

# Analysis the Level of Satisfaction and Consumer Expectations on Service Quality BPS in Jayawijaya District, Papua Province

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**Keywords:** Banking, Biro Pusat Statistik (BPS), Finance, Papua.

**Abstract:** The Government of Papua Provincial has made BPS (Central Bureau of Statistics) as one of the assets that provides services and data of the regional economy, as an institution that can be a leading contributor that contributes information about service quality and data quality for the region through the provision of quality BPS data. This study aims to identify and analyze the Content of Satisfaction and expectations of data user segmentation, BPS Service Quality and BPS data quality, satisfaction level and provide recommendations on the type and quality of data and statistical information and analyze BPS Service Variables in Jayawijaya Regency. The method used is Quantitative Analysis, Web Analysis and Cartesian Diagram (Importance Performance Analysis Matrix). The results showed :1) Value of Aspects Satisfaction and Expectation of Service Quality Aspects BPS in Jayawijaya Regency has so far expressed satisfaction (score 3); Value of Aspect of Satisfaction and Expectation on BPS Data Quality Aspects up to now states satisfied (Score 3) and Expectation on Service Quality Aspects BPS states satisfied (Score 3) is Important ; 2) The focus contained in Quadrant A is the attribute 1. Requirements (2,915) and 5. Facilities (2,927) and 6. Complaint Services (2,927) which need to be considered by BPS to keep its Consumers satisfied with various BPS services and the quality of BPS data. BPS in Jayawijaya Regency should make the factors contained in quadrant A as a strategy to compete with other Data / Information Provider Institutions both carried out by Bappeda or LSM and other institutions. Provision of BPS services needs to be improved in order to achieve minimum service standards, especially in terms of requirements must be reviewed. And improve the quality of human resources involved in service by allocating operational costs

## 1 INTRODUCTION

BPS statistical data and information is a very important source of information in the development process, because it is used by stakeholders in planning, budgeting and evaluating development. Good and relevant data can be one indicator that can be used to measure the performance of BPS District / City services in Papua Province.

Quality data is not only needed by development implementers at the provincial, district / city government levels, but public awareness (private, students and the general public) of the importance of data also increases the demand for data that must always be responded quickly by BPS. Until now, various efforts have been made by BPS in Jayawijaya district to meet consumer demand, but only to meet data needs with public services based on the concept of excellent service.

In addition to data quality, the quality of services provided by BPS in Jayawijaya district is also one of the performance measures of BPS Jayawijaya district in providing services to consumers in government institutions / SKPD, students, private sector, LSM and the general public as data users. BPS in Jayawijaya District will see the results of its services by getting various responses from SKPD, the private sector, LSM and the general public in terms of data users. Therefore, it is necessary to carry out monitoring and evaluation of the availability and suitability of data and data user satisfaction on the services provided by BPS in Jayawijaya district so far. For this reason, it is necessary to conduct research on customer satisfaction with the provision of data and services provided by BPS in Jayawijaya Regency.

## 2 LITERATURE REVIEW

### 2.1 Definition of Consumer Satisfaction

The law of diminishing marginal utility that consumer satisfaction after several additions at a time is not only reduced, but will continue with the addition of zero which means that there is no additional satisfaction at all in the additional consumption made by consumers (Samuelson & Nordhaus, 2001). Kotler said that customer satisfaction is a person's feelings after comparing what he feels with his expectations for the performance of a product [2]. Satisfaction or dissatisfaction of consumers is a response to the evaluation of perceived non-conformity or disconfirmation between previous expectations and the actual performance of the product that is felt after use[3]. Oliver stated that customer satisfaction is a summary of psychological conditions produced when emotions surrounding expectations do not match and are multiplied by the feelings formed about the consumption experience [4]. Westbrook & Reilly

mengemukakan bahwa kepuasan konsumen merupakan respon emosional terhadap pengalaman yang berkaitan dengan produk atau jasa yang dibeli (Tjiptono, 2005).

