

## ARTICLE

# Information Service Activities on the Public Satisfaction Levels in the Public Service Mall of Palopo City

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**Abstract:** The government continues to make paradigm changes to make the government system even better. A rigid and centralized government has now turned into a decentralized government and has an entrepreneurial spirit. For this reason, it is necessary to improve service quality on an ongoing basis for the realization of prime public services. Improvement in the quality of public services is carried out comprehensively and integrated, both internally and externally. It is necessary to make improvements and requires proper management to improve service quality. Information services provided by the Public Service Mall by the Palopo City One-Stop Investment Service (DPMPTSP) is a breakthrough that sought to increase public satisfaction in the city of Palopo. This study investigates how public satisfaction with information services was carried out by Public Service Mall (DPMPTSP). This research uses quantitative research methods with a non-random sampling technique by accidental sampling, namely anyone who coincidentally meets the researcher can be used as a sample. The results of this study indicate that the information services provided by the Public Service Mall DPMPTS Palopo City make the public feel satisfied through indicators; (1), Building an information system (2), Establishing a list of information (3), providing facilities and infrastructure (4), Information complaint services. The contribution of this research is expected to be an innovation in realizing a fast, easy, transparent, sure, and affordable government service process as well as bringing closer and providing broader services to the public.

**Keywords:** information services; public satisfaction; service mall; DMPTSP

## 1. Introduction

Public Service Malls' presence is a breakthrough from the government in Indonesia to provide services that can satisfy people in various regions to manage multiple things because of the transparent process. The time is following Standard Operating Procedures. As service users fix various public service quality deficiencies, the government has formed a Public Service Mall. In connection with that matter. The Public Service Mall itself has the goal of making the service process easier.

Public Service Mall is a breakthrough from the government in providing goods, services, and administrative services. It expands regional integrated service functions and services for State-Owned Enterprises and Private-Owned Enterprises to provide services that make the public more comfortable and more accessible with the public service system, which is in one location with service activities and others tied to one another. One of the agencies located in the Public Service Mall is the One-Stop Services Investment Agency (DPMPTSP) as the organizer of the Public Service Mall, which acts as the operational controller of the Public Service Mall management. The Head of the Investment Service and One-Stop Integrated Service is obliged to convey, communicate and receive participation in services carried out at Public Service Malls.

The service mechanism provided falls under the Investment Service and One-Stop Integrated Services' authority, which is implemented by statutory regulations. The provision of services is carried out based on standard operating procedures, providing information services at the Investment Service and One-Stop Integrated Services. The public's satisfaction level will assess the provision of information services to carry out the licensing process. The assessment provided by the public determines the performance measurement of information services at the Investment Service and One-Stop Services. Activities that can be done to assess information services are to measure the level of public satisfaction. Public satisfaction affects the quality of information services provided at the Investment Service and One-Stop Integrated Services as the Public Service Mall organizer. It is an exciting thing to study because it intends to find out more about the level of public satisfaction with information services at the Public Service Mall (MPP).

The era of globalization has impacted various aspects of human life, on the one hand bringing climate more open to filling and completing multiple things. On the other hand, the situation of competition is getting tighter and tighter. One of the reform plans is to create a clean government and be free from corruption, collusion, and nepotism. In realizing this, of course, the organization's role as a source of absorbing labor as an organizational unit has not been by what is required. They are influenced by the ability of individuals or employees themselves and environmental conditions that shape attitudes, behaviors, and habits that pay less attention to quality Research by [Yusriadi and Farida \(2019, p. 17\)](#). The process of a bureaucratic structure is one of the supporting factors in achieving a balance between existing resources and functions needed to make a higher performance. Organizations in the bureaucracy, if successful in carrying out their duties, then the government should give severe recognition and, if possible, provide awards in any form. Bureaucratic performance is one of the essential determinants in achieving the development goals; it is also a benchmark for the success of the bureaucracy in carrying out the duties and jobs that are its responsibility ([Yusriadi & Farida, 2019](#)).

