

Analysis of Community Satisfaction with Public Services in the Liaison Agency of North Sumatra Province

Frida Situmorang, Tirton Nefianto

Fakultas Ekonomi dan Bisnis, Universitas Esa Unggul, Indonesia

Email: uprith@gmail.com, nefianto.tirton@esaunggul.ac.id

KEYWORDS	ABSTRACT
Community satisfaction, facilities and infrastructure, public services, Liaison Agency, North Sumatra, service quality.	The North Sumatra Provincial Liaison Agency plays a strategic role in facilitating communication between the provincial government and the North Sumatran diaspora, particularly those residing in Jakarta. Despite recent improvements in facilities and infrastructure, challenges remain in service delivery—especially in terms of accessibility for people with disabilities and the limited accommodation capacity of the Provincial Government Mess. This study aims to evaluate the quality of public services at the Liaison Agency and identify gaps between community expectations and the services provided. Using a qualitative descriptive method, data were collected through in-depth interviews with key informants and community satisfaction surveys. The findings reveal that although some service standards have been met, there is still a significant disparity between public expectations and actual service performance. Contributing factors include underdeveloped infrastructure, insufficient digitization of services, and limited dissemination of public policies. The research highlights the urgent need for inclusive infrastructure improvements, the adoption of digital-based service models, and enhanced human resource capacity. The implications suggest that by implementing innovative and inclusive public service strategies, the North Sumatra Provincial Liaison Agency can significantly improve citizen satisfaction and strengthen its role as a bridge between the provincial government and the community.

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INTRODUCTION

In accordance with North Sumatra Provincial Regulation Number 8 of 2022 and North Sumatra Governor Regulation Number 40 of 2017, the North Sumatra Provincial Liaison Agency carries out supporting functions to carry out coordination of government affairs and development with the central government. The Liaison Agency has the task of carrying out the preparation and implementation of specific regional policies in the field of general administration, inter-institutional relations, community development and services, facilitation of promotion and information as well as assistance duties (BPS, 2022; BPS Provinsi Sumatera Utara, 2021; Fahmi

et al., 2022; Purba, 2023). Public services are one of the needs in order to fulfill services. Efforts made by the government or related institutions to provide services in accordance with the needs of the community, based on the provisions of laws and regulations, are known as public services (Engen et al., 2021; Ojasalo & Kauppinen, 2024; Pawlowski & Scholta, 2023; Trischler & Westman Trischler, 2022). The purpose of implementing this public service is to ensure the fulfillment of the needs of the community as a whole, including various aspects of services related to daily life.

According to Lonsdale states that public services are everything provided by the government or except collectively in order to meet the social welfare of the entire community. The Liaison Agency has the responsibility to ensure that the communication process between the Government and the community runs well. One way to measure the success of the task is to assess community satisfaction with the services received. However, there are still few who conduct research on the Liaison Agency. In fact, this institution has its own characteristics and challenges in providing adequate services to the community. Service quality is a condition where a dynamic relationship is created between users and service providers, both services and people. The quality of service must be of high quality if it is in accordance with the user's expectations, otherwise, the service is considered to be of poor quality. The applicable service quality standard rules and user perception are what determine this service quality assessment (Aryani et al., 2023b, 2023a; Konte & Vincent, 2021; Sutaryo et al., 2022; Watthanaklang et al., 2024).

According to Mohammad stated that the quality of public services, institutional management, human resource support, and implementation patterns affect the quality of public services. The quality of service affects community satisfaction because the better the quality of service provided by an agency or company, the higher the level of satisfaction received by the community. If the performance meets the expectations of satisfied customers, if the performance exceeds the expectations of the customers are very satisfied or happy. The assessment of public service performance must start from the interests of the community and consider the satisfaction of the community according to the previous research. Service quality has a significant effect on customer satisfaction. From this value, it shows that service quality has a positive and significant effect on customer satisfaction according to previous research. One of the factors is to respond quickly, precisely, carefully, on time and respond to the complaints of service users that have been carried out, in accordance with the wishes of the community.

The Regulation of the Minister of PAN&RB RI Number 14 of 2017 concerning Guidelines for the Preparation of Community Satisfaction Surveys stipulates that a comprehensive survey must be conducted to measure the level of public satisfaction with the quality of public services. The results of the survey must be carried out in accordance with the principles of transparency, accountability, participation, sustainability, fairness, and neutrality. The analysis of the results is very important to develop innovation and improve the quality of public services. Meanwhile, according to previous research stated that there was a positive correlation between service quality

and community satisfaction, with a correlation of 0.758 and a significance level of 95%. Based on the benefits of this community satisfaction survey, it is important to conduct an analysis of community satisfaction with public services provided by the North Sumatra Provincial Liaison Agency.

