, namely the level of expertise and skills possessed by officers in providing / completing services to the community;
7. Behavior/Courtesy and friendliness of officers, namely attitudes and behaviors in providing services to the community in a polite and friendly manner as well as mutual respect and respect;
8. Service Declaration, which is a statement of the ability and obligation of the operator to carry out services in accordance with applicable service standards;
9. Handling of Complaints, suggestions and inputs, namely Procedures for implementing complaint handling and follow-up.

II. Research Method

This research uses qualitative research with descriptive methods. The subjects in the study were people of Surakarta City who were over 17 years old, so it was possible to have experience doing/managing population documents at the Surakarta City Population and Civil Registration Office. The object of research is the level of public understanding of the SKM instrument at the Surakarta City Dukcapil Office. The type of data in the study consists of primary data, namely the level of public understanding of the SKM instrument and secondary data, namely the acquisition of IKM Dukcapil Surakarta. Data collection techniques are carried out through survey methods with instruments in the form of closed questionnaires and documentation. The data that has been obtained in the study is then processed using descriptive analysis techniques.

III. Results and Discussion

Dynamics of Community Satisfaction Index in Surakarta City Population and Civil Registration Office

The value of IKM Dukcapil Surakarta City in 2022 has fluctuated. In the first quarter (January-March) this agency received an IKM score of up to 91.61 which is classified as Very Good. In the second quarter (April-June), the agency's IKM value tended to decline to 91.09, but was still included in the Very Good category. The IKM value again showed a positive trend in the third quarter (July-September) with a score
of 93.31 points, but in the fourth quarter it fell again to 87.67 points. There was a decrease in public satisfaction perception of Surakarta City Dukcapil services from the third quarter which was originally predicated Very Good (A) to Good in the fourth quarter.

Table 1. Achievements of IKM Dukcapil Surakarta City in 2023

<table>
<thead>
<tr>
<th>Year</th>
<th>Quarter</th>
<th>Indicator</th>
<th>Total IKM Acquisition</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>1</td>
<td>73</td>
<td>66</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>74</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>72</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>71</td>
<td>76</td>
</tr>
</tbody>
</table>

Based on the table above, it is known that for 1 year Dukcapil Surakarta City has been consistent in improving service quality. The value of Dukcapil Surakarta's IKM in the third quarter of 2022 reached 93.31 with Very Good criteria, (Dukcapil Surakarta, 2022). Data collection used for SKM Dukcapil in the first and second quarters of 2023 uses the Sijalak Koar application. Through the application, respondents/communities can fill out the Community Satisfaction Survey (SKM) independently with an online mechanism. The results of the respondents' answers will then be recapitulated automatically by the mechanism in the Sijalak Koar application. Meanwhile, starting from the third and fourth quarters of 2023, Dukcapil Surakarta has begun to integrate SKM instruments on the agency's website. Respondents can view the previous period's SKM value and fill in the current period's SKM on https://appbagor.surakarta.go.id/ website. Even so, the administrative officer of Dukcapil Kota Surakarta still uses Sijalak Koar to determine the mechanism for monitoring, implementing, managing data, and reporting implementation, as well as follow-up on the results of SKM, (Dukcapil Surakarta, 2023).

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as follow-up on the results of SKM, (Dukcapil Surakarta, 2023).

Table 1. Socio-Demographic Conditions of Respondents

<table>
<thead>
<tr>
<th>Age</th>
<th>Sum</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 - 19</td>
<td>16</td>
<td>29,09</td>
</tr>
<tr>
<td>20 - 22</td>
<td>35</td>
<td>63,64</td>
</tr>
<tr>
<td>23 - 25</td>
<td>1</td>
<td>1,82</td>
</tr>
<tr>
<td>26 - 28</td>
<td>1</td>
<td>1,82</td>
</tr>
<tr>
<td>28+</td>
<td>2</td>
<td>3,64</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 2. Education Level of Respondents

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Sum</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMP</td>
<td>1</td>
<td>1,82</td>
</tr>
<tr>
<td>SMA</td>
<td>48</td>
<td>87,27</td>
</tr>
<tr>
<td>Bachelor</td>
<td>6</td>
<td>10,91</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>100</td>
</tr>
</tbody>
</table>

Based on table 2 above, the majority of respondents who filled out the questionnaire in this study had the last level of education up to high school / equivalent. While 10.91% of respondents were S1 / equivalent graduates and only 1.82% junior high school graduates / equivalent.

