**"Comparison Service Attitudes to Servqual on Community Satisfaction**

**Of Public Service In Palembang District"**

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Abstract. This study aims to determine the Service Quality ID cards in Palembang to the community as a service user satisfaction. Research methods are used for descriptive Comparative Quality ID Card by looking at the Average Satisfaction perceived trend of people using the dimensions of service quality variables proposed by Zeithaml et.al (2006) ie Tangibles, Reliability, Responseveness, Assurance, and Emphaty.

The findings of this study indicate that for the Quality of Service in the District of Sako better than the Seberang Ulu District. There are only two dimensions of perceived community Responseveness Less Satisfied namely, Tangibles, Assurance, Emphaty. Attitudes to Quality of Service Officers by looking at the gap between the attitude of officers of the district had the same five dimensions of society felt the Less Satisfied Courtesy, hospitality, Discipline, Communication and Responsibility.

From this research shows that service quality is influenced by the attitude of service staff. For that level of intelligence in addition to having knowledge (IQ) is high a Public Service Officer must have a high emotional intelligence as well. In order to provide Services quality given satisfaction to the public as service users.

Keywords: Service Quality, Community Satisfaction, Service Attitudes

**1. INTRODUCTION**

Basic needs will continue to evolve with the social-economicdevelopment of society. That is, at a certain level of development that previously did not become a staple, it can turn into a very important requirement. For example; One to take care of important documents and ID cards must have the original , and also a child who wants to go to the primary school should have a birth certificate from the Office of Civil Registration.

It is necessary for the Community Satisfaction Index study in the district and sub-district Sako and Seberang Ulu 1 Palembang. In accordance with KepmenpanNo. Kep/25/PAN/2004 on Guidelines for Preparation General Satisfaction Index, Community and Government Services unit also viewed Performance Officer Service to Quality of Service and Community Satisfaction.

Based on the description above, in this study, entitled: Comparison of Service Quality and Satisfaction of electronic ID cards in Palembang.

**Problem Identification**

Identify the problems facing service quality of ID card at Sako and Seberang Ulu 1 District in Palembang, among others:

1. There is dissatisfaction with the quality of service the community of ID cards in the sub-district Sako and Seberang Ulu 1 Palembang especially in attitude Services Officer.

2. Dissatisfaction felt by the public about the services provided by the attitude of officers for ID Card Services at Sub-district Sako and Seberang Ulu 1 Palembang

**Problem Formulation**

a. How to Compare Service Quality of ID cards on Sako and Seberang Ulu 1 in Palembang?

b. How Attitude Dimension Level Comparison Services Officer of ID cards with the fact that people felt the both of district?

**Research Objectives**

This study aims to:

1. Knowing comparison service quality of ID cards on Sako and Seberang Ulu Palembang on Community Satisfaction.

2. Knowing comparison rate stance Services Officer of ID cards to the satisfaction of the people in District Sako and Seberang Ulu I Palembang.

**2. RESEARCH METHODOLOGY**

**Research Design**

In accordance with the purpose of the research that has been presented before, this study is using a design or descriptive comparative research design is to analyze assessment results obtained from the questionnaire are depicted with value / numbers that have been averaged from Care Quality and compared between sub Sako and Seberang Ulu I also compared the attitudes and service officers provide services to the public perceived satisfaction Sako district and Seberang Ulu District.

**Population and Technical Decision**

a. Population

Because It Assessment Institutions then population of this study are:

1. Community on SubDistrict Seberang Ulu I and Sako.

2. District employees Sako and Seberang Uu I especially on ID Services Officers in each district.

b. Sample

Because this study is 2 (two) Institution / Institutions which is different then the required sample pairs

Requirement of Society

1. Samples are citizens who reside in the district.

2. Age above 17 years / compulsory ID cards

3. Have gained from the Population Administration Services District Office Minimum 2 times in last 6 months.

4. Understand the purpose and meaning of service is actually.

5. At the time of encounter had finished getting Services of ID cards from the District Office of Sako and Seberang Ulu 1 Palembang

Requirement of Officer Services

1. Tenure Services Officer at least 1 year.

2. They have got training, technical guidance, especially for population administration services, namely and ID cards

3. Being in Place Care

4. Understand the purpose and meaning of service is actually.

5. At the time of encounter had finished giving Services of ID cards in the district.

In research using the samples Accidental Sampling at which time the service met and have received ID cards in the District.

