

PUBLIC SATISFACTION INDEX OF PUBLIC SERVICES AT PAMARAYAN COMMUNITY HEALTH CENTER, SERANG DISTRICT, BANTEN PROVINCE

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ABSTRACT

The purpose of this research is to evaluate the performance of public services provided by public service employees, as assessed by the recipients of these services, based on the Community Satisfaction Index (IKM). This study employs a quantitative research method using secondary data. The findings indicate that the level of community satisfaction at the Pamarayan Health Center remains relatively low. This dissatisfaction is primarily attributed to inadequate responsiveness and lack of informative communication from the health center staff, as well as deficiencies in discipline, service speed, and environmental comfort. As a result, these factors negatively impact the overall patient experience and public trust in healthcare services. To address these issues, this study highlights key aspects that require improvement, including enhancing staff responsiveness, ensuring timely service delivery, and improving the overall service environment. By identifying these areas for enhancement, the research aims to provide valuable insights for stakeholders to develop more effective strategies in optimizing healthcare service quality at Pamarayan Health Center.

Keywords: Community satisfaction index, Service, Health Center

INTRODUCTION

According to Heryanto Monoarfa (2012), activities that meet the needs of the community and provide services to the public can be referred to as public services [1]. In the implementation of these services, government officials have the responsibility to provide effective and efficient services while ensuring the well-being of society. Fredik (2008) stated that poor public service performance occurs when public services have not met the expected standards of accountability and transparency [2].

Undang-undang no. 25 tahun 2009, about Public Services clearly regulates the legal framework that serves as the foundation for the relationship between service providers and the public. Through this law, the government aims to provide certainty and clarity regarding the rights and obligations of both parties in the context of public services. Pusat Kesehatan Masyarakat (*Puskesmas*), as one of the institutions that play a crucial role in providing healthcare services in Indonesia, have a strategic role as emphasized by Pupung Pundenswari (2017). He stated that *Puskesmas* not only function as centers for health development but also actively participate in increasing community involvement in the healthcare sector [3].

Puskesmas are responsible for providing quality primary healthcare services that are accessible to all community members, particularly those in remote areas or locations underserved by other healthcare facilities. Additionally, *Puskesmas* implement various health programs and activities designed to support the overall and sustainable well-being of the community. These programs include preventive, curative, and rehabilitative efforts carried out in an

integrated manner according to the needs and characteristics of the local population.

According to Supranto J. (2011), the services provided by *Puskesmas* should be able to meet the expectations and needs of service recipients to achieve optimal patient satisfaction [4]. When patient expectations are not met or are inconsistent with the services received, dissatisfaction often arises. This dissatisfaction can have negative consequences, such as poor assessments of service quality or even a decline in the utilization of *Puskesmas* services. Therefore, it is crucial for healthcare providers to continuously align their services with patient expectations to improve patient satisfaction and trust in the services provided.

In the journal written by Dedie Fahamsyah, C. Isnur Hatta, and Mahyuliansyah (2018), titled "*Pengukuran Indeks Kepuasan Masyarakat (IKM) Pelayanan Kesehatan di Puskesmas Kabupaten Hulu Sungai Utara*," research findings revealed that in 2015, the IKM score for healthcare services at *Puskesmas* in Hulu Sungai Utara Regency reached 74.26 [5]. This score falls under the "good" category, indicating that most of the community was satisfied with the services provided by the *Puskesmas* in the region. However, despite the overall "good" IKM rating for *Puskesmas* in Hulu Sungai Utara Regency, some *Puskesmas* received lower scores. Specifically, *Puskesmas* Sungai Malang, *Puskesmas* Banjarang, and *Puskesmas* Sungai Turak were rated lower than others. This indicates disparities in service quality among different *Puskesmas* in the region.

