

ACCELERATION OF IMPLEMENTATION AND ACHIEVEMENT OF STANDARDS MINIMUM SERVICE (PRIME SERVICE) BASED ON EVALUATION IN PONOROGO DISTRICT GOVERNMENT

Yusril Dwi Mahendra, Muhammad Thoyib

Postgraduate, IAIN Ponorogo

e-mail: mukriesetiar33@gmail.com, thoyib@iainponorogo.ac.id

Abstrak

Kerjasama antara Lembaga Penelitian dan Pengabdian Masyarakat (LPPM) IAIN Ponorogo dengan Pemerintah Kabupaten Ponorogo dalam menyelesaikan Program Kajian Evaluasi Percepatan Penerapan dan Pencapaian Standart Pelayanan Minimal (Layanan Prima) di Kabupaten Ponorogo. Evaluasi ini merupakan kajian yang bersifat public needs evaluation (evaluasi terhadap kebutuhan publik) yang mendasarkan diri pada 2 pendekatan sekaligus (mixed methods), yaitu metode kuantitatif dan kualitatif, yang pada akhirnya diharapkan dapat menggali data secara komprehensif serta memberikan kontribusi yang signifikan berupa rekomendasi kebijakan bagi pengembangan program publik di Kabupaten Ponorogo, instrumen yang digunakan dalam penelitian ini berupa wawancara, observasi, dokumentasi serta kuesioner yang dikembangkan berdasarkan pada 4 (empat) macam informasi utama. Hasil evaluasi terhadap pelaksanaan pelayanan prima pada Satuan Kerja (Satker) di lingkungan Pemerintah Kabupaten Ponorogo yang terdiri dari Satker Dinas Kependudukan dan Catatan Sipil (Disukcapil), Dinas Pendidikan (Disdik), Dinas Perhubungan (Dishub), Dinas Kesehatan (Dinkes), serta Dinas Sosial, Tenaga Kerja dan Transmigrasi (Disnakertrans) yang mencakup 3 babasan utama yaitu: (1). Kualitas kinerja satuan kerja (satker/unit) pelayanan prima di lingkungan Pemerintah Kabupaten Ponorogo berbasis penilaian standar ISO 9001:2008; (2). Tingkat kepuasan publik (pengguna) terhadap pelaksanaan layanan prima di lingkungan satuan kerja Pemerintah Kabupaten Ponorogo; serta (3) Pengaruh kualitas layanan prima terhadap tingkat kepuasan publik (pengguna) di lingkungan satuan kerja Pemerintah Kabupaten Ponorogo.

Kata kunci: *Evaluasi, Pencapaian, Layanan Prima.*

Abstract

Collaboration between the Research and Community Service Institute (LPPM) IAIN Ponorogo and the Ponorogo Regency Government in completing the Evaluation Study Program for the Acceleration of Implementation and Achievement of Minimum Service Standards (Prima Service) in Ponorogo Regency. This evaluation is a study in the nature of a public needs evaluation (evaluation of public needs) which is based on 2 approaches at once (mixed methods), namely quantitative and qualitative methods, which in the end is expected to be able to explore data comprehensively and provide significant contributions in the form of policy recommendations. For the development of public programs in Ponorogo Regency, the instruments used in this research are interviews, observations, documentation, and questionnaires which were developed based on 4 (four) main types of information. The results of the evaluation of the implementation of excellent service in the Work Units (Satker) within the Ponorogo Regency Government which consists of the Population and Civil Registry Service Unit (Disukcapil), the Education Service (Disdik), the Transportation Service (Dishub), the Health Service (Dinkes), and the Dina Social, Labor and Transmigration (Disnakertrans) which includes 3 main topics, namely: (1). The quality of performance of work units (satker/units) of excellent service within the Ponorogo Regency Government is based on the ISO 9001:2008 standard assessment; (2). The level of public (user) satisfaction with the implementation of excellent service within the Ponorogo Regency Government work unit; and (3) The effect of excellent service quality on the level of public (user) satisfaction within the Ponorogo Regency Government work unit.

Keywords: *Evaluation, Achievement, Excellent Service.*

INTRODUCTION

The government's main task towards its people is to provide services to meet the needs desired by the community. The role of government has indeed changed according to the demands and dynamics of a developing society. In the development of the government's role, the life of the state in the nineteenth century was based on the conception or idea of a police state. Government activities are very limited, only in a few aspects of people's lives. In particular, government activities are limited to maintaining security and order in people's lives. In this case, the government is more passive, "negative" (*negative state*), because it only functions and acts as a referee, line guard, and "night watchman" (*night watchman*). This means that as long as there is no insecurity or disorder, the government will not do much.¹

The conception of a police state turns out to be no longer able to respond to the demands of the views, ways, needs, and goals of human life and society in the 21st century, whose aspirations and needs are generally increasing, both in terms of quantity, variety, and quality. Specialization and variations in the demands of needs that are increasingly in the activities and life of society, have also added to the dependence of a person on other people, as well as from one group to another. has become an "organized man" (*Organization Man*) or "bureaucratic man" (*bureaucratic man*). An advanced society becomes a society that is complex and is an "organized society" (*Organizational society*).² Institutions are norms or rules regarding a specific community activity that are binding and relatively long in nature and have certain characteristics, namely symbols, values, rules of the game, and goals.³

Increased awareness of the state, requires the provision of opportunities or channeling them. How the consequences of human progress and modern society in the 21st century and its relationship with the government can be explained, among others, as follows:⁴ Humans who seem to be getting smarter are demanding more from their governments. Therefore the government must also do more for its citizens, The higher the level of education, the more citizens are aware of their rights and obligations in society. The main factor that is suspected to be the low quality of education in Indonesia is that there are still many unprofessional teaching

¹ Sukron Ma'mun, "The Role of Professional Apparatus in Creating Excellent Service in Bureaucracy," *Aspiration: Scientific Journal of State Administration* 1, no. 1 (2016): 15–26.