Gaspers said that customer satisfaction is very dependent on consumer perceptions and expectations. The factors that influence consumer perceptions and expectations include:

- a. Needs and desires related to things that consumers feel when trying to make transactions with product manufacturers.
- b. Past experience when consuming products from companies and competitors..
- c. Experience from friends.

### 2.2 Components of Consumer Satisfaction

As noted above, there is a lot of definition of consumer satisfaction. According to Giese & Cote, although there are many definitions of customer satisfaction, in general it still leads to three main components:

- a. Response: Type and intensity

Consumer satisfaction is an emotional and cognitive response. The intensity of the response starts from being very satisfied and liking the product to an apathetic attitude towards certain products.

- b. Focus

Focus on the performance of objects adjusted to several standards. This standard value is directly related to products, consumption, shopping decisions, sellers and shops.

- c. Response time

Responses occur at certain times, including: after consumption, after the selection of products or services, based on accumulative experience. Duration of satisfaction leads to how long respir satisfaction ends.

### 2.2 Characteristics of Satisfied Consumers

Kotler stated the characteristics of satisfied consumers as follows :

- a. Loyal to the product

Satisfied consumers tend to be loyal where they will buy back from the same producer

- b. The existence of positive word-of-mouth communication

Word of mouth communication that has positive, recommendations to other potential customers and says good things about products and companies

- c. Companies become the main consideration when buying other brands

When consumers want to buy another product, the company that has given satisfaction to them will be the main consideration.

### 2.4 Element of Consumer Satisfaction

Wilkie stated that there are 5 elements in consumer satisfaction :

- a. Expectations

Consumer expectations of an item or service have been established before consumers buy the item or service. During the purchase process, consumers expect that the goods or services they receive are in line with their expectations, desires and beliefs.

Goods or services that are in accordance with consumer expectations will cause consumers to feel satisfied.

- b. Performance

Consumer experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of goods or services is successful, consumers will feel satisfied.

c. Comparison

This is done by comparing the performance expectations of goods or services before buying with the perception of the actual performance of the goods or services. Consumers will feel satisfied when expectations before purchase match or exceed their perceptions of the actual performance of the product.

d. Confirmation/disconfirmation

Consumer expectations are influenced by their experience of using brands of goods or services that are different from others. Confirmation occurs when expectations are in accordance with the actual performance of the product. otherwise disconfirmation occurs when expectations are higher or more low of the actual performance of the product. consumers will feel satisfied when confirmation / disconfirmation occurs.

## 2.5 Types of Customer Satisfaction and Dissatisfaction

Sumarwan explained that the theory of satisfaction and consumer dissatisfaction were formed from the expectation disconfirmation model, which explained that the satisfaction or dissatisfaction of consumers was the impact of the comparison between customer expectations before the actual purchase of the customer from the product or service. Customers' expectations when buying actually consider the function of the product (product performance)

Product functions include:

- a. The product can function better than expected, called positive disconfirmation. If this happens then the customer will feel satisfied.
- b. The product can function as expected, called a simple confirmation. The product does not give satisfaction and the product does not disappoint so customers will have a neutral feeling.

## 2.6 Definition of Service Quality

The definition of service quality is centered on efforts to meet customer needs and desires as well as the accuracy of delivery to offset customer expectations. Wyckofas quoted by Tjiptono defines service quality as "the expected level of excellence and control over the level of excellence to meet customer desires". Parasuraman et al as quoted by Christina defines service quality as "a reflection of consumers' evaluative perceptions of services received at a certain time". Based on the two definitions of service quality above, it can be seen that the two main factors that affect service quality,

namely the service that is expected (expected service) of consumers and services received or perceived (perceived service) by consumers or perceived results.

