Analysis Of Satisfaction Of Regional Device Organizations To Interest And Performance Levels In Watering Development Projects In Semarang City

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Abstract. The quality of service produced by service providers can be used to measure customer satisfaction, which is based on performance generated by service providers and the assessed interests of customers. Customer satisfaction is very important to measure because it greatly affects the loyalty of a company / service provider. From the analysis of the research results obtained the level of satisfaction of the Regional Apparatus Organization for irrigation buildings with the suitability level method showed an average yield of 94.41% means that the OPD was not satisfied with the performance produced by the service provider and the gap analysis showed a negative gap meaning the customer felt his expectations were not in accordance with the fact. Meanwhile, using the Importance Performance Analysis (IPA) method based on the Cartesian diagram, the accuracy of payments to subcontractors, the absence of remaining work discharges left after the project ends, focus on quality and reduce repairs, OPD implementation and construction safety, and the provision of OPD personnel and others are the main priority which needs to be improved again and with the Customer Satisfaction Index (CSI) included in the category of "satisfied" with the work done by service providers/contractors with a percentage of 82.66%. The conditions of the three analyzes only apply to the implementation of the irrigation building project in the City of Semarang, in the range of 2017-2018 and with an average difference in bid prices to the estimated prices themselves of 11.57%.

Keywords: Satisfaction, Conformity Level, IPA, and CSI.

1 Introduction

The national development process is closely related to building construction. Construction services will realize a development process in the form of a building or other physical form which is in the process of being implemented in the form of a construction project. Construction services will realize a development process in the form of buildings and other physical forms. Before the implementation of a project is carried out, the Regional Apparatus Organization (OPD) of budget users/goods users/service users will first select a contractor through the Procurement Service Unit/Election Working Group.

In general, the parties involved in a construction project are the project owner / owner and service providers / contractors. The owner here is the Regional Apparatus Organization (OPD) or the previous term Regional Apparatus Work Unit (SKPD) is an organization / institution in the regional government that is responsible to the regional head in the framework of

administering government which consists of the regional secretariat, regional offices, regional technical institutions, districts. and others.

Auction is an activity that aims to select, obtain, determine and appoint the most suitable company to work on a work package [1]. This auction activity is a place for construction service providers to compete for a project. Auctions usually set prices with various considerations in order to win the project. Prior to the auction, there will be an Own Offer Price which has been set by the Commitment Making Officer (PPK) and at the time of the auction process, the Bid Price given by the contractor will appear. This process will cause the difference between the bid price and the estimated price itself.

Data from the Semarang Electronic Procurement Service (LPSE) from the 2017-2018 fiscal year auctioned 21 types of work packages for irrigation building projects. From the calculation of the data, new data will appear, namely the difference in the bid price against the self-estimated price for each job.

According to Kotler [2] quality services have an important role in shaping satisfaction. Satisfaction is a customer response as a result and evaluation of performance discrepancies or perceived actions as a result of not meeting expectations [3]. Service user satisfaction can be seen when comparing their expectations based on the reality they get. Satisfaction can also be seen based on the Satisfaction of the Equipment Organization very much needs to be considered because of the satisfaction generated from service users as a measure of loyalty to the service provider. If the regional apparatus organization is satisfied / their hopes are fulfilled, they will reuse the service provider, and vice versa, if the sub-village service user will not reuse the service provider. Loyalty increases, the use of repeated products will also increase, so that the profit generated will also increase. This means that the higher the loyalty of service users, the higher the level of company profits [4]. Seeing from this background, the main issues that became the material of the author's study in this study were: Analysis of the Satisfaction Level of Regional Apparatus Organizations on the Level of Interest and Level of Performance in Irrigation Building Projects in the City of Semarang.

2 Research Methods

the research is from Semarang City Electronic Procurement Service (LPSE) data for 2017-2918 with 21 packages of irrigation building construction work, overseen by eleven work units / Regional Apparatus Organizations (OPD) which are located in several Dinas in Semarang, the Environmental Service, the Fisheries Service and the Health Service.

This type of research is quantitative. Quantitative research [5] is research by obtaining numerical data or qualitative data which is extrapolated by survey studies. Survey study is one research approach that is generally used for extensive and large data collection [6].

Data analysis techniques using the Customer Satisfaction Index (CSI). CSI is an index to determine the overall level of customer satisfaction with an approach that considers the importance of the attributes being measured [7]. According to Statfor (in Madeppungeng [8]) the calculation phase of the Customer Satisfaction Index (CSI) is as follows:
a. Calculate the mean important score (MIS) for all project management performance evaluation variables and add them up (Total MIS)

b. Calculating the weight of importance factor (WF) from the mean value of importance level (MIS) to a percentage number of the total mean value of the level of importance (Total MIS), so that the total weight importance factor (WF) is obtained 100%.
c. Calculating the weighted score (WS), which is the multiplication weight of the WF with the mean satisfaction score (MSS) for each variable
d. Calculating the total weighted average (WAT), namely adding up the weighted score (WS) of all variables
e. Calculating the Customer Satisfaction Index (CSI), namely the total weighted average (WAT) divided by the high scale (HS), the maximum scale used (rating scale 5)