² Osborne David and Gaebler Ted, "Reinventing Government: How the Entrepreneurial Spirit Is Transforming the Public Sector" (Prentice Hall of India, 1992).

³ Umar Faruq. "Pendampingan Transformasi Metode Pemasaran Umkm Desa Crabak Dari Tradisional Ke Digital? Crabak Dari, Tradisional Ke, And Iain Ponorogo, 3, no. 2 (2022): 1–23.

⁴ Emma Dwi Ariyani, "Penerapan Pelayanan Prima Sebagai Upaya Meningkatkan Kepuasan Pelanggan Di Politeknik Manufaktur Negeri Bandung," *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu Dan Praktek Administrasi* 7, no. 1 (2010): 3.

staff.⁵ Therefore, people are getting smarter in demanding what is their right, although it must be admitted that this is not always balanced by increased awareness of their obligations to the nation, state, and government, The culture that is achieved is getting higher and higher in the sense that human norms and social values increasingly indicate an awareness of human dignity, personality, and universal rights that he wants to be respected, not only by other members of society but also by the government. There are several dimensions of service quality put forward by experts. These dimensions are of course contextual, depending on the type of service provided. There are 10 dimensions of service quality. First, monitor public perceptions of the quality of service they have received. Second, identify the causes of service failure. Third, try to take corrective steps.⁶

To evaluate the acceleration of implementation and achievement of the Minimum Service Standards set by the government, the Regency Regional Government needs to prepare the steps for Coordinating the Evaluation Program. This program is later planned to be able to describe conditions and trends as well as important efforts to accelerate the achievement of goals up to the position of 2013, so that it can be used as a basis for preparing the activities needed so that the acceleration of implementation and achievement of Minimum Service Standards in the Ponorogo Regency area can be achieved. In this accelerated effort, the targets are not yet institutionalized in the planning and budgeting system in the regions and the a need to equalize perceptions among program managers.

METHOD

This type of evaluation study is a study like a public needs evaluation (*evaluation of public needs*) which is based on 2 approaches at once (*mixed methods*), namely quantitative and qualitative methods, which in the end is expected to be able to explore data comprehensively and provide a significant contribution. in the form of policy recommendations for the development of better public programs in Ponorogo Regency in the future, especially in the field of excellent service in several agencies such as the Education Service, Health Service, Population and Civil Registry Service, Social Employment and Transmigration Service, and Social Services. This method is used to obtain written information from respondents. The questionnaire will be filled out by respondents consisting of three people in one team. This is intended to create objectivity in

⁵ Arif Wicaksana and Tahar Rachman, "Analisis Kritis Terhadap Kebijakan Standar Kompetensi Pendidik Dan Tenaga Kependidikan Di Lembaga Pendidikan Islam Swasta," *Angewandte Chemie International Edition*, 6(11), 951–952. 3, no. 1 (2018): 10–27, <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>.

⁶ Anas Salman Alabboodi, "The Effect of Customer Satisfaction on Service Quality: The Case of Iraqi Banks," *International Journal of Applied Research* 5, no. 1 (2019): 146–52.

filling out the evaluation questionnaire. And researchers in this case will use a census/sampling method that is adapted to the feasibility conditions of the data to be evaluated.

ANALYSIS AND DISCUSSION

Evaluation is needed to see the gap between expectations and reality.⁷ The results of an evaluation of the implementation of excellent service to the Work Unit (Satker) within the Ponorogo Regency Government which consists of the Satker Office of the Population and Civil Registry Service (Disukcapil), the Education Office (Disdik), the Transportation Service (Dishub), the Health Service (Dinkes), and the Dinas Social Affairs, Labor and Transmigration (Disnakertrans) which includes 3 main topics, namely: (1). Quality of work unit (work unit) performance for excellent service within the Ponorogo Regency Government based on ISO 9001:2008 standard assessment; (2). The level of public (user) satisfaction with the implementation of excellent service within the Ponorogo Regency Government work unit; and (3) The effect of excellent service quality on the level of public (user) satisfaction within the Ponorogo Regency Government work unit:

A. QUALITY OF PRIMARY SERVICE PERFORMANCE (SPM) OF WORK UNITS (SATKER/UNIT) IN THE PONOROGO DISTRICT GOVERNMENT ENVIRONMENT IN 2020 BASED ON THE ISO 9001:2008 STANDARD ASSESSMENT.

The ISO 9001:2008 standard values include 9 assessment components, namely: (1) Vision, mission, and motto of excellent service, (2) Service standards and service announcements, (3) Systems, mechanisms, and procedures, (4) Sources of human resources, (5) Service facilities and infrastructure, (6) Handling complaints, (7) Community satisfaction index, (8) Public service information system, and (9) productivity in achieving service targets can be said to be good, but still needs several improvements on each component. The results of the assessment of 5 Working Units/Units within the Ponorogo Regency Regional Government (Pemda) in this aspect as a whole can be described in more detail as follows:

1. Determination and Implementation of Vision Mission and Motto of Excellent Service (SPM)

In this aspect, the maximum score that can be obtained from the assessment results for each working unit is 50 points, where in this aspect it can be seen convincingly that the five work units (satker) within the Ponorogo Regency Government, both the Population and

⁷ Einjelheart Hansiden Polii, "Evaluation of Governance Implementation Minahasa Regency Drinking Water Company," *International Journal of Social Science and Human Research* 04, no. 06 (2021): 1405–13, <https://doi.org/10.47191/ijsshr/v4-i6-25>.

Civil Registration Service Unit (Disdukcapil), the Education Office (Disdik), the Department of Transportation (Dishub), the Health Service (Dinkes), and the Department of Social Affairs, Labor and Transmigration (Disnakertrans) have almost the same points. However, overall, Disdukcapil is the highest working unit in this aspect (45 points), followed by Dinkes (42 points), Disdik (40 points), as well as Dishub (38 points) and Disnakertrans (38 points). This shows that overall in this aspect, it can be said that the work units (satker) within the Ponorogo Regency Government have run well.