## 2.7 Definition of E-Government

According to CahyanaAhmadjayadi in the 2006 keynote speech Workshop on Standardization Towards e-Government Interoperability, explained that: "e-Government is an activity related to the efforts of all government institutions in working together utilizing communication and information technology, so that they can provide electronic services and accurate information to individuals and businesses. The e-Government Initiative is a continuous process to improve government performance and provide efficient services to the public. It should be emphasized that efficiency is very dependent on time and technology. Highly efficient e-Government is not necessarily efficient in the next few years because of the development of TIK and the demands of its stakeholders. "

Development of e-Government is an effort to develop governance through the use of electronic media to improve the quality of public services. With the development of e-Government, it is necessary to restructure the work system and processes in the government environment through the use of information technology. The utilization of information technology includes 2 activities or activities that are directly related (Inpres No.3, 2003)

- a. Data processing, information management, management systems and work processes electronically;
- b. Utilization of advances in information technology so that public services can be accessed easily and cheaply by the public in all regions of the country.

## 3 METHODOLOGY

### 3.1 Population and Sample

Sampling by random system (random sampling system). Object / respondent who become the sample in this research amounted to 40 respondents spread in some institutions / institutions located in the region Jayawijaya Regency, with the composition as follows:

1. Government Agencies of at least 60 percent (24 Respondents)

2. Private as much as 10 percent (4 respondents)
3. Education and Research Institutions around 10 percent (4 Respondents)
4. Others as much as 20 percent (8 Respondents)

### 3.2 Research Variable

Levels of Customer Satisfaction and Expectation on aspects of Quality of Service, Focus on: requirements, SOP, Cost of Staff, Facilities, Complaints Service and Website.

The level of satisfaction and expectations of consumers for the quality aspects of data for social statistics, social statistics, production statistics, distribution and service statistics, balance sheets and statistical analysis, statistical methodology with a focus on: accuracy, accuracy, relevance, accessibility, comparability, aligned with other sources.

### 3.3 Data Analysis Method

- 1) Aspects of Satisfaction and Expectation on Aspects Service quality and data quality of BPS in Maerauke district uses Web analysis tools.

Factors that influence the satisfaction of BPS service / service users in Jayawijaya district

1. Level of Expectation / Interest  
Consumers will assess the importance of service quality, using a liqueur scale of values 1-4  
1 :Very unimportant  
2.: Not important  
3 :Important  
4:Very important

2. Service / satisfaction level  
Consumers will assess service quality / satisfaction of service quality, using a liqueur scale of values 1-4  
1: Very dissatisfied  
2: Not satisfied  
3: Satisfied  
4: Very Satisfied

Table 1: Criteria for Assessment of Satisfaction Aspectson Service Aspects.

SCORE	Satisfaction
1	Very dissatisfied
2	Not satisfied
3	Satisfied
4	Very Satisfied

Source, BPS, November 2017

Table 2: Aspect Assessment Criteriaon Service Aspects.

SCORE	Satisfaction
1	Very unimportant
2	Not important
3	Important
4	Very important

Source, BPS, November 2017

- 2) To determine the level of customer satisfaction with the quality of service of BPS in Jayawijaya Regency based on factors that influence consumer satisfaction using the method of Importance Performance Analysis (Cartesian Diagram) is used to find out the things that become priority improvements to the factors that influence the level of customer satisfaction with BPS service quality.

To analyze or compare BPS services / performance that can be felt by service users (consumers) compared to the desired level of satisfaction. The level of suitability is the result of a comparison between the service score and the importance score, so that this level of suitability will determine the priority scale to be used in handling

Decision score will be compared with the level of suitability, if the value of the suitability level is small from the value of the decision making score then the attribute needs improvement (Action) and if the suitability level is greater than the score, then the attribute needs to be maintained (Hold.).

A Main priority (Concentrate Here)	B. Maintain Achievement (Keep Up The Good Work)
In quadrant A there are factors that are considered important and / or expected by consumers, BPS performance is deemed unsatisfactory so the BPS needs to concentrate on allocating its resources to improve performance in this quadrant (Quadrant A)	In Quadrant B there are factors that are considered important and are expected to be a factor supporting consumer satisfaction so that BPS is obliged to maintain the performance achievement (Quadrant B)
C.Low Priority	D. Possibly Overkill
In the C quadrant there are factors that are considered to have a low level of perception or BPS performance and are not too important and or not too expected by consumers so that BPS needs to prioritize or give more attention to low Priority factors (Quadrant C)	There is a factor that is deemed not too important and not too expected by customers to BPS to better allocate resources related to factors in quadrant D to other factors that have a higher priority level (quadrant D).