Furthermore, based on IKM score calculations using the *Indeks Kepuasan Masyarakat (IKM)* method, it was found that the average gap value from five assessment aspects of *Puskesmas* services in Hulu Sungai Utara Regency was -0.88. This indicates that although the public generally feels satisfied with the services provided, there remains a gap between community expectations and the actual services received. Although this gap is not too large, there is still room for improvement, especially considering that 10 *Puskesmas* fell into the "low" category when classified into three categories (high, medium, and low). This highlights the need for further evaluation and quality improvements in certain *Puskesmas* to ensure equitable healthcare services across the region.

Therefore, *Keputusan Menteri Pendayagunaan Aparatur Negara (KEPMENPAN)* No. KEP/25/M.PAN/2/2004, emphasizes that the level of public satisfaction is the result of measurements or research that can be conducted both quantitatively and qualitatively. This measurement aims to capture and understand public aspirations regarding the quality of services they receive from public service providers. The decree states that every employee working in the public service sector must strictly adhere to the regulations outlined in the law. These regulations are designed to assess and evaluate the level of citizen satisfaction with the services provided by government institutions. With the implementation of these regulations, it is expected that the quality of public services will continuously improve to better meet community needs. Additionally, these efforts aim to enhance public trust in the government and support the effective implementation of government policies.

Another research from (Frederik Mote, 2008) on study case *Indeks Kepuasan Masyarakat (IKM)* at *puskesmas* Ngesrep, Semarang indicates that the key indicator factors contributing to the lack of public satisfaction are: physical employee capacity; intellectual employee ability; administrative ability employee; timeliness of service; cleanliness, neatness, and orderliness of facilities and infrastructure; availability of supporting facilities and infrastructure; up-to-dateness and completeness of facilities and infrastructure; facilities and infrastructure safety [6].

Inadequate service conditions serve as a crucial evaluation point for improving the quality of medical services and function as an indicator in creating a more comfortable service environment. This comfortable environment not only enhances service performance but also has a positive impact on the patient recovery process, as it provides psychological encouragement for patients to feel better in a supportive atmosphere. This study is consistent with a case study on the *Indeks Kepuasan Masyarakat (IKM)* regarding the quality of public services at *Puskesmas* Oepoi, Kupang City, conducted by Petrus Romeo and his colleagues (2019). The study identified several inhibiting variables, such as service time inaccuracies and the lack of intellectual capacity of personnel, which contributed to public dissatisfaction with the services provided [7]. These findings highlight the importance of systematic improvements in service delivery to enhance quality and public trust in healthcare institutions.

These findings are reinforced by a case study conducted by Darham Wahid (2021) in "*Analisis Indeks Kepuasan Masyarakat (IKM) dari Pelayanan Puskesmas Lubuk Landai Kabupaten Bungo*". The study revealed that the service sector, particularly at *Puskesmas* Lubuk Landai, still faces deficiencies, especially in terms of infrastructure and facilities, which require further attention and improvement [8].

Additionally, research conducted by Sri Sukamti and Hardi Utomo (2015) in a study titled "*Analisis Indeks Kepuasan Masyarakat (IKM) pada Pelayanan Publik di Puskesmas Kalicacing, Kota Salatiga*" presents a contrasting picture. Based on research using 14 indicators, *Puskesmas* Kalicacing achieved an index score of 3.27 and an IKM score of 81.74. This score placed the service quality at *Puskesmas* Kalicacing in category A, meaning that the service was considered excellent by the community [9]. The level of alignment between service performance and public expectations reached 92.17%, indicating that the services provided not only met very high standards but were also significantly aligned with public expectations. These findings illustrate the variations in service quality across different *Puskesmas* and emphasize the importance of continuous evaluation and improvement efforts. Each *Puskesmas* must consistently assess its service performance to ensure that it not only meets established standards but also provides satisfactory services to communities in different locations.