There is a need for a unit work motto in all work units within the Ponorogo Regency Government as a branding unit that emphasizes the unique service character of each work unit, internal motivation as well as the need to mobilize the socialization of the vision and mission of the work unit to public service users so that service users will gain clarity in achieving service goals given by each work unit in the Ponorogo Regency Government. Administration is a service job to help run the program process smoothly, requiring special skills, certain skills, and competencies that are different from the required competencies.⁸

2. Determination and Application of Service Standards and Information on Excellent Service (SPM)

In this aspect, the maximum score that can be obtained from the results of the assessment of each work unit is 250 points it can also be seen convincingly that the five work units (satkers) within the Ponorogo Regency Government, both the Satker Office of Population and Civil Registry (Disdukcapil), the Office of Education (Disdik), the Department of Transportation (Dishub), the Office of Health (Dinkes), and the Office of Social Affairs, Manpower and Transmigration (Disnakertrans) have almost the same points. But overall, Disdukcapil is the highest working unit in this aspect (185 points), followed by the Health Office (175 points), Disdik (170 points), Manpower and Transmigration Office (170 points), and Transportation Agency (160 points). This shows that overall in this aspect, it can be said that the work unit (satker) within the Ponorogo Regency Government has been running well.

3. Determination and Implementation of Systems, Mechanisms, and Procedures for Excellent Service (SPM)

In this aspect, the maximum score that can be obtained from the assessment results of each working unit is 100 points, where in this aspect it can also be seen convincingly that the five work units (satker) within the Ponorogo Regency Government, both the Population

⁸ Fitri Meldawati, Sulaiman Sulaiman, and A. Muhyani Rizalie, "Strategies for Quality Improvement of School Administration Staff Performance: A Multi-Site Study at PGRI 1 Martapura Vocational School and PGRI Banjarbaru Vocational School," *International Journal of Social Science And Human Research* 06, no. 01 (2023): 343–48, <https://doi.org/10.47191/ijsshr/v6-i1-47>.

and Civil Registry Service (Disdukcapil), the Department Education (Disdik), Transportation Service (Dishub), Health Service (Dinkes), and Social, Labor and Transmigration Department (Disnakertrans) have almost the same points. However, overall, Disdukcapil in this aspect is still the highest working unit in this aspect (80 points), followed by Dinkes (75 points), Disdik (75 points), Disnakertrans (75 points), and Dishub (70 points). This shows that overall in this aspect, it can be said that the work units (satker) within the Ponorogo Regency Government have run well.

In that context, according to the researchers as a whole, the work units within the Ponorogo Regency Government need to consider 3 important things, namely: (a). The need to develop an integrated quality management system (QMS) to facilitate control over the process of implementing existing public services. With a good and quality QMS, there are 4 elements of management namely planning, organizing, actuating, and controlling⁹, planning will determine the existence of differences in the performance (performance) of an organization with other organizations in implementing plans to achieve goals. ¹⁰Then undoubtedly it will be easier to control the process of implementing the quality of public services together; (b). It is necessary to make SOP (service flow) flowcharts that are displayed in each work unit to facilitate and speed up access to public services.

4. Determination and Implementation of Policies Related to Human Resources (HR) for Excellent Service Implementers (SPM)

In this aspect, the maximum score that can be obtained from the results of the assessment of each work unit is 170 points it can also be seen convincingly that the five work units (satkers) within the Ponorogo Regency Government, both the Satker Office of Population and Civil Registry (Disdukcapil), the Office of Education (Disdik), the Department of Transportation (Dishub), the Office of Health (Dinkes), and the Office of Social Affairs, Manpower and Transmigration (Disnakertrans) have almost the same points. Overall, Disdukcapil is the highest working unit in this aspect (165 points), followed by Disnakertrans (160 points), Health Office (155 points), Disdik (155 points), and Dishub (145 points). This shows that overall in this aspect, it can be said that the work unit (satker) within the Ponorogo Regency Government has been running well.

⁹ Ktut Arte Wardane, Wahyu Wahyu, and Suhaimi Suhaimi, "Implementation of Fun School Management at SMKN 3 and SMKN 2 Kuala Kapuas," *International Journal of Social Science and Human Research* 06, no. 06 (2023): 3505–10, <https://doi.org/10.47191/ijsshr/v6-i6-36>.

¹⁰ Yusril D W I Mahendra et al., "International Journal of Social Science And Human Research Management of Student Character Education in the Globalization Era (Case Study in Wali Songo Islamic Boarding School Ngabar Ponorogo)" 06, no. 08 (2023): 5169–76, <https://doi.org/10.47191/ijsshr/v6-i8-73>.

5. Determination and Implementation of Policies Related to Excellent Service Facilities and Infrastructure (SPM)

In this aspect, the maximum score that can be obtained from the results of the assessment of each work unit is 80 points it can also be seen convincingly that the five work units (satkers) within the Ponorogo Regency Government, both the Satker Office of Population and Civil Registry (Disdukcapil), the Office of Education (Disdik), the Department of Transportation (Dishub), the Office of Health (Dinkes), and the Office of Social Affairs, Manpower and Transmigration (Disnakertrans) have almost the same points. But overall, the Health Office is the highest working unit in this aspect (80 points), followed by Disdukcapil (75 points), Disdik (75 points), Disnakertrans (70 points), and Dishub (65 points). This shows that overall in this aspect, it can be said that the work unit (satker) within the Ponorogo Regency Government has also been running well.

In this aspect, according to researchers, each work unit in the Ponorogo Regency Government needs to carry out continuous, simultaneous, and integrative control of its various service infrastructure facilities, including those in their sub-work units (sub-units) which are bureaucratic so that they are far from the unit/work unit, such as cleanliness and convenience of facilities.