Figure 1: Cartesius diagram

## 4 RESULT AND DISCUSSION

### 4.1 Respondent Characteristics

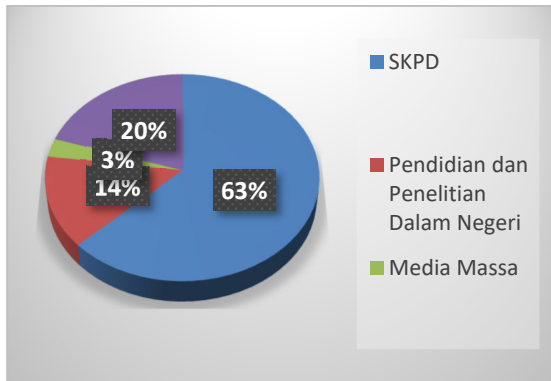


Figure 2: Place of Respondents Activities. Source BPS, data processed, November 2017

The respondents in Jayawijaya Regency were government agencies as many as 8 respondents, SKPD as many as 16 respondents consisting of several SKPD, Domestic Education and Research Institutions 11 respondents, and others as many as 3 respondents.

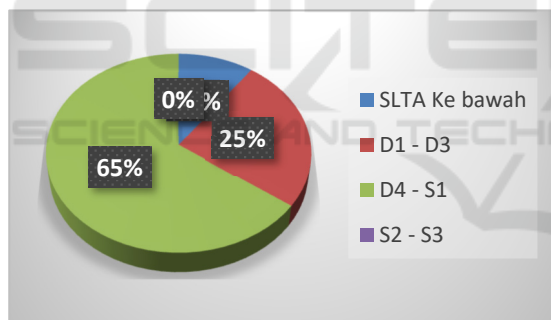


Figure 3: The Last Education that Respondents Endured. Source BPS, data processed, November 2017

The last education of respondents in Jayawijaya District showed that generally undergraduate education is below.

### Value of the Aspect of Satisfaction and Hope on the Aspect of Quality of BPS Services

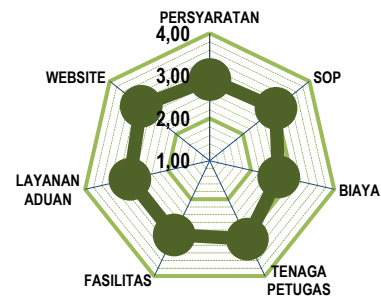


Figure 4: WEB (Spider Web) Satisfaction Aspect on The Aspect of Quality of BPS Services.

Table 3: Satisfaction Aspect on The Aspect of Quality of BPS Services.

Satisfaction						
Requirements	Sop	Cost	Employee	Facilities	Complaints Service	Website
2,915	2,988	2,659	3,034	2,927	2,927	3,063

Source BPS, data processed, November 2017

Achievement in the aspect of quality of service for satisfaction gets a value of 2.9, meaning "unsatisfactory / dissatisfied", meaning that there is a need for improvement of aspects of service quality, especially in the variable costs.

### Value of Aspects Satisfaction and Expectation of BPS Service Quality Aspects

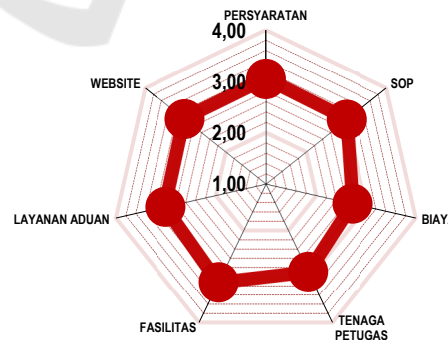


Figure 5: WEB (Spider Web) Aspect of Hope on The Aspect of Quality of BPS Services.