This study is also supported by research conducted by Hariany, Zulfida, and Rahim Matondang (2014) at *Puskesmas* XXX. They found that certain aspects of service need to be prioritized, particularly service speed and staff discipline. The results of this study highlight the importance of these aspects in maintaining patient satisfaction and improving the quality of healthcare services [10]. Thus, these various studies underline that the quality of public services at *Puskesmas*, both in terms of facilities and personnel performance, significantly influences public satisfaction and must be continuously improved to achieve optimal service standards. This is crucial for all healthcare service providers, encouraging them to continuously enhance their service performance to every patient they serve, ensuring that patients feel valued and receive excellent healthcare services.

To effectively address the issue of public healthcare service quality, Serang Regency, as one of the regions in Banten Province, continues its efforts to improve healthcare service quality through *Puskesmas* distributed across its territory. *Puskesmas* Pamarayan, as one of the *Puskesmas* in Serang Regency, plays a vital role in meeting the local community's healthcare needs. However, to date, empirical studies measuring public satisfaction with the services provided by *Puskesmas* Pamarayan remain limited.

This article aims to measure the *Indeks Kepuasan Masyarakat* (IKM) regarding public services at *Puskesmas* Pamarayan, Serang Regency. Using the community satisfaction survey method, this research is expected to provide a comprehensive overview of the level of public satisfaction and the factors influencing it. The findings of this study are anticipated to serve as a reference for relevant stakeholders in efforts to improve and enhance the quality of healthcare services at *Puskesmas* Pamarayan in particular and in Serang Regency in general. The author utilizes secondary data to determine the quantitative research method.

LITERATURE REVIEW

The Role of Public Services in Governance

Public services are a fundamental function of governance, ensuring that citizens receive essential services efficiently and equitably. According to Monoarfa (2012), public services are government-provided activities aimed at fulfilling societal needs. Effective governance relies on transparent, accountable, and citizen-centered service delivery. However, Fredrik (2008) argues that weak governance structures, coupled with bureaucratic inefficiencies, often result in low public trust and dissatisfaction with government services.

In *undang-undang no.25 tahun 2009* about Public Services establishes the legal framework governing public service provision, ensuring that citizens have rights to quality services. One of the most critical public service institutions is the *Puskesmas* (community health center), which provides primary healthcare to local communities. The performance of these institutions is measured through the Community Satisfaction Index (CSI), which evaluates

factors such as responsiveness, efficiency, fairness, and environmental conditions (Pundenswari, 2017).

Studies on Community Satisfaction in Public Services

Numerous studies have analyzed community satisfaction with public services, particularly in the healthcare sector:

1. Fahamsyah (2018) studied CSI in Hulu Sungai Utara Regency, finding that staff responsiveness was the most significant issue affecting citizen satisfaction.
2. Mote (2008) examined public service performance in Semarang, highlighting waiting time and staff professionalism as key determinants of public trust.
3. Romeo (2019) conducted research in Kupang, demonstrating that infrastructure deficiencies significantly reduced community confidence in healthcare services.

Additionally, Ministerial Decree KEPMENPAN No. 25/2004 on Public Service Performance Evaluation mandates that government agencies systematically assess service performance, ensuring continuous improvements in public service delivery and governance.

Case Study: Community Satisfaction at Pamarayan Health Center

The research at Pamarayan Health Center, Serang Regency, Banten Province, assesses public satisfaction using a quantitative approach with secondary data analysis. This study examines 14 service indicators, including service speed, staff professionalism, politeness, and facility conditions (Kurdi, 2016).

The CSI score was 74.50, indicating moderate satisfaction levels. However, several critical areas scored below average, notably:

- Service Speed (2.91)
- Politeness and Friendliness of staff (2.87)
- Comfort of Service Environment (2.80)

Applying the SERVQUAL model by Parasuraman, Zeithaml, & Berry (1985), the findings suggest that while service reliability is acceptable, improvements are necessary in responsiveness and empathy.

Additionally, Naidu (2009) highlights that physical infrastructure and the quality of interactions between government staff and citizens significantly influence public perception and trust in institutions.