For the set of 100 samples with sample characteristics and conditions that have been determined. While the officer is determined by looking at the consistency of personnel directly serving the data.

**Research Data Collection**

Methods of data collection in this study was based on questionnaires. Research questionnaire respondents were then divided according to the criteria required for ± 6 days of research time for each district.

**3. RESULTS**

Analysis of Attitude Research Services Officer of ID cards,

**Testing of Hypotheses and Previous Research**

From the above discussion suggests that the findings from this study about attitudes ID card Services Officer at Sub-district Sako and Seberang Ulu was in line with the theory put forward by the Care Quality, Laterner & Levine (1990) and Hatry (1999). Whether or not the service (quality of service) can be seen from the extent to which institutions in providing public services with a friendly and courteous, populist and various forms of behavior that can be fun and satisfying customers. This is in line with the findings of research that results from 8 Dimension Services perceived attitude of the community dimension of Courtesy, hospitality, Responsibility are still less to give satisfaction to the public as users of public services.

In addition, the results of this research are not in line with the Decree of the Minister of Administrative Reform number 63 of 2003 on Guidelines for the Implementation of Public Hardiyansyah (2011) the responsibility of public service providers or appointed official responsible for the provision of services and resolution of complaints / public service delivery issues because people still do not get the resolution of complaints / issues as required under this Decree. In addition, the findings of this study are not in line with the indicators required in this decision such as discipline, courtesy and hospitality; care giver must be disciplined, polite, friendly, and provide services with sincerity. But the reality on the ground people do not get the required service or not fully implemented either by the District Office and District Sako and Seberang Ulu I in ID card services.

In addition, the results of this study are appropriate or consistent with the opinion of the LO. Limbong (2008) which requires that the attitude of a Customer Service or Service Officers must have a friendly and courteous attitude in providing service, have full responsibility in providing services, paying attention to the public / customers, responding to complaints. And the findings are also in line with the opinion Supoto and Suryanto (2010) who progressed traits Officer Attitudes in doing such excellent service in a calm and courteous service, gently greeting, speaking clearly and not interrupting customers all of which are still felt Less Satisfied by the community and not implemented properly.

The results of this study also supports previous research conducted by Febriyadi (2011) on Quality of Service KK and ID cards at the District Office Seberang Ulu I that people are less satisfied at Quality Services Officer Attitudes like dicipline of Services Officer, Clarity Services Officer, Responsibility Officer Service and Service Assurance schedule both Time Services and Completion Services assessed Less Good / Less Satisfied. This is supported by the findings from this research were also assessed for the Less Satisfied Attitude Indicator of ID Services Officer at the District Office Seberang Ulu 1.

In addition, the results of this study support the hypothesis that while in this study explained that the community dissatisfaction with the attitude of a given officer of ID card services both at the sub District Sako Seberang Ulu I Palembang.

Obstacles encountered in ID Card Services

At the sub-district Sako and Seberang Ulu I Palembang

From the findings of this research shows that a lot of the constraints faced in ID card services both from Operator Services Agency as well as from the public as users of these services:

1. From the findings of this study indicate that there is still a lack of services provided by each district as a Public Service Provider of ID cards, especially in behavior or attitude of ministry officials, this is because the employees were placed on such services still do not know who should be Prime Services. Looks are less satisfied people's attitudes as less friendly, less polite, less discipline. In addition, officers are placed on the Services are not yet equipped Training Prime Services has required the Public Service Minimum Standards.