Services Information is services that are needed by the public in doing something ([Nurihsan, 2011](#)). The purpose is to make it easier for individuals to have the knowledge (information) they want. Both information related to themselves or about life in their environment, and to make the source of knowledge that individuals need in carrying out the service process so that the service is easier to make plan decision-making. Implementation of public services by the government for the public in Indonesia well proceeds because substantively, the local government has the authority and legal basis and technical guidance in the implementation of public services to the people following their respective duties and functions ([Hardiyansyah,](#)

2018). Integrated one-stop service (physical and online) where the community/public can obtain various services in one location. It affects the satisfaction of citizens and community interaction in general (Sartika, 2018).

Information is an essential element that can make the organization grow more rapidly and accelerate various activities carried out by the organization in making policies. An organization is a consciously coordinated social entity with a relatively identifiable boundary, which works on a relatively continuous basis to achieve a common goal or group of goals (Permatasari, 2015).

The elements that are the conditions for the birth of information in an organization include the human element (reasoning device), hardware, and software (Nugroho, 2005). It is important to become a unit that has a continuous relationship with one another. Therefore, every member of the organization must maintain the features that make up this unity to achieve the mission of conveying high-quality information and can be disseminated to all parts of the organization's members.

The quality of services provided by the provider (service provider) depends on the perception of consumers or services provided. However, it cannot be denied that health services, especially from the public sector, still have many obstacles, especially service quality. The level of public satisfaction with services from the public sector is still low, evidenced by some research results on the quality of health services in various regions (Rahayuningsih et al., 2018).

In Indonesia, the practice of innovation in the public sector has become a phenomenon and has been carried out by various government agencies, both central and local levels, with their multiple shapes and locus. Good Governance tried to provide new insights related to accountability, with the meaning of "access" (Huda & Yunas, 2016). Accountability can be applied when the government provides 'access' profusely to outsiders to know what is being done. In fact, in specific sectors, it also includes free access to participating in the planning, implementation, and evaluation. When there is no access, then the government is considered not accountable. According to Sinambela (2008), public services are any activity undertaken by the government to serve human needs and offer satisfaction to the citizens. The government organizes this service activity, both the central government, provincial and regency/municipality, according to the level and type of services. This mechanism is regarded as a multilevel governance system in public service delivery. In carrying out its duties, the government bureaucracy's existence becomes non-negotiable, and they will always determine their activity.

The concept of public service has shifted from a product-based approach to a service-based approach. A product-based approach is a service based on the product where people make bridges, make a market, products are there. Meanwhile, a service-based approach is to place the user as the main factor in public service. Transformation in the context of public policy, according to Rothwell et al. (2015) is one of the attempts to find breakthrough results. Other opinions expressed (Saputra et al., 2019), more transformation aimed at reconfiguring the structure, process, and constellation of actors, thus potentially challenging policies (institutions), policies (content), and also politics (processes) of certain systems. Based on these definitions, it can be concluded that the transformation is a displacement of a condition to another condition that causes changes to a particular object. Referring to the various descriptions above, the authors concluded that public service transformation is a displacement of a condition to other conditions that cause changes to the fulfillment of community needs provided by the public service provider (Saputra et al., 2019).

Stated that the service provider needs comments from the public; hence service improvement can be carried out effectively (Rizq et al., 2018). A form of a statement that can be measured is satisfaction (Riyadi et al., 2015), satisfaction is a comparison between consumer expectations and actual service reality. Therefore, satisfaction can be used to evaluate and improve services effectively. Pratama (2013) conducted a study concerning the added value of public service innovation, namely the implementation of public services (mobile public service/MPS) for micro, small and

medium enterprises (SMEs) at the Office of Licensing Service in Kediri, East Java. This research started a shift in the public's perception of public services from previously hard and now easy through the MPS program. The public has ease of service information, ease of access to services, and ease of procedure and terms of service. In addition, the implementation of MPS provided improved quality of service that included service orientation to users and improved service speed.

The low quality of service so far has encouraged the government to immediately make improvements to the quality of public services, asking for those related to licensing that are imaged as convoluted, difficult to access services, managing highly complicated procedures, requiring no certainty of time, and increasing the transparency of service costs required. The concept of innovation can be searched in contemporary State Administration levels worldwide, i.e., a public choice that views the public service delivery system as one of the attention centers and a value to be maximized. The ease of observing the process of innovation is one of the keywords to accelerate the improvement of public services. Efforts to accelerate the improvement of the quality of public services are not few. Some regional heads at the Regency level in Indonesia have successfully implemented innovations in various public services fields. These best practices are then tried to be compiled by the Ministry of Administrative Reform and Bureaucratic Reform through the "One Agency, One Innovation" Movement to encourage the acceleration of public service improvement (Hakim et al., 2019).