Governance Implication and Policy Recommendations

To enhance public service governance, the following recommendations are proposed:

1. Strengthening staff training in citizen engagement and responsiveness to improve the quality of government-citizen interactions.
2. Optimizing service delivery systems through digital platforms to reduce bureaucratic inefficiencies and waiting times.
3. Improving infrastructure and public service environments to create more citizen-friendly spaces.
4. Developing a public feedback mechanism to ensure continuous monitoring and improvement of service quality.

According to Mulyono (2020), citizen trust in government services increases when service quality aligns with public expectations. Additionally, Wijaya & Fajriana (2018) emphasize that effective communication by government officials significantly enhances public satisfaction and participation in governance.

METHODOLOGY

This study employs a quantitative research approach using secondary data analysis to assess the Community Satisfaction Index (IKM) at Pamarayan Health Center, Serang Regency, Banten Province. The research was conducted over a specific time frame, utilizing official reports, survey data, and government records related to public service

performance at the health center. The secondary analysis technique was chosen because it allows for a comprehensive examination of pre-existing data, helping to identify key service gaps and areas for improvement.

The study follows the guidelines outlined in Ministerial Decree No. 25/2004 on Public Service Performance Evaluation (KEPMENPAN No. 25/2004). The evaluation focuses on 14 key indicators, including service procedures, staff responsiveness, speed of service, fairness, environmental comfort, and cost transparency. Data were analyzed using statistical tools to calculate satisfaction scores, which were then classified according to the IKM standard measurement scale.

The research was conducted at Pamarayan Health Center, with data collected from 150 respondents, consisting of 57 males and 93 females aged between 6 and 45 years. The selection of respondents was based on their direct experience with the health center's services. Their responses were categorized into service performance ratings, allowing for a structured assessment of the health center's strengths and weaknesses.

This method is highly relevant to the study as it provides a measurable and data-driven approach to evaluating public service satisfaction. By utilizing secondary data, the research effectively captures longitudinal trends in service quality, ensuring that the findings can serve as a foundation for policy recommendations and improvements at Pamarayan Health Center.

DISCUSSION

The preparations of this index is carried out in accordance with the general guidelines established by the government, as stipulated in the *Keputusan Menteri Pendayagunaan Aparatur Negara Nomor 25 tahun 2004*. This index encompasses various elements designed to evaluate key aspects of public service delivery, which directly impact public satisfaction.

1. Service Mechanism

Evaluated based on accessibility and ease of process as experienced by service recipients. Simple, easily understood, and straightforward procedures are crucial for enhancing public satisfaction. When service mechanisms are well-designed, people can access the services they need without significant obstacles, speeding up the process and minimizing potential complaints.

2. Service Requirement

Clear and easily fulfilled service requirements help the public process their needs efficiently, ensuring that services are delivered as expected. Unclear requirements often cause service delays, making it essential to ensure that all necessary conditions are well-communicated to the public.

3. Clarity of Service Staff

Focuses on the provision of clear and precise information by service officers to service users. This clarity includes all aspects related to procedures, requirements, and the rights and obligations of service recipients. When officers provide information effectively, it reduces confusion, increases trust, and ensures that services meet public needs. Officer clarity also reflects professionalism in public service, a key indicator of overall performance evaluation.

4. Discipline of Service Staff

Service discipline refers to officers' consistency in maintaining punctuality and dedication to their duties. Timely and committed service reflects professionalism, ultimately enhancing public trust and satisfaction. Discipline also includes adherence to established procedures and regulations, ensuring efficient and effective service delivery.

5. Responsibility of Service Staff

Officers must be accountable for every aspect of service, from the accuracy of the information provided to the final resolution of requested services. This responsibility includes the ability to handle issues or challenges that may arise and provide appropriate solutions to the public.