6. Determination and Implementation of Policies Related to Handling Complaints on the Implementation of Excellent Service (SPM)

In this aspect, the maximum score that can be obtained from the assessment results of each working unit is 100 points, where in this aspect it can also be seen convincingly that the five work units (satker) within the Ponorogo Regency Government, both the Population and Civil Registry Service (Disdukcapil), the Department Education (Disdik), Transportation Service (Dishub), Health Service (Dinkes), and Social, Labor and Transmigration Department (Disnakertrans) have almost the same points. However, overall, Disdik is the highest working unit in this aspect (85 points), followed by Dinkes (75 points), Disdukcapil (75 points), Disnakertrans (75 points) and Dishub (70 points). This shows that overall in this aspect, it can be said that the work units (satker) within the Ponorogo Regency Government have also run well.

In that context, language is a communication tool that can be used to convey one's ideas, thoughts, and feelings to other people¹¹, more comprehensive and integrative efforts are needed by the Ponorogo Regency Government in socializing the importance of use and

¹¹ Minnah El Widdah, "Learning Strategies in Early Childhood Language Development during the Covid-19 Pandemic," *International Journal of Social Science and Human Research* 04, no. 04 (2021): 613–20, <https://doi.org/10.47191/ijsshr/v4-i4-08>.

control as well as developing public complaints regarding the implementation of excellent service carried out by each working unit so that this will provide high satisfaction to the community at large, as well as within the working unit itself.

7. Determination and Implementation of Policies Related to the Community Satisfaction Index (IKM) in the Implementation of Excellent Service (SPM)

In this aspect, the maximum score that can be obtained from the assessment results of each working unit is 100 points, where in this aspect it can also be seen convincingly that the five work units (satker) within the Ponorogo Regency Government, both the Population and Civil Registry Service (Disdukcapil), the Department Education (Disdik), Transportation Service (Dishub), Health Service (Dinkes), and Social, Labor and Transmigration Department (Disnakertrans) have almost the same points. However, overall, the Health Office is the highest working unit in this aspect (85 points), followed by the Manpower and Transmigration Department (80 points), the Education Department (75 points), the Manpower and Transmigration Department (75 points) and the Transportation Agency (75 points). This shows that overall in this aspect, it can be said that the work units (sicker) within the Ponorogo Regency Government have also run well. comprehensive and integrative by the Ponorogo Regency Government in socializing and developing the importance of paying attention to the community satisfaction index for existing public services by carrying out simultaneous and continuous internal and external evaluations of the excellent service performance results of each work unit so that this will provide moral and material encouragement to improve the quality of performance of all existing work units with the hope that in the future it can increase wider community satisfaction (public quality improvement). This will of course help existing work units to support the realization of the excellent service targets expected by the Government and the community together, because it is supported by a clear and integrative performance evaluation system.¹²

8. Determination and Implementation of Policies Related to Public Service Information Systems in the Implementation of Excellent Services (SPM)

In this aspect, the maximum score that can be obtained from the results of the assessment of each work unit is 70 points it can also be seen convincingly that the five work units (satkers) within the Ponorogo Regency Government, both the Satker Office of Population and Civil Registry (Disdukcapil), the Office of Education (Disdik), the Department of Transportation (Dishub), the Office of Health (Dinkes), and the Office of Social Affairs, Manpower and Transmigration (Disnakertrans) have almost the same points.

¹² Fery Diantoro, "Realisasi Program Jimpitan Karang Taruna Bugis Generation Dalam Meningkatkan Peran Sosial" 1, no. 2 (2020). 165.

But overall, Disdukcapil, Dishub, and Health Office are the satkers who have the highest performance in this aspect (with 60 points), followed by Disdik (55 points), and Disnakertrans (55 points). This shows that overall in this aspect, it can be said that the work unit (satker) within the Ponorogo Regency Government has also been running well.

9. Determination and Implementation of Policies Related to Productivity in the Achievement of Excellent Service Targets (SPM)

In this aspect, the maximum score that can be obtained from the assessment results for each working unit is 80 points, where in this aspect it can also be seen convincingly that the five work units (satker) within the Ponorogo Regency Government, both the Population and Civil Registry Service (Disdukcapil), the Department Education (Disdik), Transportation Service (Dishub), Health Service (Dinkes), and Social, Labor and Transmigration Department (Disnakertrans) have almost the same points. However, overall, Disdukcapil and Dishub are the highest working units in this aspect (75 points), followed by Disdik (70 points), Disnakertrans (65 points), and Diskes (60 points). This shows that overall in this aspect, it can be said that the work units (satker) within the Ponorogo Regency Government have also run well.

In this context, according to the researcher, in this aspect, strategic monitoring, assessment, and evaluation are the last stage in the executive cycle methodology. All systems depend on adjustments in the future because different external and internal elements will continue to experience changes¹³.

B. THE LEVEL OF PUBLIC (USER) SATISFACTION WITH THE IMPLEMENTATION OF PRIMA SERVICES (SPM) IN THE PONOROGO REGENCY GOVERNMENT WORK UNIT ENVIRONMENT.

1. Prima Characteristics of Respondents/Users of Excellent Services

This research on public satisfaction in Ponorogo Regency involved 150 respondents as samples taken randomly using a proportional random sampling technique. Proportionally, in this case, took a sample of 30 people from each regional agency that provides services to the community. The Ponorogo Regency regional agencies in question consist of the Health Service (DINKES), Education Service (DISDIK), Transportation Service (DISHUB), Social, Labor and Transmigration Service (DINSOSKERTRANS), and Population and Civil Registration Service

¹³ Y D Mahendra, "Manajemen Strategi Pembelajaran Al-Qur'an Metode Ummi (Studi Analisis Di Madrasah Diniyah Al-Ihsan Ponorogo)," 2022, <http://etheses.iainponorogo.ac.id>. 13.