Public service activities by the apparatus government (including government apparatus village) in the implementation of government is inevitable, a necessity, at where society expects its presence governance at all higher levels quality, more capable of carrying out functions public services, community empowerment, and socio-economic development (Wahyudianto, 2015). Through the optimization of government functions (especially the implementation of service functions public), the public can expect it to be a wider sense of justice, the higher the level of independence them in developing themselves and solve various problems, as well as more and more improvement in their level of welfare (Kartikaningdyah, 2012). If these hopes come true, the community will be satisfied with the services provided by the apparatus government as a public service. Public services tend to reflect the political factors and institutional behavior of government organizations. This concept needs to be completed to illustrate the dynamic and interconnection side of the modern public service system (Kartikaningdyah, 2012). The concept of contemporary public service requires the involvement of many stakeholders, both directly and indirectly, that cannot be isolated but is part of a broader ecosystem. To provide quality public services, good public sector management is needed (Kartikaningdyah, 2012). The delivery of public services requires a complicated governance system and is determined by an organization individual (Osborne et al., 2015). Public services are one of the government's main functions to fulfill community needs to provide services needed by the community (Dewi et al., 2017). Fulfillment of interests and community needs are very decisive for the continuity and establishment of the system government. It is realized that the condition of the state apparatus is still faced with the system government management has not been efficient and weak, among others, produces quality service low public and various practices of corruption, collusion, and nepotism as well as resulting in inefficiency in the administration of government (Dewi et al., 2017).

Satisfaction can be obtained by the public when public expectations are met with the services it receives. Kotler & Keller (2010), customer satisfaction is a feeling where someone feels happy or disappointed with the results that have been obtained from the product they receive compared to their expectations. Tjiptono (2006), customer satisfaction or dissatisfaction is the customer's responsibility to evaluating the perceived dissatisfaction (disconfirmation) between previous expectations or other performance expectations and the product's actual performance, that is, felt after using it. Providing service quality means consistently compromising with customer

expectations. [Sukoco and Nilowardono \(2009\)](#) state that service quality is a custom assessment of the service provision process, thus evaluating service quality means evaluating to the service production process Satisfaction is the level of feeling where someone states the results of the comparison of the performance of the product (service) received and expected ([Lupiyoadi & Hamdani, 2011](#)). Customer satisfaction is the basis for a service system that is responsive to customer needs, minimizing costs and time, and maximizing service to the impact of the target population. According to [Usmara \(2008\)](#), service quality is an attitude from comparing the expectation of the quality of consumer services with the company's performance.

The Office of Investment and One-Stop Integrated Services continues to strive to realize public services in the city of Palopo by fixing and improving the quality of services, one of which is information services that are following public needs. Information services as a process of meeting needs through the activities of others is a concept that is always actual in various institutional aspects.

The service mechanism provided is under the authority of the Office of Investment and One-Stop Integrated Services, which is carried out following statutory regulations. The provision of services is carried out based on standard operating procedures, providing information services at the One-Stop Integrated Service and Investment Service. The provision of information services will be assessed from the public's level of satisfaction which comes to carry out the licensing process.

The government builds a Public Service Mall, which is the responsibility of the Investment Service and One-Stop Integrated Services in which the public needs various types of services in an integrative way, especially the information service section, which has the task of providing good service to the public who come to carry out the licensing process so that the public no longer be bothered with the bureaucracy that has been considered convoluted. Therefore, this information service innovation is one of the solutions to facilitate all services needed by the public.

The assessment given by the public determines the performance measure of information services at the Investment and One-Stop Service Office. Activities that can be carried out to assess information services measure public satisfaction as measured by standard indicators of information services based on information commission regulation number 1 of 2010. Public satisfaction that affects the quality of information services provided at the Investment Service and One-Stop Integrated Service as the organizer from the Public Service Mall is an interesting thing to study because it intends to find out more deeply about the level of public satisfaction with information services at the Public Service Mall (MPP).