6. **Service Speed**
The speed of service completion is a crucial indicator of public satisfaction. Services delivered promptly and within the set timeframe provide a positive experience for recipients. This demonstrates efficiency in service processes and the ability of officers to perform their duties effectively without compromising quality.
7. **Fairness in Service Provisions**
Public services must be provided fairly, without discrimination based on background or personal conditions. Fairness in service delivery reflects the government's commitment to equality, ensuring that everyone has the right to receive the same quality of service. This is essential for maintaining public trust in public institutions and upholding citizens' rights.
8. **Politeness and Friendliness of Service Staff**
The politeness and friendliness of service officers play a significant role in creating a comfortable and pleasant service environment. A courteous and friendly attitude enhances the service experience, making recipients feel valued and acknowledged. This also helps reduce tension or concerns that may arise during the service process, encouraging open interaction and constructive feedback.
9. **Reasonableness of Service Fees**
The fairness of service fees is a critical concern, particularly in ensuring that charges are not burdensome to service recipients. Affordable fees that comply with established standards ensure that services remain accessible to all social groups, preventing economic barriers.
10. **Certainty of Service Fees**
Transparency in determining service fees is also an important element of evaluation. Service recipients must be clearly informed about the costs they are required to pay, ensuring they align with official regulations. Fee certainty helps prevent unethical practices such as unauthorized charges or unclear additional costs.
11. **Certainty of Service Schedules**
Services provided according to a fixed schedule demonstrate the institution's commitment to reliability. Schedule certainty ensures that people can plan their service needs properly without concerns about unexpected changes or delays. It also reflects respect for the public's time, which is a crucial factor in service satisfaction.
12. **Service Environment Comfort**
A comfortable service environment is a key factor in ensuring service recipient satisfaction. Maintaining a pleasant and well-organized environment enhances the service experience. Long wait times or sudden schedule changes can cause frustration, emphasizing the need for punctual and well-managed service delivery in a conducive setting.
13. **Service Quality**
Security in public service is non-negotiable. Ensuring a risk-free environment—free from disturbances, conflicts, or any situations that may endanger service recipients—is essential. Security includes both physical safety and the emotional and psychological well-being of recipients. When public service facilities are well-regulated and free from disruptions, people feel more confident and comfortable using the available services.

Based on data obtained from respondents in the study by Muslichah Kurdi (2016) at Pamarayan Community Health Center, a total of 150 patients participated, consisting of 57 males and 93 females, with ages ranging from 6 to 45 years.

Table 1: Service IKM Value per Element

No.	Service Element	SCORE
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1	Service Provision Mechanism	3.24
2	Service Requirement	3.00
3	Clarity of Service Staff	3.00
4	Discipline of Service Staff	3.09
5	Responsibility of Service Staff	3.04
6	Competence of Service Staff	3.09
7	Service Speed	2.91
8	Fairness in Service Provision	3.12
9	Politeness and Friendliness of Staff	2.87
10	Reasonableness of Service Fees	3.01
11	Appropriateness of Service Fees	3.00
12	Certainty of Service Schedule	3.03
13	Comfort of Service Area	2.80
14	Service Security	3.04

Weighted Score	0.071
Total Average	2.98
<i>Indeks Kepuasan Masyarakat (IKM)</i>	74.50

Source: Kurdi, M (2016)

Analysis of the Community Satisfaction Index (CSI) at the Pamarayan Health Center showed a score of 74.50, reflecting a relatively good level of community satisfaction overall. However, there were three service elements that scored below average, indicating that there were aspects of the service that needed to be improved. The survey involved 150 respondents, consisting of 57 men and 93 women, with an age range of 6 to 45 years. The first aspect measured was the service provision mechanism, which scored the highest at 3.24. This shows that the procedures and service methods implemented by the Pamarayan Health Center are considered adequate by the community. The well-structured process has met community expectations in terms of ease and smooth access to health services. On the other hand, service requirements and officer clarity each scored 3.00. These aspects show that the community considers the requirements for obtaining services to be clear and not confusing, and officers provide adequate information about service procedures. Although this score is quite good, there is still room for improvement to optimize service quality.