Table 4: Aspect of Hope on The Aspect of Quality of BPS Services.

Expectation						
Requirements	Sop	Cost	Employee	Facilities	Complaints Service	Website
3,049	3,016	2,732	2,902	3,130	3,012	3,034

Source BPS, data processed, November 2017

Achievements in the quality aspect Service for Expectation gets a value of 2.98 meaning "not important" focus Customer satisfaction on the quality aspect Service to expect to have a value of 2, which means important are Facilities, Requirements and SOP.

**Value of the Aspect Satisfaction and Expectation on the Data Quality of BPS Data (Production Statistics)**

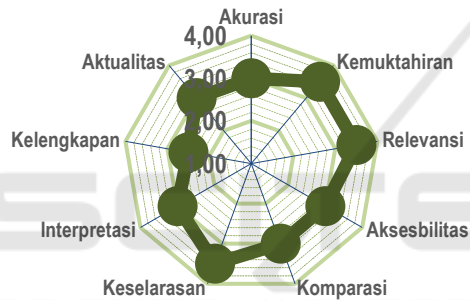


Figure 6: WEB (Spider Web) Satisfaction Aspect on Bps Data Quality Aspect.

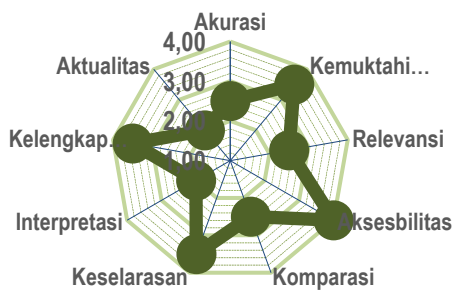


Figure 7: (Spider Web) Aspect of Hope on BPS Data Quality Aspect.

Achievements in the Quality aspect of Service for satisfaction of getting a score of 3.11 means "satisfying / satisfied" Achievements in the Quality Aspect of Service for Expectation get a value of 2.88, meaning "not important"

**Value of Aspect of Satisfaction and Expectation on BPS Data Quality Aspects (Service Distribution Statistics)**

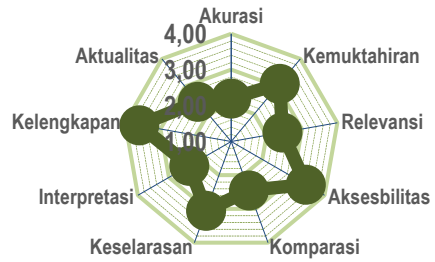


Figure 8: WEB (Spider Web) Satisfaction Aspect on BPS Data Quality Aspect.

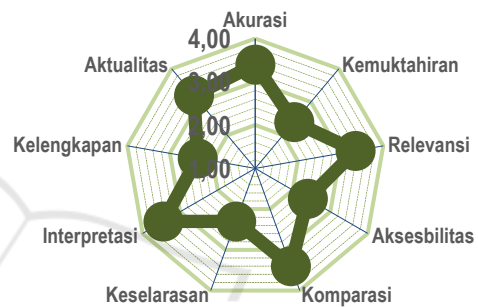


Figure 9: WEB (Spider Web) Aspect of Expectation on BPS Data Quality Aspect.

Achievements in the quality aspects of service for satisfaction get a value of 2.78 meaning "unsatisfactory / dissatisfied". Achievements in the Quality Aspect of Service for Expectation get a value of 2.91, meaning "not important"

**Value from the Aspect of Satisfaction and Expectation on the Quality Aspect of BPS Data (Balance Sheet and Statistical Analysis)**

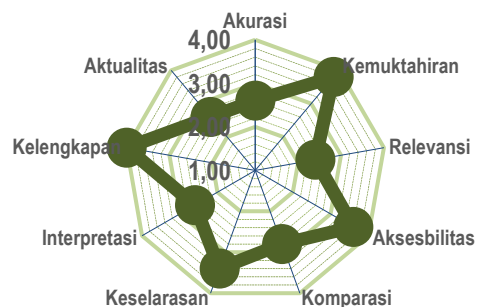


Figure 10: WEB (Spider Web) Satisfaction Aspect on BPS Data Quality Aspect.