Table 3. Respondent's Type of Work

<table>
<thead>
<tr>
<th>Work</th>
<th>Sum</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wirausaha/Wiraswasta</td>
<td>1</td>
<td>1,82</td>
</tr>
<tr>
<td>Private Employees</td>
<td>4</td>
<td>7,27</td>
</tr>
<tr>
<td>Student</td>
<td>47</td>
<td>85,45</td>
</tr>
<tr>
<td>Not Working/Not Working</td>
<td>3</td>
<td>5,45</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>100</td>
</tr>
</tbody>
</table>

Based on table 3 above, it can be seen that the majority of respondents are students / students, while a small part are private employees, entrepreneurs, and not yet / not working.

Level of Understanding of Respondents to the Type of Service in SKM Dukcapil Surakarta Instrument.

Table 4. Experience filling SKM Dukcapil Surakarta instrument.
Based on table 1 above, the majority of respondents admitted that they had never filled out a community satisfaction survey questionnaire at the Surakarta City Dukcapil Office, which was 78.2%. Meanwhile, 21.8% of respondents stated that they had experience filling out the SKM Dukcapil questionnaire in Surakarta City. The majority of respondents who had filled out SKM, around 64.3%, filled out the survey independently through the Dukcapil Surakarta website. Another 21.4% of respondents filled out independently while at the Dukcapil Office using a paper-based questionnaire, while only 14.3% of respondents admitted that they needed help from Dukcapil officers when filling out the SKM questionnaire.

Table 5. Perception of the Obligation to Fill SKM Dukcapil Surakarta.

<table>
<thead>
<tr>
<th>Experience</th>
<th>Sum</th>
<th>%</th>
<th>Obligation to Fill SKM Instruments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mandatory</td>
</tr>
<tr>
<td>Ever</td>
<td>32</td>
<td>58.2</td>
<td>29%</td>
</tr>
<tr>
<td>Never</td>
<td>23</td>
<td>41.8</td>
<td>-</td>
</tr>
</tbody>
</table>

As many as 29% of respondents who had filled out the SKM questionnaire at the Surakarta Dukcapil Office, stated that the filling was mandatory or required by Dukcapil officers. In other words, after the community takes care of the population documents directly in Dukcapil, they will be required to fill out the SKM survey. Conversely, around 71% of respondents stated that they felt they were not obliged to fill out SKM after completing their residency documents at the Surakarta Dukcapil Office.
The next indicator related to the level of public understanding of the Surakarta City Dukcapil SKM Instrument is the "type of service". The purpose of the service type indicator is the various services provided by the Surakarta City Dukcapil Office as the executor of public services related to population administration. The forms of services listed in the SKM Dukcapil Surakarta City instrument range from services for each attachment document to regional innovations created. People who fill out questionnaires through the Surakarta City Dukcapil website must first answer the question item "type of service" they have received at that time before filling in the next question points. Based on figure 1 above, each type of service provided by the Surakarta Dukcapil Office was asked to the respondents. Starting from Child Identity Card (KIA) services to General Services. The results showed that the highest level of public understanding (marked by the highest "very understanding" percentage score) was in the Electronic ID Card Recording service. While the majority of respondents actually do not understand and do not even understand the purpose of services / innovations such as Sapu Kuwat, Besuk Kiatam, Lantatur, Bening Kekasih, and Sila KIA. The response of "lack of understanding" actually increased significantly in the types of services related to Dukcapil regional innovation, for example in the services "Inovasi Bening Kekasih" and "Inovasi Sila KIA".

![Figure 1. Level of public understanding of the Type of Service in SKM Dukcapil Surakarta Instrument.](image-url)
Level of Community Understanding of SKM Dukcapil Surakarta Question Items.
The Community Satisfaction Survey (SKM) instrument conducted by the Surakarta City Population and Civil Registration Office contains 9 question items. Each of these question items contains standard indicators in the Community Satisfaction Index (IKM) in accordance with the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Organizing Units. The following is a description of the question items on the SKM Dukcapil Surakarta City questionnaire:

Table 6. Question Form SKM Dukcapil Surakarta City

<table>
<thead>
<tr>
<th>No.</th>
<th>SKM Elements</th>
<th>Question Form</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Requirement</td>
<td>What do you think about the suitability of the jenis_layanan terms of service provided?</td>
<td>P1</td>
</tr>
<tr>
<td>2</td>
<td>Systems, Mechanisms, and Procedures.</td>
<td>What do you think about the ease of procedures for getting jenis_layanan services in this unit?</td>
<td>P2</td>
</tr>
<tr>
<td>3</td>
<td>Time to Turnaround</td>
<td>What do you think of the speed of service time jenis_layanan?</td>
<td>P3</td>
</tr>
<tr>
<td>4</td>
<td>Fees/rates</td>
<td>Is the service fee jenis_layanan in accordance with the stipulated provisions?</td>
<td>P4</td>
</tr>
<tr>
<td>5</td>
<td>Product Specification Type of Service</td>
<td>Is the requested service product in accordance with what was requested?</td>
<td>P5</td>
</tr>
<tr>
<td>6</td>
<td>Competence of Implementers</td>
<td>What do you think about the competence/ability of officers to provide services?</td>
<td>P6</td>
</tr>
<tr>
<td>7</td>
<td>Executor behavior</td>
<td>What do you think of the behavior of officers in service regarding politeness and friendliness?</td>
<td>P7</td>
</tr>
<tr>
<td>8</td>
<td>Handling of complaints, suggestions, and feedback.</td>
<td>What do you think about the handling of service user complaints at this agency?</td>
<td>P8</td>
</tr>
<tr>
<td>9</td>
<td>Facilities and infrastructure.</td>
<td>What do you think about the quality of Facilities and Infrastructure?</td>
<td>P9</td>
</tr>
</tbody>
</table>