According to Parasuraman, Zeithaml, and Berry (1985) in the SERVQUAL model, service quality can be measured through five main dimensions: tangible (physical evidence), reliability, responsiveness, assurance, and empathy. In the context of the Pamarayan Health Center, the service provision mechanism that scored high reflects the reliability dimension, where services are provided consistently and in accordance with community expectations. However, lower scores on service requirements and officer clarity indicate the need for improvement in the responsiveness and assurance dimensions, namely the ability of officers to provide fast services and provide a sense of trust and

confidence to the community. Staff discipline scored 3.09, indicating that health workers at the Pamarayan Health Center have a fairly good level of discipline in carrying out their duties, including in terms of punctuality and compliance with established procedures.

In addition, staff competence scored the same (3.09), reflecting public trust in the expertise and professionalism of health workers. According to Mulyono et al. (2020), the discipline and responsibility of health workers play a very important role in increasing public satisfaction with Puskesmas services. However, if health workers do not have optimal responsibility, then public satisfaction will decrease. However, in terms of service speed, the score obtained was 2.91, which indicates public dissatisfaction with the service waiting time. Research by Mulyono et al. (2020) shows that health services that are not fast and efficient can reduce the perception of overall service quality and have the potential to reduce public trust in the available health facilities. In terms of service fairness, the score obtained was 3.12, which indicates that the public feels that the services provided are quite fair and non-discriminatory. However, the score for staff politeness and friendliness was the lowest in the table, which was 2.87. This indicates a negative perception from the public regarding the interaction of officers with patients. Wijaya & Fajriana (2018) highlighted that the satisfaction of JKN-KIS participants in health services is greatly influenced by the attitude and communication of medical personnel. An unfriendly or less communicative attitude can reduce patient comfort and significantly reduce satisfaction levels. Therefore, improvements in aspects of friendliness, interpersonal interaction, and effective communication are needed to improve patient experience and build public trust in health services at the Pamarayan Health Center.

The aspects of fairness and appropriateness of service costs scored 3.01 and 3.00 respectively, indicating that the costs charged by the Pamarayan Health Center were considered reasonable and in accordance with the quality of service received. The reasonableness of service costs is an important factor in ensuring the accessibility of health services for all levels of society, especially for those with financial limitations. Research by Mursyid et al. (2022) emphasized that affordable prices and those in accordance with the quality of service play a significant role in increasing patient satisfaction.

The certainty of the service schedule scored 3.03, which means that the community feels that the service schedule that has been set is generally reliable. Good certainty of the service schedule can increase patient trust and satisfaction with health facilities. Thornton et al. (2017) found that certainty in the schedule and minimal waiting time contributed positively to patient satisfaction. However, physical comfort in the service area received a lower score, namely 2.80. This indicates that there are complaints from the community regarding the physical conditions or environment at the Health Center, which can affect their perception of service quality. A comfortable and clean physical environment is an important aspect in health services, as identified by Naidu (2009), who stated that physical environmental factors affect patient perceptions of service quality. Finally, service security scored 3.04, indicating that the community generally feels safe when receiving services at the Pamarayan Health Center. Security is a non-negotiable element in health services, because it is directly related to patient safety and well-being. Research by Naidu (2009) also emphasized that patient safety and security are key factors in determining patient satisfaction.

Overall, the total score of the various elements measured resulted in a Community Satisfaction Index (CSI) value of 74.50, which classifies the services at the Pamarayan Health Center as good. However, several aspects such as speed of service, friendliness of staff, and comfort of the service area require further attention for improvement. Improving these aspects will contribute significantly to overall community satisfaction and help strengthen trust in the quality of health services provided by the Health Center.