Public services have several weaknesses in their implementation. These include unresponsiveness, un informativeness, unavailability, uncoordinated, bureaucratic, unwillingness to listen to public complaints, suggestions, or aspirations, and inefficiency. In the implementation of the Provincial Liaison Agency's Work Program Services, there are several obstacles that affect service quality and community satisfaction. Some of the obstacles faced in the development of North Sumatra include the lack of absorption of the aspirations of the people of North Sumatra in Jakarta and its surroundings, as well as the lack of their empowerment. In addition, the number of rooms owned by the Provincial Government Mess in Jakarta is also still inadequate. The condition of traditional houses in the North Sumatra Regional Pavilion TMII, such as the Karo, Nias, Bagas Godang, and Simalungun Traditional Houses, which are heavily damaged, reduces the attraction of visitors. The arrangement of the North Sumatra Regional Pavilion in TMII is also not optimal, as well as the relationship with other institutions/private institutions to invest in North Sumatra is not optimal (Strategic Plan of the Provincial Liaison Agency, 2023).

Service standards are standardized measures in the implementation of public services that must be obeyed by service providers and/or recipients including: 1. Service procedures 2. Completion time 3. Service Fee : 4. Service Products 5. Facilities and infrastructure 6. Competence of service providers The competencies of service providers must be determined appropriately based on the knowledge, expertise, skills, attitudes and behaviors needed (Indonesia, 2009; Nirwanan Tarigan et al., 2021; Peso & Pranoto, 2022; Ramdhani, 2021; Ratnawaty, 2018). From the data on service standards when compared to the obstacles that exist in the Liaison Agency, this study sees a gap in community satisfaction. Where the most obstacles occur in the Liaison Agency is the lack of facilities and infrastructure that support public services. It can be seen from the 2024 Liaison Agency Strategic Plan that the number of mess rooms, the condition of traditional houses and the lack of arrangement of the TMII Pavilion are infrastructure facilities that need to be improved.

The gap in this study will affect the quality of public services in the North Sumatra Provincial Liaison Agency, and affect the level of community satisfaction with the services provided by the North Sumatra Provincial Liaison Agency. So that the difference between the services provided and the expectations of the community shows this inequality. On the one hand, the community expects services that are responsive, flexible, and in accordance with their needs, especially in terms of representative roles and support for the people of North Sumatra overseas. However, the lack of facilities and infrastructure, such as limited facilities and less effective mechanisms to meet the aspirations of the community, can affect public satisfaction with the services provided by the Provincial Liaison Agency.

This study aims to find out and analyze Community Satisfaction with Public Services in the North Sumatra Provincial Liaison Agency. In the future, it is hoped that this research can be a reference for future research to discuss similar themes.

RESEARCH METHOD

Type of Research

The method used in this study is a qualitative method, with descriptive analysis. Qualitative research is research that produces descriptive data, both written and oral, from the object being researched and observed. The qualitative approach emphasizes on the meaning, reasoning, definition of a certain situation (in a certain context), and researches more on things related to daily life. Qualitative research prioritizes the process over the final result. So that the order of activities can change according to the conditions of findings in the field. The type of research that the researcher uses is descriptive research, where descriptive research is a research that aims to explain an overview or phenomenon of the current situation by using scientific procedures to answer the problem actually. And the descriptive research method is a method used to describe and interpret a phenomenon that occurs. Qualitative research according to Hendryadi, et. al, is a naturalistic research process that seeks a deep understanding of social phenomena in nature. According to Moleong (2017), qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject such as behavior, perception, motivation, action and others holistically and by way of description in the form of words and language, in a special context that is natural by utilizing various natural methods.

Research Focus

The focus of the research is the concentration on the purpose of the research being conducted. According to Moleong, the focus of the research is intended to limit research to choose which data is relevant and which is irrelevant, so that it is not included in a number of data that is being collected, even though the data is interesting. The focus of this research is to analyze public satisfaction with the public services of the Liaison Agency from the aspect of facilities and infrastructure in the Provincial Liaison Agency.

Research Location

The location of the study is North Sumatra Provincial Liaison Agency. The determination of this location is based on obtaining detailed data on the North Sumatra Provincial Liaison Agency related to public satisfaction with the services of the Liaison Agency in carrying out its duties has a function by carrying out the quality of services at the Provincial Liaison Agency and its influence on community satisfaction.

Data Collection Techniques

In qualitative research, interview techniques are the determinants of informants. An informant is a person who has insight or information about a certain event. In determining informants, the determination of informants is based on several conditions. The conditions for becoming an informant that must be considered are (1) Health or the person is physically and

spiritually healthy, (2) Must have enough time and speak both in terms of language, (3) Cultural quality, (4) Psychological age factor, meaning that the person is an adult and the person concerned has extensive knowledge about the problem being researched. According to Sugiyono (2019) observation is a data collection technique that has specific characteristics when compared to other techniques. The data collection carried out by the researcher is through direct interviews with service users, observations, documents and visual materials to collect information.