In the information commission regulation number 1 of 2010 concerning public information service standards, article 4 consists of 4 indicators directly related to government agencies' services. The standard indicators for public information services are:

1. Build and develop information and documentation systems to manage Public Information efficiently and adequately;
2. Establish and periodically update the List of Public Information for all managed Public Information;
3. Provide facilities and infrastructure for Public Information services, including announcement boards and information desks at every Public Agency office, as well as an official website for State Public Bodies;
4. Information complaint service responds to the Public Information Applicant's objection who submits the objection.

## 2. Methods

The research area is located at Mall Public Services at the Investment Service Agency for the One-Stop City of Palopo. The agency becomes the organizer in acting and controlling Public Service Mall operationally using quantitative descriptive research.

The population is the whole of the research subject of the researcher who has certain qualities and characteristics determined by the researcher to be studied, and then conclusions are drawn. The population in this study was the public who come to carry out the service process at the Public Service Mall section of the One-Stop Integrated Service Investment Service (DPMPTSP). There was 107 public who come to carry out the licensing process at the One-Stop Integrated Service Investment Office (DPMPTSP)—taken from November 16 to December 7, 2020.

The sample is part of the population to be studied. Samples that can be taken to represent the population are obtained using non-random sampling techniques by accidental sampling. That is anyone who accidentally meets the researcher can be used as a sample. Sampling with this method aims to obtain a representative sample following predetermined criteria. Of the 107 public who came to carry out the One-Stop Integrated Service Investment Service (DPMPTSP) licensing process from November 16 to December 7, 2020, only 40 people responded via questionnaires. To measure public satisfaction, researchers used descriptive statistics by reading the processed results of questionnaire data consisting of four indicators of information services, namely Building an Information System for Online Media, namely the official website [dpmptsp.palopokota.go.id](http://dpmptsp.palopokota.go.id), Establishing a list of information directly and also online via the web. [official.dpmptsp.palopokota.go.id](http://official.dpmptsp.palopokota.go.id), Provision of facilities and infrastructure, namely information desks, banners, leaflets, and information complaints services directly and also online through the official website [dpmptsp.palopokota.go.id](http://dpmptsp.palopokota.go.id).

The data collection technique used a questionnaire. This study uses a Likert scale data measurement scale to analyze the implementation of information service activities on public satisfaction in public service malls by the One-Stop Integrated Service Investment Office, Palopo City. Researchers' data measurement scale is the Likert scale, and measurement is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Respondents will be allowed to answer each statement by choosing one of the answers provided; each answer has a different weighting score, namely: Very Satisfied (5), Satisfied (4), Quite Satisfied (3), Not Satisfied (2), and Very Dissatisfied (1).

### 3. Results and Discussion

#### 3.1. Public Satisfaction with Information Services in Public Service Malls

Information services provided by the One-Stop Investment Service for the City of Palopo have increased public satisfaction. This information service is provided based on the information service program plan formulated to implement information service activities. The following is a recapitulation of the questionnaire responses that respondents have given related to information service activities carried out:

##### 3.1.1. Building Information Systems

Based on [Table 1](#), the results showed that 40 respondents, 22 respondents were satisfied with information services, the value of 88. It can be said that Building Information Systems plays a significant role in providing information services to the level of public satisfaction at the Palopo City One-Stop Investment Service, which continues to carry out activities to provide information to the public.

##### 3.1.2. Establishment of Direct and Online Information Lists

Based on [Table 2](#), it can be seen that from 40 respondents, 25 respondents were satisfied with the service of employees who determine the list of information directly and online value of 100, meaning that respondents are satisfied with the service of employees who provide a list of information. Employees of the One-Stop Integrated Service Investment Service had provided a list of information about types of licensing.

**Table 1.** Building Information Systems

Answer Choices	Score	Frequency	Amount
Very Dissatisfied	1–20	0	0
Not Satisfied	21–40	0	0
Quite Satisfied	41–60	3	9
Satisfied	61–80	22	88
Very Satisfied	81–100	15	75
		40	

Source: Results of data processing primary, 2020

**Table 2.** Employees List Information Directly and online with

Answer Choices	Score	Frequency	Amount
Very Dissatisfied	1–20	0	0
Not Satisfied	21–40	0	0
Quite Satisfied	41–60	0	0
Satisfied	61–80	25	100
Very Satisfied	81–100	15	75
		40	

Source: Results of data processing primary, 2020

Such as online permits, services, complaints, customer surveys, and pick-up services. If the public who has carried out the permit wants to be delivered directly to the One-Stop Integrated Service Investment Service location, it provides information online and offline. Employees load various information and forms from 22 available permits.