The *Indeks Kepuasan Masyarakat (IKM)* above includes quadrant values that carry specific meanings, which are as follow:

A. Quadrant A Value

Quadrant A shows that these aspects have a high level of importance in increasing public satisfaction, but are often not well met in service implementation. In terms of service management, the effectiveness of

organizing and delivering services is very important. Inefficiency in service management can lead to a decrease in public satisfaction, even though the service is essential. Guo (2023) emphasized that a good management system plays an important role in improving service quality and user satisfaction. When service management does not meet public expectations, the public tends to feel frustrated, which ultimately reduces their level of trust in public service institutions. In addition, the responsibility of service officers plays a central role in maintaining the quality of public services. The accountability and commitment of service officers in carrying out their duties professionally are the main factors in building public trust. Guo (2023) explained that the level of responsibility in service delivery is directly correlated with public trust and the reputation of service institutions. When officers fail to fulfill their responsibilities properly, this not only has a negative impact on the public's experience in receiving services, but can also create a bad perception of the service provider institution as a whole. In terms of fairness in service costs, transparency and reasonableness of costs are the main factors in determining the level of public satisfaction. Service fees that are perceived as non-transparent or unfair can lead to significant dissatisfaction, especially if there is a mismatch between the fees paid and the quality of service received. Kaura et al. (2015) found that fairness in pricing has a significant impact on user satisfaction and loyalty. If the public feels that the fees charged do not match the quality provided, then trust in the service provider institution can decrease, which ultimately impacts the image and credibility of the public service. Therefore, it is important for service providers to ensure that aspects of service management, officer accountability, and cost transparency are well managed in order to increase public satisfaction and trust. Improvements in these aspects not only impact public perceptions of public services but also contribute to increasing credibility and long-term service sustainability.

B. Quadrant B Value

The assessment of service quality involves several factors that determine how well services are provided by the provider. These factors include the physical, intellectual, and administrative capabilities of staff, timeliness of service, and the condition of facilities and equipment. To ensure that services are considered successful and satisfactory by recipients, it is essential to manage and maintain these aspects effectively. Quadrant B in the service quality assessment covers items related to the need for service, speed of service, cost security, and comfort. These factors are crucial in determining the success of the service:

1. Need for Service

The need for service reflects how well the service provided meets the needs and expectations of the public. A service is considered successful if it can address the specific needs of the service recipient, whether it is in the form of specific medical care or other required support. For example, when people come to a health center expecting medical care or consultations, the service provided must meet those expectations. If these needs are met, the service is considered effective and satisfactory. The alignment between what the public needs and what the health service provides is key to evaluating the success of a service, as only then do people feel genuinely helped and well-served.

2. Speed of Service

This evaluates how quickly services are provided. Efficient service means recipients do not have to wait too long, and services are delivered in a timely manner, which contributes to higher satisfaction.

3. Cost Security

This relates to the transparency and affordability of service fees. Satisfactory services must have clear, reasonable costs and not burden recipients with unexpected or inappropriate charges.

4. Comfort

This refers to the level of comfort experienced during the service process. It includes aspects such as the condition of physical facilities, interactions with staff, and the overall atmosphere during the service delivery.

C. Quadrant C Value

In service quality assessments, Quadrant C highlights areas where organizations implement standard services that are merely average, exerting minimal impact on the public. This scenario is generally deemed unsatisfactory due to a lack of initiatives to enhance service quality. Key factors in this quadrant include staff discipline and fairness in service delivery. Staff discipline encompasses adherence to work schedules, professional conduct, and precise task execution. Indiscipline, such as frequent tardiness or absenteeism, disrupts service delivery and inconveniences the public. Mosha (2023) emphasizes that competence and justice in public service discipline management are crucial for maintaining service quality and public trust. Fairness in service delivery ensures equitable treatment of all individuals, free from discrimination. When fairness is compromised, some individuals may feel neglected or unfairly treated, diminishing public satisfaction. Ramasamy (2020) discusses how the quality of government and institutional impartiality significantly influence access to public services, especially in ethnically polarized societies. Addressing deficiencies in staff discipline and fairness is essential to enhance user experiences and the overall effectiveness of services.