Data Source

In determining the informants in this study, it is to get the information needed from informants who really understand the topic and scope of the research, so that they can provide the information needed. The determination of the number of informants is not based on statistical calculations, but depends on the saturation of the data obtained Through questionnaires and interviews with key informants, then the data was analyzed qualitatively. To qualify as a key informant, the interviewee must be the head of the agency, experienced, as well as a hands-on practitioner and involved with the research topic. Data were collected as part of an overall research project on Public Satisfaction with Public Services at the Sumatra Provincial Liaison Agency North. Specifically, the interviewee was asked about Public Services at the Sumatra Provincial Liaison Agency North.

RESULTS AND DISCUSSIONS

This study presents evidence in the quality of public services that are focused on facilities and infrastructure in the North Sumatra Provincial Liaison Agency. Based on the results of an interview survey of several service users, the average service user assessed that the quality of facilities and infrastructure provided by the North Sumatra Provincial Liaison Agency was good and there were changes. From the elements of facilities and infrastructure in the form of available facilities (such as mess rooms, lobby, toilets, reception rooms), service users consider that service products have met their needs. From the element of human resources, the average service user assesses that the service officer provides fast, friendly, and professional service in helping the needs of the community.

However, there are several inputs and suggestions given in terms of facilities and infrastructure that need to be added and improved. Such as the infrastructure for disabled people that does not yet exist, inadequate worship rooms and a limited number of mess rooms, the Provincial Government's Mess Capacity is inadequate to accommodate guests from North Sumatra who come to Jakarta both from employees and the general public. Currently, the Liaison Agency has 25 (twenty-five) rooms divided into 9 (nine) VIP rooms, 14 (fourteen) Standard rooms and 2 (two) tourist rooms, with a building area of 1,368 m². So that this limited capacity is the main obstacle in lodging services for the people of North Sumatra who need temporary accommodation in Jakarta.

Disability-friendly space facilities still do not exist and do not meet accessibility standards for people with disabilities, because disability-friendly facilities are not available, such as ramps,

handrails, wheelchairs, and special toilets for the disabled. This is a special concern because it is in accordance with Government Regulation of the Republic of Indonesia Number 42 of 2020 concerning accessibility to settlements, public services and protection from disasters for people with disabilities. In article 16 it is written "Public Service Providers are obliged to provide easily accessible Public Services for Persons with Disabilities in accordance with the provisions of laws and regulations." The use of government regulations as the basis for this research provides legal evidence that strengthens the urgency of improving facilities and infrastructure to be in accordance with good public service standards. This emphasizes that increasing accessibility for people with disabilities is a must that must be realized immediately by the Provincial Liaison Agency.

In addition, it is necessary to improve the digitalization system by implementing an online system in public services that facilitates access and submission of services for the public. Providing an easy-to-use mobile application or website for service requests so as to speed up the service process and allow people to access services anytime and anywhere. Based on the point of view related to the services of facilities and infrastructure at the North Sumatra Provincial Liaison Agency, it is argued that it is necessary to improve the facilities and service infrastructure and also be given complete facilities, both waiting room facilities and the Provincial Government Mess Capacity to accommodate guests from North Sumatra who come to Jakarta. For this reason, if regulations (policies) have been issued, then a sufficient budget is needed to implement the policy optimally.

This study aims to analyze and evaluate the service facilities and infrastructure in the North Sumatra Provincial Liaison Agency, as well as the effectiveness in the implementation of service innovations to realize excellent service. This is the main point of this research regarding facilities and infrastructure services, To be fully implemented, services require a policy from stakeholders such as the government, the community, entrepreneurs, and also academics, having their respective roles and contributions in facilities and infrastructure services to provide excellent services. The researcher found that there is a role for each stakeholder in the satisfaction of facilities and infrastructure services. Based on this analysis, the researcher suggests the following:

Proposition 1: Facilities and Infrastructure Services

Improvement of facilities and infrastructure can be done by improving physical infrastructure through the construction or repair of buildings such as mess rooms, waiting rooms, toilets, disability-friendly rooms, worship rooms, and the rejuvenation of office equipment and supplies. The service area must be in a comfortable, clean, and safe condition. In 2024, the Provincial Liaison Agency has made efforts to improve the function of facilities and infrastructure that support public services through the construction of traditional houses and the maintenance of the Liaison Agency Mess. The improvement of these facilities and infrastructure is to support the duties and functions of the Liaison Agency. This is in accordance with one of the elements of quality public services according to Zeithaml, that is, Tangible (tangible). In addition, what is also

important to improve is the digitalization system service. Improving the digitization system by implementing an online system in public services that facilitates access and submission of services for the public. Provide an easy-to-use mobile application or website for service requests so as to speed up the service process and allow the public to access services anytime and anywhere

Proposition 2: Human Resources

Increasing human resources in supporting facilities and infrastructure services is urgently needed by stakeholders, in order to follow the trend of global sophistication developments in its implementation. Human resources must be professional, competent, empathetic, and ethical to support quality services. Improving human resources can be done by providing regular trainings for employees, both technical skills regarding duties and responsibilities, as well as soft skills training such as training on how to interact with the community, how to resolve conflicts, how to provide services with empathy that will increase service user satisfaction. This improvement of human resources is to improve service ethics, technology understanding and communication skills. Skilled human resources can provide services that are faster, more precise, friendly and in accordance with people's expectations.