(DISDUKCAPIL). The characteristics of the respondents in this study are shown in Table 3.1 below.

Table 1.
Prima Characteristics of Respondents/Users of Excellent Service

Karakteristik	Kategori	Frekuensi (orang)	Persentase (%)
Instansi	DINKES	30	20
	DISDIK	30	20
	DISHUB	30	20
	DINSOSNAKERTRANS	30	20
	DISDUKCAPIL	30	20
JK	Man	92	61,3
	Woman	58	38,7
Usia	<=20 tahun	22	14,7
	21 – 40 tahun	95	63,3
	41 – 60 tahun	33	22
	>= 61 tahun	0	0
Pendidikan	<= SMP	21	14

The average respondent's job is 26% employee; Civil servants as much as 19.3%; entrepreneurs as much as 18%; students/students as much as 9.3%; farmers as much as 6.7%; teachers/lecturers as much as 4%; TNI/POLRI as much as 0.7%. There are also 16% of respondents who have other jobs outside of those mentioned. Respondents in this research were community members who had received public services or had access to regional agencies in Ponorogo Regency. Based on the intensity or number of accesses, below or equal to 5 accesses is 73.3%; access between 6-10 times as much as 15.3%; and access above or equal to 11 times as much as 11.3%.

2. Data Description

The independent variables consist of: (1) Reliability (X1); (2) Collateral (X2); (3) Responsiveness (X3); (4) Officer Attitude (X4); and (5) Facilities (X5), these five variables are dimensions of service quality. Meanwhile, the dependent variable is Public Satisfaction (Y). Before comparative and regression analysis is carried out, each variable is first described statistically.

a. Public Service Reliability

Reliability of Ponorogo Regency regional public services based on indicators: (1) Ease of obtaining information about services; (2) Clarity in obtaining service information; and (3) Accuracy in providing services. In general, the reliability of public services in this area is in the high category. These results were shown from the 150 respondents used as samples, resulting in 45% stating

that the reliability was high, 40.7% stated that it was very high, 5.3% stated that it was low, and no respondents stated that the level of reliability was very low (see Figure 1).

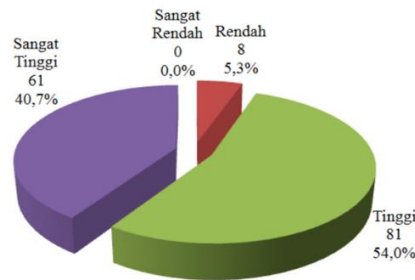


Figure 1
Expected Reliability Level

b. Public Service Guarantee

Public service guarantees based on the achievement of each indicator: (a) Officer skills in providing services (85.3); (b) The expertise of the officers in providing solutions to the problems faced (83.8); (c) Handling complaints or complaints from service users (84.2). Based on the achievement percentage figures, it shows that the public has high expectations for skills, expertise, and handling complaints as a guarantee of public services. In simple terms, the score of each indicator from the work unit service guarantee aspect can be described in the table below:

Table 2.
Achievement of Excellent Service Guarantee Indicators

Indikator	TP	CP	P	SP	Rerata	% Capaian
1. Keterampilan petugas dalam memberikan layanan	0 (0,00)	12 (8,00)	64 (42,67)	74 (49,33)	3,41	85,3
2. Kepiawaian petugas dalam memberikan solusi terhadap permasalahan yang dihadapi	0 (0,00)	11 (7,33)	75 (50,00)	64 (42,67)	3,35	83,8
3. Penanganan keluhan atau pengaduan pengguna layanan	0 (0,00)	16 (10,67)	63 (42,00)	71 (47,33)	3,37	84,2

c. Responsiveness (Responsiveness) of Public Services

The responsiveness of Ponorogo Regency's regional public services is based on indicators: (1) Sensitivity to service users; (2) Speed in providing services; and (3) Officers' communication skills with service users. In general, the responsiveness of public services in this area is in the high category. Of the 150 respondents sampled in this study, 73.3% had high hopes, 21.3% had very high hopes, 4.7% had low hopes, and 0.7% had very low hopes. (see figure 2).

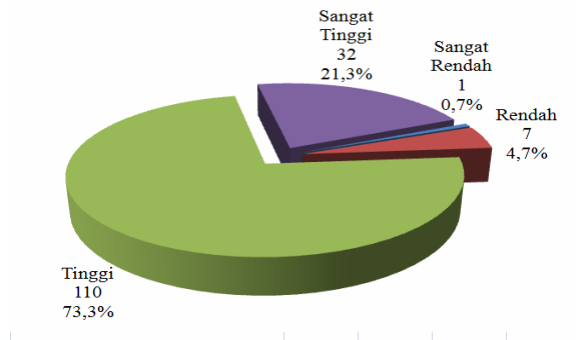


Figure 2.
Level of Service Responsiveness

d. Attitude (Empathy) of Public Service Officers

The five indicators of public service empathy each have achievements: (a) the friendliness of the officers in providing services (87.3%); (b) attention of officers to service users (85.0%); (c) cleanliness and tidiness of appearance (80.3%); (d) the patience of officers in serving service users (88.2); and (e) discipline of service personnel (86.3). Based on these figures, the community has very high hopes for the indicators of patience, friendliness, discipline, and attention of service staff. As for the indicators of cleanliness and tidiness of the appearance of service personnel, the community expects high. In simple terms, the score of each indicator from the work unit service guarantee aspect can be described in the table below:

Table 3.
Achievement of Excellent Service Attitude (Empathy) Indicators

Indikator	TP	CP	P	SP	Rerata	% Capaian
1. Keramahan petugas dalam memberikan pelayanan	3 (2,00)	13 (8,67)	41 (27,33)	93 (62,00)	3,49	87,3
2. Perhatian petugas kepada pengguna layanan	1 (0,67)	17 (11,33)	53 (35,33)	79 (52,67)	3,40	85,0

