

MEASURING COMMUNITY SATISFACTION IN LOCAL AUTHORITY: IMPORTANT SATISFACTION ANALYSIS

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ABSTRACT

Local authority has the imperative rules to obtain community satisfaction through its performance. Quality services delivered to community driving prosperous local authority to delight community. Therefore, this research attempt to develop framework on community satisfaction through service quality dimensions. Important satisfaction analysis is deployed to measure community satisfaction towards service quality provided by local authority. The gap from this analysis enables to cater the level of importance and satisfaction of service quality provided by local authority. This method proposed in this study facilitates local authority to perform service excellence for the community.

Keywords: service quality, community satisfaction, important satisfaction analysis.

INTRODUCTION

Quality improvement of local authority is deliberated as a strategy in obtaining the delight of community. Nowadays local authority is required to response of fulfilling the needs of community in public sector. The Indonesian government particularly local authority has the decisive role in providing services that required by the community. With respect to the liability of local authority in providing the quality of services to the community, the measurement of community satisfaction toward service quality provided by local authority becomes rational. In the local authority context, the initial stage to embark the quality of services to the community is adapting the characteristic of public services in order to meet the demands of the people they serve (Filipe.et al, 2016). Local authority is enquired to set up provisions in fulfilling the needs of the people and delivering its to achieve community satisfaction concurrently. However, service quality practices in local authority is quite stagnant and heightened by face some difficulties in measurement of outcome, the flexibility on the setting of the requirement for decision to be based in law (Teicher.et al., 2002). Therefore, this paper aims to examine the important satisfaction analyses which uncover service quality dimensions within local authority.

LITERATURE REVIEW

Service quality is closely related to the customer satisfaction. The level of customer satisfaction is the reflection of service quality provided by the organization. The more satisfied the clients encompassing the more service quality delivered by the organization. Within the

context of local authority, community satisfaction is driven by the quality provision of services delivered by local authority. The research on service quality toward satisfaction emphasized the significant relationship between service quality and satisfaction (Zeithaml, 1988; Bolton, 1991; Parasuraman, 1985, 1994; Hualong Yang, 2015).

The SERVQUAL Model

The SERVQUAL Model proposed that customers evaluate the quality of services on five distinct dimensions which cover; reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman, 1985). The five dimensions of SERVQUAL Model are:

Reliability: The ability to perform the promised service dependably and accurately.

Responsiveness: The willingness to help customers and provide prompt services.

Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence

Empathy: Care and individualized attention provided to customers.

Tangibles: The appearance of physical facilities, equipment, personnel and communication materials.

Important Satisfaction Analysis

Customer satisfaction and service quality are prerequisite to gain competitive advantage of an organization (Parasuraman, 1994). Regarding to local authority context, this relationship enable to set out to the durability performance of local authority for its community. With respect to the context of local authority, Important Satisfaction Analysis is described as the concept for local authority to maximize overall community satisfaction by emphasizing improvement in particular area where the level of satisfaction is relatively low and the perceived importance of the service is relatively high (ETC Institute Report, 2010). The two axes on the matrix represent Satisfaction (Vertical) and relative Importance (Horizontal). The Important Satisfaction matrix is interpreted as follows:

Table 1 Importance Satisfaction Matrix

<i>Continued Emphasis (above average importance and above average satisfaction)</i>	This area shows where the local authority is meeting community expectations. Items in this area have a significant impact on the community’s overall level of satisfaction. The Local Authority should maintain (or slightly increase) emphasis on items in this area.
<i>Exceeding Expectations (below average importance and above average satisfaction)</i>	This area shows where the Local Authority is performing better than community expect the Local Authority to perform. Items in this area do not significantly affect the overall level of satisfaction that communities have with Local Authority services because they are less important to community. The City should maintain (or slightly decrease) emphasis on items in this area.
<i>Opportunities for Improvement (above average importance and below average satisfaction)</i>	This area shows where the Local Authority is not performing as well as communities expect the Local Authority to perform. This area has a significant impact on community satisfaction, and the local authority should increase emphasis on items in this area.
<i>Less Important (below average importance and below average satisfaction)</i>	This area shows where the Local Authority is not performing well. This area is generally considered to be less important to