In this study, each respondent's level of understanding of the SKM element question items was measured by the Likert Scale. The level of understanding of the
community is measured in 4 levels, namely very understanding – not understanding. Picture... above shows the level of respondents' understanding of each purpose of the SKM element question.

![Figure 2. Level of Community Understanding of Questions in SKM Dukcapil Surakarta Instrument.](image)

Based on figure 2 above, the level of public understanding of the meaning of the questions in the Surakarta City Dukcapil SKM instrument is measured by whether or not respondents understand the 9 questions in the SKM that have been compiled and disseminated by the Surakarta City Dukcapil Office. The results showed that Question Item P2 is about "2. What do you think about the ease of procedure for getting jenis_layanan services in this unit?" have a range of understanding "understand" with the highest score. While in the question item "6. What do you think about the competence / ability of officers in providing services?", there are still many respondents who do not understand. On average, respondents "understand" each of the 9 question items given by the Surakarta Dukcapil Office in the SKM instrument. People in Surakarta City are very familiar with the question item (P7), which is about the element of "implementing behavior" in getting services. These question items are easily understood by the public because the form of question sentences is simple and directly leads to the type of attitude, namely politeness and friendliness. Through these questions, answers from the community will immediately be directed to a very friendly / polite scale to not friendly / polite.

Question (P2), which is about the ease of procedures for obtaining services, shows the highest level of "understanding" when compared to other question items. People tend to easily understand the meaning of "ease of procedures for obtaining services" which is simply interpreted as procedures for managing population documents. The question item (P1) regarding the element of "Requirements" still
shows that there are people who do not understand. This relates to the definition of "requirements" in the management of population documents. There are some people who are still confused / confused about the true meaning of "requirements" and "procedures for getting services".

Community Understanding of the Meaning of Questions in the Surakarta SKM Dukcapil Instrument.

Testing of the understanding of the intent of each element/indicator forming the community satisfaction index needs to be carried out in this study. At this stage, research respondents were tested through multiple-choice questions related to SKM elements or indicators. Through the research questionnaire, respondents were asked to choose the answer option that they thought was most appropriate to explain the meaning or understanding of each element of SKM. Based on the results of the study in figure 3, it shows that in general, the average respondent managed to answer correctly the meaning of the elements in the SKM Dukcapil instrument in Surakarta City. The highest correct answer to question point (P7) is "officer behavior regarding courtesy and friendliness". The second highest correct answer is occupied by question points (P6) relating to "competence/ability of officers in providing services". The two question items are easy for the public to understand. The definition of officer behavior is easy to observe and understand, because even in people's daily lives, they are familiar with the context of the word. The definition of behavior is also increasingly emphasized and directly directed at the type of polite and friendly behavior.

Based on figure 3 above, researchers tried to test the level of respondents' understanding of the meaning of questions from 9 SKM indicators in the Surakarta Dukcapil Service instrument. There are 2 options (1 false and 1 true) that can be chosen
by each respondent. Figure 3 shows that in each of the 9 indicators, there are still wrong answers from respondents. The correct answer to the indicator of Conduct of Officers in the Service received the most appropriate answers from respondents. The highest number of incorrect answers is found in the question item (P2), which is related to the element of "ease of procedure for obtaining services". People have a misperception of the notion of procedure. Many of them consider that the procedure is identical to the requirements. So when asked about the ease of procedure, they tend to understand it as the level of ease of the type or number of requirements needed to take care of residence documents. In fact, the real meaning of "ease of procedure" is the extent to which procedures standardized (in the form of SOPs) by public service providers can be easily accessed by service recipients/communities.