3. Kebersihan dan kerapihan penampilan	1 (0,67)	26 (17,33)	63 (42,00)	60 (40,00)	3,21	80,3
4. Kesabaran petugas	0	11	49	90	3,53	88,2

dalam melayani pengguna layanan	(0,00)	(7,33)	(32,67)	(60,00)		
5. Kedisiplinan petugas layanan	0 (0,00)	19 (12,67)	44 (29,33)	87 (58,00)	3,45	86,3

3. Comparative Analysis

It is known based on the data description that respondents are generally satisfied with the regional public services of Ponorogo Regency. Respondents have different characteristics based on agency, gender, age, education, employment, and access. Comparative analysis using analysis of variance (ANOVA) is used to analyze the comparison of public satisfaction levels based on the characteristics of the respondents. From this analysis, conclusions were drawn regarding whether there were differences in public service satisfaction when viewed from the characteristics of each respondent. The criterion is, if the F value has $p < 0.05$, then at a 95% confidence level it is certain that based on these characteristics public satisfaction has a difference.

a. Comparison of Public Satisfaction Based on Institutions

In each agency, the respondents who participated were 30 people. When compared between one agency and another regarding satisfaction with regional public services in Ponorogo Regency, it can be seen in the picture below where Disdik ranks first at 2.88 respectively followed by Dinsosnakertrans at 2.85, Dinkes at 2.67, Disdukcapil 2, 60, and finally the Transportation Agency at 2.49. (See Figure 3).

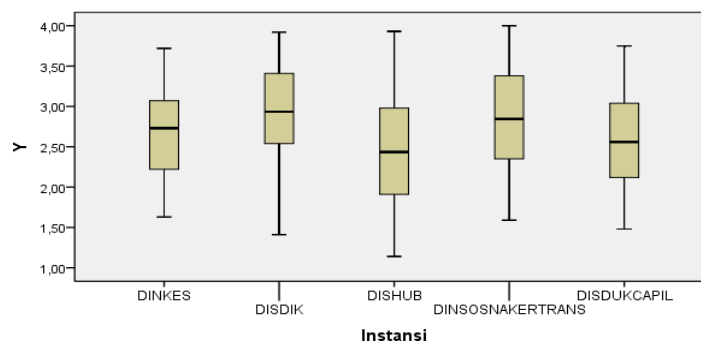


Figure 3.
Comparison of Public Satisfaction Based on Institutions

b. Comparison of Public Satisfaction Based on Gender

Respondents in this study, in terms of gender characteristics, were 61.3% male, while 38.7% were female. Between respondents who are male and female, it shows that they have satisfaction that is not different or the same. (See Figure 4).

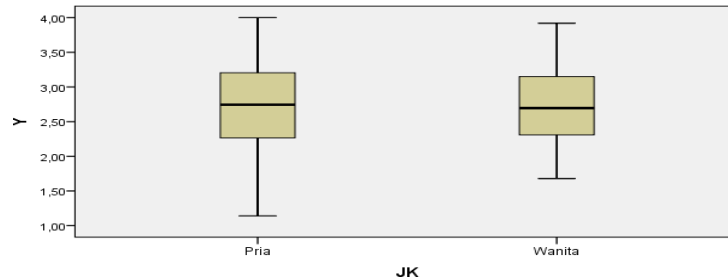


Figure 4.

Comparison of Public Satisfaction Based on Gender

c. Comparison of Public Satisfaction Based on Age

Respondents were based on three age categories, namely young, middle, and advanced. Middle-aged respondents had the largest number, reaching 63.3%. There is no significant difference in satisfaction with public services between young, middle, and advanced ages. (See Figure 5).

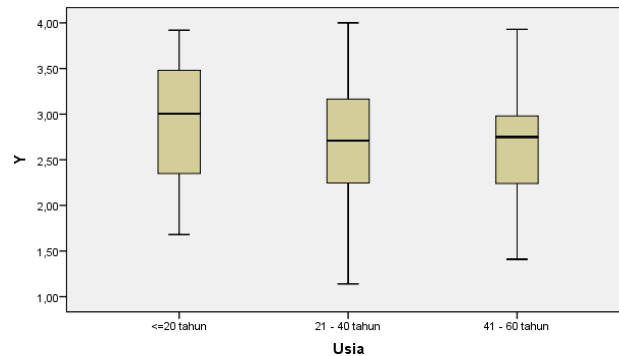


Figure 5.

Comparison of Public Satisfaction Based on Age

d. Comparison of Public Satisfaction Based on Education

The education level of most of the respondents was high school, reaching 48%. High school is one of the five education level categories. The results of the comparison of public satisfaction between one category of educational level and another did not show a significant difference either. (See Figure 6).

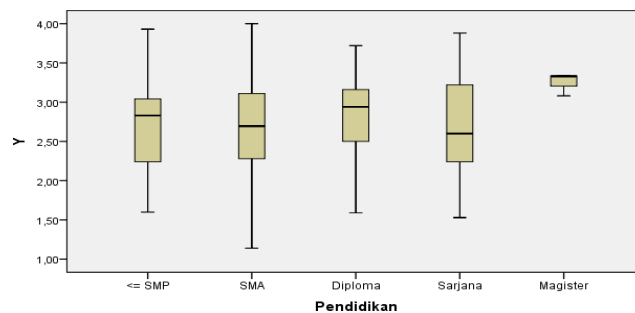


Figure 6.
Comparison of Public Satisfaction Based on Education

C. THE INFLUENCE OF PRIMA SERVICE QUALITY ON THE LEVEL OF PUBLIC (USER) SATISFACTION IN THE PONOROGO DISTRICT GOVERNMENT WORK UNIT.