D. Quadrant D Value

Quadrant D represents a situation where there are factors that are actually considered less important by customers, but their implementation is carried out excessively by the service provider. In this case, customers may not pay much attention to these factors or consider them a top priority, yet the service provider places an undue emphasis on their execution. Factors included in Quadrant D include the clarity of staff, staff competence, politeness and friendliness of staff, schedule certainty, and assurance of task execution. While the service provider may go to great lengths to ensure that the information provided by staff is clear and that staff possess high competence, customers might feel that these aspects are already satisfactory and do not require further enhancement. Similarly, while staff may be exceptionally polite and friendly, customers may view this as a normal expectation rather than a top priority in service delivery. Schedule certainty or the list of scheduled services may also already be deemed sufficient by customers, so additional efforts to further guarantee this may be seen as unnecessary. Overall, Quadrant D illustrates an imbalance between the service provider's efforts to improve certain aspects and the customers' perception of the importance of those aspects. As a result, resources allocated to improve or enhance these factors may not provide a significant added value to customer satisfaction and might be better spent on areas that customers deem more important.

Table 2: Knowing the Service Performace Unit

Customer Perception Value	IKM Interval value	Corrected IKM Interval Value	Service Quality	Performance of Service Unit
1	1,00 – 1,75	25 – 43,75	D	Poor Performance
2	1,76 – 2,50	43,76 – 62,50	C	Fair Performance
3	2,51 – 3,25	62,51 – 81,25	B	Good Performance
4	3,26 – 4,00	81,26 - 100	A	Excellent Performance

Source: M, Kurdi (2016)

Muslichah Kurdi (2016) in her research on the services at *Puskesmas* Pamarayan found that the facility falls under category B (GOOD) with an average interval of 62.51 – 81.25. This assessment includes 14 parameters measuring various aspects of the service. While the results indicate that *Puskesmas* Pamarayan overall provides good service, there are some areas that require further attention. One key finding from the Community Satisfaction Index (IKM) was the lack of quality interaction between staff and patients. The service personnel at *Puskesmas* Pamarayan were often seen as less communicative and informative. They were sometimes perceived as difficult to smile, displaying a stern demeanor, and were not as responsive in handling patient requests or needs. This can potentially reduce patient satisfaction because poor communication can hinder the delivery of crucial information and increase stress for patients requiring care.

Moreover, the comfort of the environment at *Puskesmas* Pamarayan was also highlighted as a concern. Both the building's layout and the size of the space were considered inadequate by patients. An uncomfortable layout can affect a patient's experience, from registration to waiting in line, and a less-than-ideal environment can worsen the first impression and diminish overall satisfaction.

These issues indicate that *Puskesmas* Pamarayan has not fully met the expected service standards. The dissatisfaction expressed by patients reflects gaps in important service aspects that need improvement. To achieve higher levels of satisfaction, it is essential to enhance the quality of staff-patient interaction and make improvements to the comfort of the facility. Every healthcare service should strive to provide a positive and satisfactory experience for patients. Therefore, it is crucial to continually evaluate and improve various aspects of service to ensure that every patient feels valued and receives high-quality care. By making the necessary improvements, *Puskesmas* Pamarayan can enhance patient satisfaction and create a more comfortable and welcoming environment.

CONCLUSION AND RECOMMENDATION

The findings of this study indicate that public satisfaction with the services at Pamarayan Health Center remains at a moderate level, with specific weaknesses in staff responsiveness, service speed, and environmental comfort. These aspects negatively impact the overall patient experience and trust in healthcare services. To improve service quality, it is recommended that the health center enhances staff training in communication and responsiveness, optimizes service procedures to reduce waiting times, and improves the physical environment to create a more comfortable and welcoming atmosphere for patients. Policymakers should consider revising service guidelines to ensure better adherence to public service standards, while further research is needed to explore long-term strategies for improving patient satisfaction and healthcare accessibility in similar settings. By implementing these improvements, Pamarayan Health Center can enhance service efficiency, increase public trust, and ultimately improve community health outcomes.

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