2. From the findings of this study shows that the District Office responds to complaints about the service and the public desire of ID cards that look no improvement, especially in terms of attitude Services Officer is the reference community dissatisfaction with society. As to reform by providing motivation, a clear direction and proper training to officers stationed at the ID Card Services.

3. In addition the error in the recruitment and placement of employees who actually looks at the ministry is still a lack of competence in the care workers who provide the best of ID cards primarily on serving the right attitude.

4. Still Lack of dissemination to the public regarding the procedures and requirements are clearly of ID cards, are still many people who do not know the clarity of procedures and costs charged to the process of making families an ID card. There is still a lack transfaran or service charges for the provision of official procedures and Processing Fees Services.

5. Socialization District Office should be done regularly and sustained so that the public as users of public services does not get confused and do not be afraid to make the process of ID cards on the District Office with clarity the proper procedures and services. As more regularly to disseminate e-ID card at the present stage of the process of making e-ID card at the District Office by Fingerprint Scanner process for residents who wish to take e-KTP. And properly and clearly explained why the delay in the completion of e-ID cards and the turnaround time variability such e-ID card.

6. Apart from District agencies as providers of public services in the field problem arises because the public discontent public reluctance to make immediate Manufacturing Process of ID cards at the District Office because of the fear of public service processes to convoluted by taking short cuts by using intermediaries unscrupulous district officials of these ID cards. This makes a bad image that the discrimination in the service or facility services if there is an intermediary assistance officer or employee individual districts.

7. From the findings the need for special attention from the government in terms of public services by improving the quality of public services both in terms of the allocation of (SKPD) who perform their duties as Public Service District in organizing of ID cards, and e-ID the fund allocation DAPT used to improve public services for Incentive Officer tersbut such services as a form of motivation to the officers to be more work up in providing services, or can also be designed to improve the facilities convenient services such as a comfortable waiting room.

**4. CONCLUSIONS AND RECOMMENDATIONS**

Conclusion

1. From the results of this study appear the lack of public discontent towards Quality Services of ID cards in each district, especially on the Dimension Responseveness (Power Response) and Emphaty (Caution) for the District Sako while Seberang Ulu 1 at Dimension Responseveness (Power Response), Assurance ( Assurance) and Emphaty (Attention).

2. Comparison of Quality of Service ID card between Seberang Ulu District I and District Sako which are rated by the community has an advantage in dimensions Assurance (Assurance Services) compared to Seberang Ulu District I

3. There is dissatisfaction Community Services Officer Attitudes toward families and communities perceived ID as user services. For Sako district and subdistrict Seberang Ulu I had the same attitude dimension Dissatisfaction in Civility, Hospitality, Discipline, Communication and Responsibility for ID cards.

4. Still less maximum services provided by the Second District Office as ID card services, especially from Services Officer Attitudes and ID cards are not in accordance with the Public Service of existing standards and the absence of a clear commitment from the District Agency due the constraints of the admissions process and staffing services for the ID cards are still not clear and precise, and still lack funds to be allocated to public service of Palembang City Government to the District Office as a public service agency.

Suggestion

1. Necessary Improvements in Quality of Service for each district in ID Card Services as Power Response Officer for Community Desire, The Hospitality and Courtesy Officer in providing services, Disciplinary Officer in the Time of service, guarantee the good service from the comfort and safety to services, as well as the responsibility of officers in solving the problems and process of making families and an ID card. As a public service training excellence, especially to the officer to be placed on the ID card services

2. There needs to be serious consideration of Palembang City Government to allocate funding to the Operator Services such as district office in improving public services such as the allocation of funds excellent service training, incentives for service personnel of ID cards at the District Office for motivating employees work. As well as the allocation of funds to improve the facilities are convenient and safe service to the public.

3. Attitude of Public Service Officers, in addition to have Intelligence Knowledge Exchange (IQ) is High, but must have also Emotional Inteligent Exchange (EQ) is also high. For a public service and may be more qualified people as service users will be able to feel satisfied service.