Proposition 3: Each stakeholder has different problems and solutions

Each stakeholder has different roles and problems in the service of facilities and infrastructure. Of course, each problem has a different approach and solution. Researchers found that there are at least several problems regarding facilities and infrastructure services that continue to be a concern from the perspective of the government, entrepreneurs, and the community. Then, the service showed results that were generally acceptable, but there were several percent who stated that the service must be improved again. The problem of facilities and infrastructure must be improved in supporting the success of the evaluation of the airport pass issuance service at the North Sumatra Provincial Liaison Agency in supporting the realization of innovations in excellent service in the future. Although each stakeholder has different concerns, they are united in strategies that are ready to be focused on and included from the government to the community. By looking at each problem and the needs of other stakeholders, policymakers can plan, make policies and decisions, and use effective strategies to develop public services.

Proposition 4: A Regulation of Facilities and Infrastructure is needed

Rules (regulations) are things that must be of special concern to the government. There are several considerations that must be taken such as; The government must provide support in the form of policies (regulations) where there is no organizational structure of Facilities and Infrastructure. So that the service of facilities and infrastructure must be a new breakthrough in public administration as well as economics and business in Indonesia and internationally so that the novelty of this research can be seen and make innovations in excellent service.

Every year, the Liaison Agency also measures the quality of public services and community satisfaction through the Community Satisfaction Survey (SKM). The purpose of implementing SKM is to find out the picture of community satisfaction obtained from the results of measuring public opinions, on the quality and quality of services that have been provided by the North Sumatra Provincial Liaison Agency. From the data of the Community Satisfaction Survey (SKM) report on the implementation of public services at the North Sumatra Provincial Liaison Agency in 2024, it generally reflects a good level of quality with an SKM value of 90.22. The SKM value of the North Sumatra Provincial Liaison Agency shows consistency in improving the performance of public service implementation. From the results of the community satisfaction survey, facilities and infrastructure received the lowest scores, followed by service products and complaint handling. Meanwhile, the three elements of service with the highest scores, namely Behavior, service period and service officer competence, received the highest score.

The results of the survey analysis are used to evaluate public satisfaction with the services provided, as a material for policy-making related to public services and to see the trends of public services that have been provided by the organizers to the community as well as the performance of the public service providers. From the results of the analysis of the measurement of the community satisfaction survey, a follow-up plan was carried out in order to improve the quality of public services and policy-making in the context of public services. Therefore, the results of this analysis are made and follow-up improvements are planned. The improvement follow-up plan is carried out with priority starting from the elements with the lowest results, namely facilities and infrastructure.

There are several benefits obtained from the measurement of the community satisfaction survey, including knowing the weaknesses or shortcomings of each element in the public service provider, knowing the performance of the service provider that has been carried out by the public service unit periodically, as a material for determining policies that need to be taken and follow-up efforts that need to be carried out on the results of the Community Satisfaction Survey, knowing the overall community satisfaction index on the results of the implementation of public services within the scope of the Central and Regional Governments, spurring positive competition, between service provider units within the scope of the Central and Regional Governments in an effort to improve service performance, and benefits for the community can be known about the performance of service units.

CONCLUSION

The service of facilities and infrastructure at the North Sumatra Provincial Liaison Agency has been satisfactory, although there is still room for addition and improvement of the quality of facilities. To increase the capacity and capability of these services, it is necessary to develop innovative strategies, especially in terms of accessibility, lodging capacity, and other public facilities, such as increasing the capacity of the Provincial Government Mess to be able to better accommodate guests, providing disability facilities in accordance with government regulations, improving worship spaces and other public facilities, and strengthening investment promotion

through digital approaches and international cooperation. In addition, policy socialization to stakeholders and service users is very important so that service innovation can be implemented properly. With this improvement, the quality of public service facilities and infrastructure at the North Sumatra Provincial Liaison Agency can be more optimal, providing comfort and convenience for all service users. As a suggestion, policy initiatives are needed in the form of an organizational structure for facilities and infrastructure services at the North Sumatra Provincial Liaison Agency to run well, as well as concrete support from the government to ensure that these services can run optimally in accordance with quality standards, comfort, and inclusivity for all people in need.

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