The second highest number of wrong answers is "service product". According to Permenpan RB Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys for Public Service Organizing Units, elements of service products can be interpreted as the results of services provided and received in accordance with predetermined provisions. As many as 47.3% of respondents tend to interpret the term service product as "the type of service provided by employees of the Dukcapil Office", even though the type of service provided by the Dukcapil office can include offline and online services and is realized in the form of service innovation. According to Suhendra (2018), regional innovation is all forms of renewal / improvement in government administration activities. This regulation on Regional Innovation was ratified through Government Regulation No. 38 of 2017 concerning Regional Innovation. If you look at the definition, actually service products are outputs produced from a Dukcapil service both online and offline. 52.7% of respondents managed to answer correctly by defining service products as "a type of population document managed by the community to the Dukcapil Office".

Recommendations for Optimizing Community Satisfaction Survey Instruments at the Surakarta City Population and Civil Registration Office

Based on the results of research that has been described in the previous point, it can be seen that the SKM instrument used by the Surakarta City Dukcapil Office still has several weaknesses, including:

1. There are varying levels of public understanding of the questions asked in the survey. This shows that there are differences in interpretation that can affect the validity and consistency of IKM survey results.
2. There are still some misconceptions regarding the meaning of the indicators proposed in the SKM. This means that there is still confusion about the true purpose of the questions asked in the survey. This can be detrimental to policymakers when the evaluation/SKM conducted intends to reflect an accurate understanding.
1. Limited public understanding of the purpose of innovation introduced by the Surakarta City Dukcapil Office. Limited understanding can hinder acceptance of innovation by society.

The solution to overcome this problem is to submit questions from the Surakarta
Dukcapil Office SKM through a direct interview system. Officers provide questions directly to people who have just carried out the population administration process at the Surakarta Dukcapil Office or at other service points. Difficulties in understanding the context of the questions and the intent of each indicator can be explained directly by survey officers, but these conditions are difficult to implement because they require considerable human resources and significant time. Meanwhile, the use of SKM with an online system through the website remains a progressive step that is efficient in time and energy. Improvement efforts to optimize the SKM Dukcapil Surakarta City instrument can be directed through the following steps:

1. Prepare a more concrete draft of the SKM assessment instrument by including a detailed explanation of the objectives of each SKM question indicator. This aims to avoid ambiguity in respondents' interpretation and ensure uniformity of respondents' understanding of IKM questions. This process can also involve the active participation of relevant parties and experts to ensure that the instrument covers important aspects in the context of public services.

2. Provide an explanation (thumbnail) for each type of innovation introduced by the Surakarta City Dukcapil Office. As well as providing digital educational features such as short videos and infographics that are useful for providing more interactive visual explanations of the questions and objectives of each IKM, so as to increase public understanding.

3. Design the appearance of the website with a simpler interface for various age categories, ranging from the younger generation to the elderly. Then in the prototype testing process before the official launch, it should involve representative groups with different demographic backgrounds, so as to help ensure that the appearance and features provided truly reflect the needs and preferences of the community, help identify potential difficulties / obstacles, and ensure that the website can be accessed properly.

4. In an effort to increase public participation in the IKM survey, policymakers can apply several "Nudge" or "Gentle Encouragement" methods that help overcome psychological barriers that are the reason for people not to participate in SKM. Examples include giving positive messages to every advertisement or public service media, sending periodic reminders / notifications that are strategically designed so that people fill SKM after service, and providing small incentives or opportunities to participate in lucky draws so that people are motivated to contribute to SKM.

A holistic approach is needed that involves an effective communication approach to the community in every policy design and service innovation. This will help create a community environment that can respond well to positive changes and increase acceptance of innovations introduced by the Surakarta Dukcapil Office

IV. Conclusion

Public understanding of the SKM Dukcapil instrument in Surakarta City is good. This is evidenced by the average level of understanding for all types of Dukcapil services that show good to very good scales, especially on services that directly refer to
The majority of people also "understand" each item of the 9 question items which reflects community satisfaction indicators on the SKM Dukcapil Surakarta instrument. However, there is a public misunderstanding of the understanding of "service products" and "procedures for obtaining services" as shown by the percentage of wrong answers is quite large, reaching 47.3% and 52.7%. This shows that the SKM Dukcapil Surakarta City instrument must be refined again so that the public can better understand the meaning of the questions asked to them as respondents.

The SKM Dukcapil Surakarta instrument must be refined so that the measurement results of this survey can be more valid and credible. There are several proposed options that can be done by Dukcapil Surakarta City, namely by (a) compiling more concrete instruments and accompanied by detailed explanations of each indicator, (b) providing thumbnail explanation features for each type of Dukcapil innovation, (c) designing a simpler SKM website interface and suitable for various age categories of the population, (d) Dukcapil must apply the Nudge method To overcome psychological barriers and encourage people to more actively participate in filling out surveys.

References


Peraturan Pemerintah No. 38 Tahun 2017 tentang Inovasi Daerah.