satisfaction)

community. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

PROPOSED FRAMEWORK

Previous research on service quality measurement and customer satisfaction have been discussed as the basic approaches to be deployed in order to achieve the excellence of service quality and community satisfaction. This study address to measure community satisfaction from SERVQUAL Model. The following framework attempted to integrate the dimension of SERVQUAL towards Important Satisfaction Analysis in the measurement of community satisfaction in relation to service quality of local authority in Indonesia.

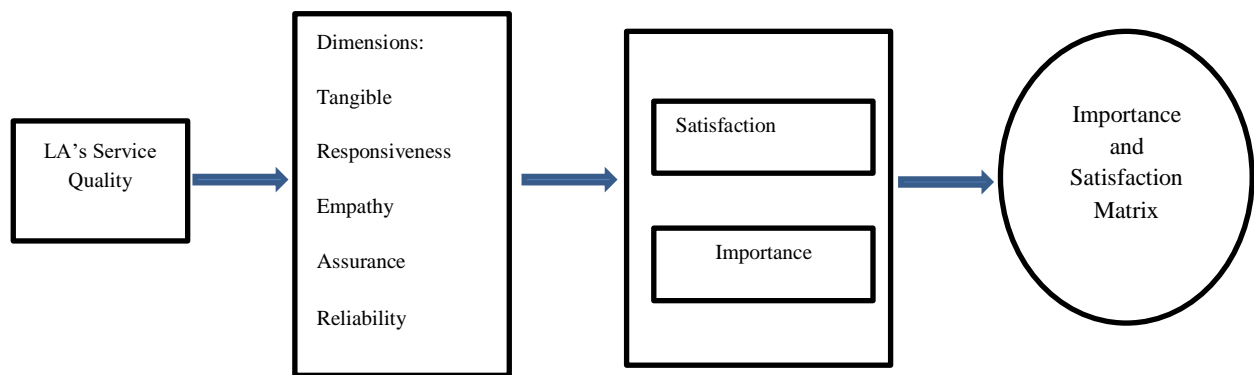


Figure 1 Framework of Important Satisfaction Matric for Local Authority’s Service Quality

DISCUSSION

The measurement of community satisfaction towards local authority service quality is attempted to be deployed within Local Authority in Indonesia. This framework will be used as the initial community satisfaction measurement of local authority service quality performance from community satisfaction perspective in Indonesia. A survey questionnaire with respect to dimension of service quality will be developed to measure community satisfaction. A likert-scale from 1 to 5 will be used to identify the level of community satisfaction and importance aspect toward service quality provided by local authority. The data could be distributed to certain local authority in Indonesia. The data will descriptively analyzed by using SPSS software. The measurement on important satisfaction analysis is defined as *Important Satisfaction Gap Score*.

$\text{Important Satisfaction Gap Score} = \text{Average Score of Satisfaction} - \text{Average Score of Importance}$

In order to interpret the rating of satisfaction and importance of service quality provided by local authority, the following measurement embrace the importance and service quality level of local authority perceived by community.

- Definitely Increase Emphasis (Important Satisfaction ≥ 0.20)
- Increase Current Emphasis ($0.10 \leq IS < 0.20$)
- Maintain Current Emphasis ($IS < 0.10$)

CONCLUSION

Local authority carries out the mandate of each nation state in prospering the community. Its role is designed to delight the community toward prosperity. In order to achieve the sustainability of development that takes into account the interests of the community, the government is required to conduct self-evaluation to what extent the quality of service has been given to the community. This paper likely to set out the basis for local authority to measure the quality of service provided for the community in Indonesia.

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