The application of multiple linear regression analysis in this study is based on five independent variables and one dependent variable. Before carrying out a multiple linear regression analysis, several analytical prerequisites must be met known as the classical assumption test. The classic assumption test in question consists of normality, multicollinearity, and heteroscedasticity.

1. Classic assumption test

Classical assumption testing. One way that can be used to find out is the Kolmogorov-Smirnov Test procedure. The criterion is if $z < 1.96$ or $p > 0.05$, this indicates that the sample in the research model comes from a normally distributed population.

Table 4.
Normality Test Results

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,61056276
	Absolute	0,051
Most Extreme Differences	Positive	0,029
	Negative	-0,051
Kolmogorov-Smirnov Z		0,625
Asymp. Sig. (2-tailed)		0,829
a. Test distribution is Normal.		
b. Calculated from data.		

The test results using the Kolmogorov-Smirnov test procedure showed that $z = 0.625 < 1.96$ with $p = 0.629 > 0.05$. Based on these criteria, the results indicate that the model sample in this study came from a normally distributed population.

Multiple linear regression analysis means that the regression model has more than one independent variable. One way that can be used to detect multicollinearity disorders is the variance inflation factor (VIF). The criteria, if the VIF is greater than 10, indicates that there is an indication of a serious multicollinear problem.

Table 5.
Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	,655	1,527
	X2	,545	1,833
	X3	,436	2,293
	X4	,568	1,762
	X5	,621	1,611
a. Dependent Variable: Y			

The identification results in the regression model of this research show that the VIF values range between 1.527-2.293, all of which are less than 10, this shows that the regression model of this research does not contain serious multicollinearity problems. An assumption that is no less important is heteroscedasticity. One way that can be used to determine the existence of a heteroscedasticity problem is with the Glejser Test. The criterion, if t has $p > 0.05$ indicates that in the regression model, there is no heteroscedasticity problem.

Table 6.
Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-,680	,248		-2,741	0,007	-1,171	-0,190
	X1	,082	,067	0,116	1,228	0,222	-0,050	0,214
	X2	,084	,075	0,115	1,111	0,268	-0,065	0,233
	X3	-,072	,084	-0,099	-0,854	0,395	-0,237	0,094
	X4	,049	,073	0,069	0,681	0,497	-0,094	0,193
	X5	,204	,068	0,290	2,981	0,003	0,069	0,339
a. Dependent Variable: ARES								

The computational results show that the value of t (-0.854–2.981) with p (0.003–0.497) shows that almost all prices are $p > 0.05$. This shows that the model can be said to be free of heteroscedasticity and multiple linear regression analysis is suitable for use.

2. Regression Line Equation

It is known that the multiple linear regression model is suitable for use, so the results of this analysis are convincing. The theoretical double linear regression line equation is as follows.

$$\hat{Y}_j = \alpha + \beta_1 X_{1j} + \beta_2 X_{2j} + \beta_3 X_{3j} + \beta_4 X_{4j} + \beta_5 X_{5j} \quad (\text{Population})$$

$$\hat{Y}_j = a + b_1 X_{1j} + b_2 X_{2j} + b_3 X_{3j} + b_4 X_{4j} + b_5 X_{5j} \quad (\text{Sample})$$

The symbol \hat{Y}_j is a prediction of the Y value for the jth respondent, where $j = 1, 2, 3 \dots n$ and n are the number of subjects/respondents. The symbols α and a are intercepts or constants. The symbols β and b are the slope or predictor coefficients. By the theoretical model, the empirical model resulting from this study is as follows.

$$\hat{Y}_j = 2.062 + 0.060 X_{1h} - 0.300 X_{2h} - 0.038 X_{3h} + 0.324$$

Table 7.
Double Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,295 ^a	,087	,056	,62107
a. Predictors: (Constant), X5, X1, X4, X2, X3				

Based on Table 12, the adjusted coefficient of determination is 0.056. This figure shows that simultaneously the expected service quality has a contribution of 5.6% to public service satisfaction in Ponorogo Regency. These results still require simultaneous testing to ensure they can be generalized to the population.

3. Hypothesis Test and Results

Hypothesis testing is needed to find out whether the alleged simultaneous or partial influence of service quality on public satisfaction is proven or not. The simultaneous test uses the F-test statistic, while the partial test uses the t-test statistic. Simultaneous test results appear in the following table.

Table 8.
Simultaneous Test Results

Model	Some of Squares	Df	Mean Square	F	Sig.	
1	Regression	5,306	5	1,061	2,751	0,021 ^b
	Residual	55,545	144	0,386		
	Total	60,852	149			
a. Dependent Variable: Y						
b. Predictors: (Constant), X5, X1, X4, X2, X3						

The F value is 2.751 with $p = 0.021 < 0.05$, this indicates that the quality of service simultaneously influences the satisfaction of the public who receive services in the regional agencies of Ponorogo Regency. This figure also shows that the multiple linear regression model in this study is fit, meaning that changes in service quality are expected to contribute to changes in public satisfaction with services in Ponorogo district regional agencies. The expected service quality consists of five variables which can partially influence public satisfaction. The partial test results for these five variables are shown in the following table.

Table 9.
Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2,062	0,442		4,668	0,000	1,189	2,936
	X1	0,060	0,119	0,049	0,500	0,618	-0,176	0,295
	X2	-0,300	0,134	-0,241	-2,235	0,027	-0,565	-0,035
	X3	-0,038	0,149	-0,031	-0,258	0,797	-0,333	0,256
	X4	0,324	0,129	0,265	2,503	0,013	0,068	0,579
	X5	0,144	0,122	0,120	1,186	0,238	-0,096	0,385

a. Dependent Variable: Y

Variable X1 is reliability which has a value of $t = 0.500$ with $p = 0.618 > 0.05$, indicating that partial reliability is not proven to significantly influence public satisfaction. Variable X2 is a guarantee that has a value of $t = -2.235$ with $p = 0.027 < 0.05$, indicating that guarantees are partially proven to affect public satisfaction. Variable X3 is responsiveness which has a value of $t = -0.258$ with $p = 0.797 > 0.05$, indicating partially that responsiveness is not proven to affect public satisfaction. Variable X4 is empathy which has a value of $t = 2.503$ with $p = 0.013 < 0.05$, indicating partially that empathy is proven to influence public satisfaction. Variable X5 is tangible or facilities that have a value of $t = 1.186$ with $p = 0.238 > 0.05$, indicating that partial facilities are not proven to significantly affect public satisfaction.