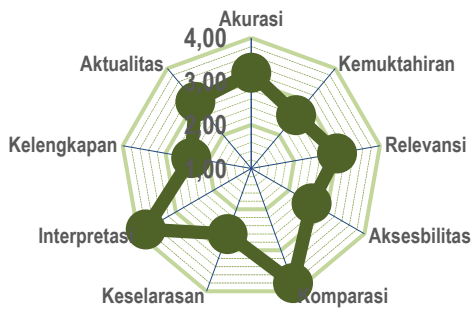


Figure 11: WEB (Spider Web) Aspect of Expectation on Bps Data Quality Aspect.

Achievements in the quality aspect of service for satisfaction of getting a score of 3.08 means "satisfying / satisfied"  
 Achievements in quality aspects of Service for Expectation get a score of 3, meaning "important"

**Value of Aspects of Satisfaction and Expectation of BPS Data Quality Aspects (Methodology)**

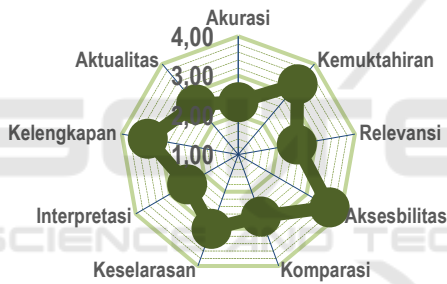


Figure 12: WEB (Spider Web) Satisfaction Aspect on BPS Data Quality Aspect.

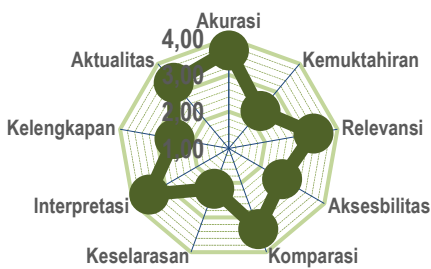


Figure 13: WEB (Spider web)Aspect of Expectation on BPS Data Quality Aspect.

Achievements in the quality aspects of service for satisfaction get a value of 2.88 meaning "unsatisfactory / dissatisfied"  
 Achievements in the Quality Aspect of Service for Hope get a value of 2.98, meaning "not important"

*Importance Performance Analysis* (Cartesian diagram) is used to find out the focus or things that become priority improvements to the factors that affect the level of customer satisfaction with the quality of BPS services

The results of the development of each attribute in each quadrant in Figure 2 below:

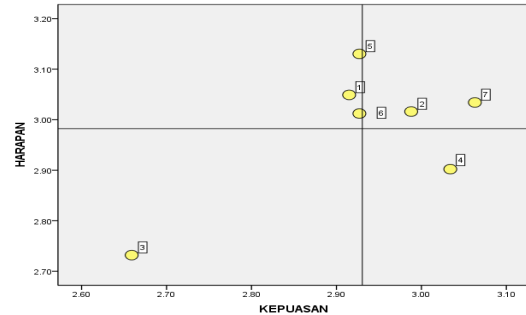


Figure 14: Results of calculation of Cartesian Diagram. Source BPS, data processed, November 2017

A Main priority		B Defend Achievement	
<p><b>Main priority</b> In quadrant A there is a factor, 1,5.6 which is considered important and / or expected by consumers, BPS performance is deemed unsatisfactory so BPS needs to concentrate on allocating its resources to improve the performance of this quadrant</p>	<p>1. REQUIREMENTS (2,915) 5. FACILITIES (2,927) 6. COMPLAINTS SERVICE (2,927)</p>	<p>2. SOP (2,988) 7. WEBSITE (3,063)</p>	<p><b>Maintain Achievement (Keep Up The Good Work)</b> In Quadrant B there is a factor of 2.7 which is considered important and is expected as a factor supporting customer satisfaction so that BPS is obliged to maintain the performance achievement</p>
C Low Priority		D Possibly Overkill	
<p><b>Low Priority</b> In quadrant C there is a factor 3 which is considered to have a low level of perception or BPS performance and is not too important and or not too expected by consumers so that BPS needs to prioritize or give more attention to factor 3 (Cost).</p>	<p>3.COSTS (2,659)</p>	<p>4.EMPLOYEES (3,034)</p>	<p>In Quadrant D there is a factor 4 which is considered not too important and not too expected by the customer so that the BPS is better to allocate resources related to the EMPLOYEE's POWER factor to other factors that have a higher priority level</p>