### 3.1.3. Provision of Facilities and Infrastructure

Based on Table 3, it can be seen from 40 respondents that 21 respondents were satisfied with the provision of facilities and infrastructure value of 84. It means that respondents were satisfied with the availability of facilities and infrastructure for information services. Employees of the One-Stop Integrated Service Investment Service had provided facilities and infrastructure in information desks, banners, and brochures to help people get information when they come to do permits. The existence of facilities and infrastructure is fundamental because it is always in touch with people with different interests and goals.

**Table 3.** Provision of Facilities and Infrastructure for the Public with

Answer Choices	Score	Frequency	Amount
Very Dissatisfied	1–20	0	0
Not Satisfied	21–40	0	0
Quite Satisfied	41–60	5	15
Satisfied	61–80	21	84
Very Satisfied	81–100	14	70
		40	

Source: Results of data processing primary, 2020

### 3.1.4. In-person and Online Information Complaint Service

Based on Table 4, it can be seen that from 40 respondents, 24 respondents were satisfied with direct and online information complaint services, the value of 96. It means that respondents are satisfied with employees who complete complaint services according to the applicable mechanism. Employees of the One-Stop Integrated Service Investment Service provided complaint information services through the Ministry of Communication and Information and created a reporting system with the name s4n reports.

**Table 4.** Information Complaint Services Directly and Also Online

Answer Choices	Score	Frequency	Amount
Very Dissatisfied	1–20	0	0
Not Satisfied	21–40	0	0
Quite Satisfied	41–60	4	12
Satisfied	61–80	24	96
Very Satisfied	81–100	12	60
		40	

Source: Results of data processing primary, 2020

Palopo Mayor Regulation number 7 of 2019 concerning the implementation of Public Service Malls that based on the regulation of the minister of State Apparatus Empowerment and Bureaucratic Reform number 23 of 2017 concerning the implementation of Public Service Malls, to improve the quality of public services to the public it is necessary to provide integrated services through Public Service Malls. The Office of Investment and One-Stop Integrated Services (DPMPTSP) is a regional apparatus that carries out government affairs in investment and one-stop integrated services in the city of Palopo as the location of the Public Service Mall. The development of the location of the Public Service Mall is determined by a Mayor's decision at the suggestion of the head of the Investment and One-Stop Service (DPMPTSP) office.

The service mechanism provided is under the authority of the Office of Investment and One-Stop Integrated Services, which is carried out by statutory regulations. The provision of services is carried out based on standard operating procedures, one of which is providing information services at the One-Stop Integrated Service and Investment Service. The provision of information services will be assessed from the level of satisfaction of the public who come to carry out the licensing process.

The assessment given by the public determines the performance measure of information services at the Investment and One-Stop Service Office. Activities that can be carried out to determine information services are to measure public satisfaction as measured by standard indicators of information services based on information commission regulation number 1 of 2010. In order to determine the level of public satisfaction with information services at the Public Service Mall (MPP) by the One-Stop Integrated Service Investment Office of Palopo City, this study uses four indicators of information services as a measuring tool. These four indicators consist of building an Information System, establishing a list of information directly and online, providing facilities and infrastructure, and providing direct and online Information Complaints services.

Based on the results of processed data, the level of public satisfaction in Palopo City with information services at the Public Service Mall (MPP) by the Palopo City One-Stop Integrated Service Investment Service on indicators of building an information system as many as 22 respondents with a total of 88, where the figure is in the satisfied category. Public satisfaction in accessing information has also been very good; the availability of data carried out by the information service at the One-Stop



Integrated Service Investment Office of the city of Palopo does not only reach this stage. Of course, this can meet the quality standards of service provision because the public is no longer tense, even worried if they want to ask for information with the information system available at the One-Stop Integrated Service Investment Office of Palopo city.

According to the researcher, if there is no availability of information, the public or the public will feel excessive uncertainty. Therefore, the public availability system that the entire city of Palopo can access is a middle way as a new alternative to the service system. So, in this study responds to what the government is currently doing by providing information service innovations that are more active, humanistic, and can be accessed at any time. It makes the public in the city of Palopo find it easier to access information on existing information services.