CONCLUSION

Technically-operationally, the results of the evaluation study on the implementation of excellent service in several work units (sicker/units) of the Ponorogo Regency Government, East Java, based on the previous description and discussion, can be concluded as follows: several important points (substantive points of view):

1. The quality of performance of work units (satker/units) of excellent service within the Ponorogo Regency Government is based on the ISO 9001:2008 standard assessment which includes 9 assessment components, namely: (1) Vision, mission and motto of excellent service, (2) Service standards and service announcements, (3) Systems, mechanisms and procedures, (4) Human resources, (5) Service facilities and infrastructure, (6) Handling complaints, (7) Community satisfaction index, (8) Public service information system, and (9) productivity in achieving service targets based on data mining can be said to be good, although there are still several shortcomings and weaknesses, both technically and operationally.
2. The level of public (user) satisfaction with the implementation of excellent service within the work unit of the Ponorogo Regency Government includes several variable components, namely: (1) Reliability; (2) Guarantee; (3) Responsiveness; (4) Attitude of Officers. However, for matters related to customer affairs at Samsat, for example, customers are generally satisfied. In each agency, 30 respondents participated.
3. The influence of excellent service quality on the level of public (user) satisfaction in the Ponorogo Regency Government work unit environment is shown by an F value of 2.751 with $p = 0.021 < 0.05$, which means that service quality simultaneously influences the satisfaction of the public who receive services at regional agencies Ponorogo Regency. This figure also shows that the multiple linear regression model in this study is fit, meaning that changes in service quality are expected to contribute to changes in public satisfaction with services in Ponorogo district regional agencies.

REFERENCES

- Anas Salman Alabboodi, "The Effect of Customer Satisfaction on Service Quality: The Case of Iraqi Banks," *International Journal of Applied Research* 5, no. 1 (2019): 146–52.
- Arif Wicaksana and Tahar Rachman, "Analisis Kritis Terhadap Kebijakan Standar Kompetensi Pendidik Dan Tenaga Kependidikan Di Lembaga Pendidikan Islam Swasta," *Angewandte Chemie International Edition*, 6(11), 951–952. 3, no. 1 (2018): 10–27, <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>.
- Emma Dwi Ariyani, "Penerapan Pelayanan Prima Sebagai Upaya Meningkatkan Kepuasan Pelanggan Di Politeknik Manufaktur Negeri Bandung," *Jurnal Ilmu Administrasi: Media Pengembangan Ilmu Dan Praktek Administrasi* 7, no. 1 (2010): 3.

- Einjelheart Hansiden Polii, “*Evaluation of Governance Implementation Minahasa Regency Drinking Water Company,*” *International Journal of Social Science and Human Research* 04, no. 06 (2021): 1405–13, <https://doi.org/10.47191/ijsshr/v4-i6-25>.
- Fery Diantoro, “*Realisasi Program Jimpitan Karang Taruna Bugis Generation Dalam Meningkatkan Peran Sosial*” 1, no. 2 (2020). 165.
- Fitri Meldawati, Sulaiman Sulaiman, and A. Muhyani Rizalie, “*Strategies for Quality Improvement of School Administration Staff Performance: A Multi-Site Study at PGRI 1 Martapura Vocational School and PGRI Banjarbaru Vocational School,*” *International Journal of Social Science And Human Research* 06, no. 01 (2023): 343–48, <https://doi.org/10.47191/ijsshr/v6-i1-47>.
- Ktut Arte Wardane, Wahyu Wahyu, and Suhaimi Suhaimi, “*Implementation of Fun School Management at SMKN 3 and SMKN 2 Kuala Kapuas,*” *International Journal of Social Science and Human Research* 06, no. 06 (2023): 3505–10, <https://doi.org/10.47191/ijsshr/v6-i6-36>.
- Minnah El Widdah, “*Learning Strategies in Early Childhood Language Development during the Covid-19 Pandemic,*” *International Journal of Social Science and Human Research* 04, no. 04 (2021): 613–20, <https://doi.org/10.47191/ijsshr/v4-i4-08>.
- Osborne David and Gaebler Ted, “*Reinventing Government: How the Entrepreneurial Spirit Is Transforming the Public Sector*” (Prentice Hall of India, 1992).
- Sukron Ma'mun, “*Peranan Aparatur Yang Profesional Guna Mewujudkan Pelayanan Prima Dalam Birokrasi,*” *Aspirasi: Jurnal Ilmiah Administrasi Negara* 1, no. 1 (2016): 15–26.
- Umar Faruq. “*Pendampingan Transformasi Metode Pemasaran Umkm Desa Crabak Dari Tradisional Ke Digital*” *Crabak Dari, Tradisional Ke, And Iain Ponorogo*, 3, no. 2 (2022): 1–23.
- Y D Mahendra, “*Manajemen Strategi Pembelajaran Al-Qur'an Metode Ummi (Studi Analisis Di Madrasah Diniyah AlIhsanPonorogo),*” 2022, <http://etheses.iainponorogo.ac.id>.
- Yusril D W I Mahendra et al., “*International Journal of Social Science And Human Research Management of Student Character Education in the Globalization Era (Case Study in Wali Songo Islamic Boarding School Ngabar Ponorogo)*” 06, no. 08 (2023): 5169–76, <https://doi.org/10.47191/ijsshr/v6-i8-73>.