Figure 15: Results of calculation of Cartesian Diagram

From figure 15 the Cartesian Diagram above can be explained that:

**Quadrant A**

Quadrant A is an area that is focused / considered important by consumers, but in reality these focus / attributes are still not as expected by consumers. In this case the BPS of Jayawijaya Regency needs to make the best improvements to increase customer satisfaction towards the focus / attributes included in quadrant A. Attributes included in quadrant A are attributes 1. REQUIREMENTS (2,915) and 5. FACILITIES (2,927) and 6. COMPLAINTS SERVICE (2,927).

As for some things that should be done in order to improve or adjust to some of the things that are prioritized above, the first among others is the need to do REQUIREMENTS, provision of BPS service room facilities so that consumers get satisfaction and comfort in SERVICES.

**Quadrant B**

Quadrant B is an area that contains the focus / attributes that are considered important by consumers, and the focus / attributes are considered to be in accordance with the wishes of consumers so that the level of customer satisfaction is relatively higher, so it needs to be maintained by BPS in Jayawijaya Regency because it can provide

appropriate services with the wishes of consumers so that consumers feel satisfied. The focus / attributes included in this quadrant are: 2. SOP (2,988) and 7. WEBSITE (3,063).

**Quadrant C**

Quadrant C is a region that contains focus / attributes that are considered less important by consumers and in fact the service / performance of the BPS is considered unsatisfactory. But it does not rule out the possibility of quadrant C in the future being an important concern by consumers, so BPS must also consider this. The attributes included in this quadrant are: 3. COSTS (2,659).

**Quadrant D**

Quadrant D is an area that contains the focus / attributes that are considered less important by consumers and the servants / performance performed by BPS is felt to be too high or excessive, so BPS does not need to make improvements. The attributes included in this quadrant are: 4. EMPLOYEES (3,034).



## 4 CONCLUSION AND RECOMMENDATION

### 4.1 Conclusion

1. Value of Aspect Satisfaction and Expectation on Service Quality Aspects BPS in Jayawijaya district to date states that the value of satisfaction and expectation aspects on data quality for satisfaction aspects states satisfied with score 3. And Value of Satisfaction and Expectation Value on BPS Data Quality Aspects (Statistics Socially) to date states that the value of the satisfaction aspect states (score 3) Satisfied and Expectations of the Quality of Service Quality BPS Satisfaction states (Score 3) is Important.
2. The focus / attributes contained in Quadrant A are the focus / attributes that need to be considered by BPS are 1. REQUIREMENTS (2,915), 5. FACILITIES (2,927), 6. COMPLAINTS SERVICE (2,927) to keep its Consumers satisfied with various services and quality of BPS data. BPS Jayawijaya Regency should make the factors contained in quadrant A as a strategy to compete with other Data / Information Provider Institutions, whether conducted by Bappeda or LSM and other institutions.

### 4.2 Recommendation

1. Provision of quality BPS services needs to be improved so as to achieve minimum service standards, especially in terms of requirements must be reviewed and improve the quality of human resources involved in services by allocating operating costs.  
Provision of data quality should be carried out by gathering data requirements from users, especially related technical institutions.
2. In the implementation of the data update, the BPS of Jayawijaya Regency should make the factors, requirements, facilities and complaints service in quadrant A as a strategy to compete by competing with other Data / Information Provider Institutions, whether conducted by Bappeda or LSM and other institutions.

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