3   Results and Discussion

The level of conformity is the comparison between the performance appraisal score and the customer importance score. Thus, based on the above results, the average number obtained from the 15 indicators used to find the level of suitability is 94.41%, in other words, the level of suitability has not reached / less than 100%. That is, these 15 indicators have a lower performance value than their importance, the results of research conducted by Prabowo (2017) also state that the level of performance is generally still below the level of importance, in other words the results of research conducted in this study have results. something similar. The figure of 91.41% shows that the Regional Apparatus Organization (OPD) is not satisfied with the performance produced by service providers and assesses that the performance shown is not yet proportional to the level of importance. Overall for the 15 indicators the average gap value is - 0.25, so including the negative gap classification with the level of customer satisfaction is less satisfied than expectations. This gap occurs because the expectations of customers / service users are higher than accepted reality. However, these conditions indicate that the results of the suitability level of 94.41% were assessed by the OPD in the implementation of irrigation building project work in the city of Semarang in the 2017-2018 period and with the difference in the average difference between the bid price and the estimated price of 11.57%.

Important Performance Analysis (IPA) is used to determine the distribution of each aspect used in measuring service quality, which is presented in diagrams and divided into 4 quadrants. For (quadrant I) itself, there are 5 criteria that must be continuously improved by service providers so that this quadrant can increase optimally / towards a good quadrant (quadrant II). Then for round II there are 11 criteria, which means that the criteria that have been included in this quadrant must be maintained because these criteria are good according to service users. For (quadrant III) there are 12 criteria for which these criteria can be considered for improvement even though in fact / according to service users they are deemed less important, and (quadrant IV) there are 9 criteria in which these criteria are also considered less important by users but their performance is very good, for Quadrant IV it is hoped that service providers can reduce the excessive performance. From these conditions it can be indicated that the results of the distribution of the criteria in the IPA Cartesian diagram for the implementation of irrigation building project work in the city of Semarang which are used to determine the factors that affect the level of satisfaction, only apply in the 2017-2018 range and with an average difference. the difference between the bid price and the estimated price was 11.57%.

This service user satisfaction is related to the quality of service that has been carried out by service providers / contractors in completing work projects. OPD measures this satisfaction

based on the indicators previously described. Thus, based on the above results, the satisfaction rate obtained from the 15 indicators is 82.66%, in other words, this figure falls into the satisfied category. This shows that the Regional Apparatus Organization (OPD) is satisfied with the performance produced by service providers. Similar research has also been conducted by Syahroni and Siswoyo [9], namely the Analysis of Owner Satisfaction on Contractor Performance at the Public Works and Spatial Planning Office of Lumajang Regency, the results of their research from CSI show a figure of 66.32% and fall into the satisfied category. It can be said that the results of this study and the research conducted by Syahroni and Siswoyo [9] have similar results, namely that customers are equally satisfied with the performance produced by service providers. The results of the satisfaction score obtained from the CSI calculation will increase by 100% if by making improvements to aspects of the results of the science diagram. Performance evaluation can be seen from the level of performance and the level of importance of the aspects used to measure service quality. From this evaluation, it was found which aspects of the service would be improved, maintained or their performance reduced. However, this condition indicates that the results of the satisfaction level assessed by the OPD are 82.66% on the 15 indicators used as criteria in measuring OPD satisfaction in the implementation of irrigation construction project work in the city of Semarang in 2017-2018.

4 Conclusion

Based on the research results that have been discussed in the analysis of research results, the following conclusions can be drawn:

a. The level of suitability between performance and the importance of the satisfaction of the Regional Apparatus Organization based on the 15 indicators used to find satisfaction shows an average result of 94.41%, meaning that the regional apparatus organization is not satisfied with the performance produced by the service provider and assesses that the performance is it is shown that it is not proportional to the level of importance and the gap results in a negative value meaning that the customer feels less satisfied between reality and his expectations. However, this condition only applies to the implementation of irrigation building projects in Semarang City, in the 2017-2018 period and with the difference in the average difference between the bid price and the estimated price itself of 11.57%.

b. The relationship between the level of importance and the level of performance on organizational satisfaction based on the Cartesian diagram is, (quadrant I) itself there are 5 criteria that are the main priority for improvement so that it can be in a good quadrant (quadrant II). Then for quadrant II there are 11 criteria, which means that they must be maintained because these criteria are good according to service users. Kudran III there are 12 criteria for which these criteria can be considered for improvement even though in reality / according to service users they feel less important, and quadrant IV there are 9 criteria where these criteria are also considered less important by the user but the performance is very good, for Quadrant IV it is hoped that service providers can reduce the excessive performance. However, this condition only applies to the implementation of irrigation building projects in Semarang City, in the 2017-2018 period and with the difference in the average difference between the bid price and the estimated price itself of 11.57%.

c. The level of satisfaction of the Regional Apparatus Organization produced by service providers based on the results of the Customer Satisfaction Index (CSI) as a whole indicator

is 82.66%, this figure is included in the satisfied category. The performance satisfaction results obtained from the CSI calculation will increase 100% if improvements / evaluations are made on aspects based on the Natural Science Cartesian diagram. This shows that the regional apparatus organization is satisfied with the performance produced by service providers. However, this condition only applies to the implementation of irrigation building projects in Semarang City, in the 2017-2018 period and with the difference in the average difference between the bid price and the estimated price itself of 11.57%.

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