Public satisfaction can be seen from the next indicator, namely establishing a list of information directly and online as many as 22 respondents with 100, where this number is in the satisfied category. Based on the results of data processing from the research, the public is satisfied with any information provided by the One-Stop Integrated Service Investment Service and impacts the effects. The public gets definite information from the One-Stop Integrated Service Investment Office and then follows all the directions. The information obtained comes from services carried out directly to the public who come to the One-Stop Integrated Service Investment Office and services carried out using the media. For services carried out using the web, it can save time for the public because they no longer need to come directly to the location in carrying out licensing arrangements.

Public satisfaction can be seen from the following indicator, namely the provision of facilities and infrastructure, as many as 21 respondents with 84, where the figure is in the satisfied category. The One-Stop Integrated Service Investment Office also uses print media to convey information, namely brochures and banners located at the front of the One-Stop Integrated Service Investment Office office so that the public who comes to carry out the licensing process can see and read directly the information contained in the brochures and banners—provided in the process of increasing public satisfaction. Public satisfaction is the main factor that public service providers must consider because public satisfaction will determine the success of public service organizations. The definition of public satisfaction is usually equivalent to the customer or consumer satisfaction created through the government's performance, in this case, the One-Stop Integrated Service Investment Service.

Assessing the quality of information services is not a very easy activity, especially in public administrative service systems. However, apart from these problems, usually, the problem regarding quality lies with the provider who does not supply and encourage interactive and friendly human resources. The availability of information is important and much needed for users, in this case, the public of Palopo city. The researcher sees that media availability to present information to the public is very important in determining public attitudes towards the One-Stop Integrated Service Investment Office as part of the Public Service Mall in Palopo.

Based on the results of the study, to deepen this discussion, it can be explained that the level of public satisfaction with information services at the One-Stop Integrated Service Investment Service can be said to be maximum or feel that the service system provided by the government is very good. This is evident from the large number of online accesses that the public can use in conducting the licensing process.

The last public satisfaction can be seen from the following indicator, namely the Information Complaint service directly and online by 24 respondents with 96, where the figure is in the satisfied category. The benefits of having an information complaint service directly and online can make it easier for the public to assess the services received from the One-Stop Integrated Service Investment Office in the city of Palopo.

Information Services at the One-Stop Integrated Service Investment Service (DPMPTSP) of Palopo City use communication media in conveying information. The public service mall in the city of Palopo has involved the media in conveying

information to all the public who manage it at the One-Stop Integrated Service Investment Service (DPMPTSP). Communication is a process that involves human relations with the surrounding environment. Without communication, humans become separated from the environment. But without an environment, communication becomes an irrelevant activity. In other words, humans communicate because they need to have a relationship with their environment. In speaking, humans certainly need a medium of communication. Communication media are all means used to produce, reproduce, distribute or disseminate and convey information. Communication media plays a very important role in public life. The process of sending data in this golden age is very sophisticated. Telecommunications technology is most sought after to convey or transmit information or news because telecommunications technology is growing faster, more precise, accurate, easy, cheap, effective, and efficient. Sharing data between continents and countries in any part of the world is getting easier. The media used by the Palopo City One-Stop Integrated Service Investment Service (DPMPTSP) in conveying information to the public are online media (web, Facebook, youtube, and Twitter), print media (brochures and banners), and electronic media, namely telephone.

#### 4. Conclusion

The level of public satisfaction with information services at the Public Service Mall (MPP) by the One-Stop Service Investment Service (DPMPTSP) was measured by four indicators of information services. The category acquisition for each indicator of information services to the public who receive licensing services is in the satisfied category. The categories of each indicator are:

1. The building an information system with a score of 88.
2. Establishing a list of information that has a value of 100.
3. Providing facilities and infrastructure with a value of 84.
4. Direct and online information complaint services have a value of 96.

It is determined that the list of information has the highest value among other indicators due to information services that are carried out directly and also utilize online media, electronic media, and print media so that information can be conveyed to the public more quickly. The One-Stop Integrated Service Investment Service continues to maximize information services to be further developed and improved. So that, public satisfaction with service quality continues to increase by improving the quality of information services, both in terms of front office employees as the front guard who communicates with the public and in terms of information service activities done directly and using the media.

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