

Developing Customer Satisfaction Measurement Model Based on ‘CHARACTER’ Dimension in Polman Bandung

Emma Dwi Ariyani^{1✉}, Supriyadi Sadikin², and Achmad Muhammad³

^{1,2,3} Politeknik Manufaktur Bandung
✉ Jl. Kanayakan no.21 Bandung 40135, West Java, Indonesia
✉ emma@polman-bandung.ac.id

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ABSTRACT

Considering Polman Bandung is a public higher education institution, it has a responsibility to evaluate how satisfactorily its services are received by its customers. However, Polman Bandung currently lacks a valid and reliable measurement tool, so it is necessary to create one so that the results can be more credibly reported. This study aims to obtain an instrument model for measuring customer satisfaction with the services provided by Polman Bandung. This study was a qualitative analysis study using the grounded research methodology to obtain new perspectives for developing customer satisfaction measuring tools. Activities that have been carried out include formulating the dimensions of customer satisfaction to be measured by combining 14 elements of the community service satisfaction index from KEMENPAN no.25/2004, 9 elements of service satisfaction dimensions from PERMENPAN no.14/2017, and the CARTER dimension which consists of 6 dimensions so that new dimensions are obtained in measuring service satisfaction with Polman Bandung institutions. The dimensions formulated into CHARACTER consist of 9 dimensions, namely Compliance, Handling complaints, Assurance, Reliability, Ability to serve, Clarity, Tangibility, Empathy, and Responsiveness. These nine dimensions are then derived into question items in the form of a questionnaire used to measure the level of service satisfaction provided by the institution to its customers. Responses from 757 respondents from internal and external customers were used in the quantitative analysis to test the validity and reliability of the measurement instrument. The result of this research showed measurement instrument's validity and reliability tests revealed that 18 elements are determined to be valid, and the highest validity value for each dimension is chosen to serve as a question item in the instrument that has up to 9 question items, in addition, the Cronbach's alpha reliability number is 0.945, allowing for proper use of the tool.

INTRODUCTION

In the current era of government, the level of public awareness of their rights has risen sharply, they demand that government agencies be more professional in providing public services. Government agencies are no longer able to act according to their own will in providing services to the public. Government institutions are currently required to the maximum to be able to provide good public services. Today's government institutions are no different from service companies, which place service as the spearhead of the institution. This has led to a new paradigm shift in service which is no longer oriented toward service actors (the government) but is more oriented toward the community (Rasyid & Pribadi, 2021). Government agencies must be capable of meeting community expectations as service recipients in circumstances like this. The services offered in this respect must be managed professionally and following industry standards. Because of their significance to the community, government services are frequently used as a gauge of how well they are performing. Similar to the national reform program, if public services remain inadequate, it will be pointless. Moreover, accountability is one of the ideas that must be advanced in the management of government within the context of establishing good governance. Accountable public services, specifically those provided by the public sector, are thus a necessity that cannot be put off any longer.

As a government institution, the Bandung Manufacturing Polytechnic (Polman Bandung) always strives to realize the goal of excellent service, namely providing services that can meet and satisfy customers or the public and provide a focus on service to customers (Ariyani, 2010). The idea that service is empowerment is the foundation for public sector services. Public sector prime services are not for profit and instead cater to community needs, whereas business or private sector services are always focused on or geared towards profit or profit for the enterprise. In addition, it relieves the community of the burden of providing the services.

Customer satisfaction is the main goal of excellent service. Therefore, every service provider is obliged to try to satisfy its customers. Customer satisfaction can be achieved if the service provider knows who the customer is so that they can identify what the customer wants (Kholifah & Setiyono, 2018). One indicator of customer satisfaction is the absence of complaints from customers about the service they receive.

Several studies on customer satisfaction have been conducted such as finding factors that can affect customer satisfaction (Mimi & Khairina, 2018), the effect of service quality on customer satisfaction (Panjaitan & Yuliati, 2016; Lubis & Andayani 2017; and Sholeha, et al., 2018). The results of other studies (Irawan & Dwijayanti, 2021) have proven that with quantitative methods, the results show that reliability, responsiveness, empathy, and assurance affect customer or business partner satisfaction.

As a government organization involved in education, Polman Bandung is also granted one of the key performance metrics, namely stakeholder satisfaction. Whereas the service satisfaction measurement instrument used a questionnaire instrument but had not been tested for validity and reliability so the measurement results were still ambiguous in its validity, the results of the field assessment at the time of submission of institutional accreditation showed less than ideal results. It is crucial to create an instrument that is viable and can be accounted for due to the significance

of measuring results as highly important data that will be utilized to design improvement and development initiatives.

The difference between this research and other service quality research (Nurfarida, 2018; Purnamasari & Yuliansyah, 2020) which uses CSI, servqual, and kano methods in looking at service quality, in this research, aims to obtain a model instrument for measuring customer satisfaction with the services provided by Polman Bandung based on the CARTER theory (Sadek, et al., 2010) and measuring customer satisfaction specifically for public services in Indonesia which has been regulated in the Decree of the Minister of Administrative Reform No. Kep./25/M.PAN/2/2004, where there are 14 elements as minimum elements that must exist as the basis for measuring the public satisfaction index, and Permenpan no.14/2017 which consists of 9 elements.

It is hoped that the final result of this research will get a valid and reliable instrument to be used in the field, to get accountable data results.

METHODS

A grounded research approach was used in this qualitative analysis study to gain new perspectives for creating measurement instruments for customer satisfaction, and quantitative analysis to test the validity and reliability of the measurement instrument. Data collection procedures in this research include collecting qualitative documents, such as public documents (Creswell, 2010). The Grounded Research analysis method (Moleong, 2010) is a constant comparison method, which regularly compares one data with another data, and then regularly compares one category with another category, such as the method used by Muhammad et.al. (2018).

In Figure 1, a research flow chart can be seen where there are several sources of previous research results which are then described and classified based on the CARTER dimension and the Decree of the Minister of Administrative Reform No. Kep./25/M.PAN/2/2004 and Permenpan no.14/2017.

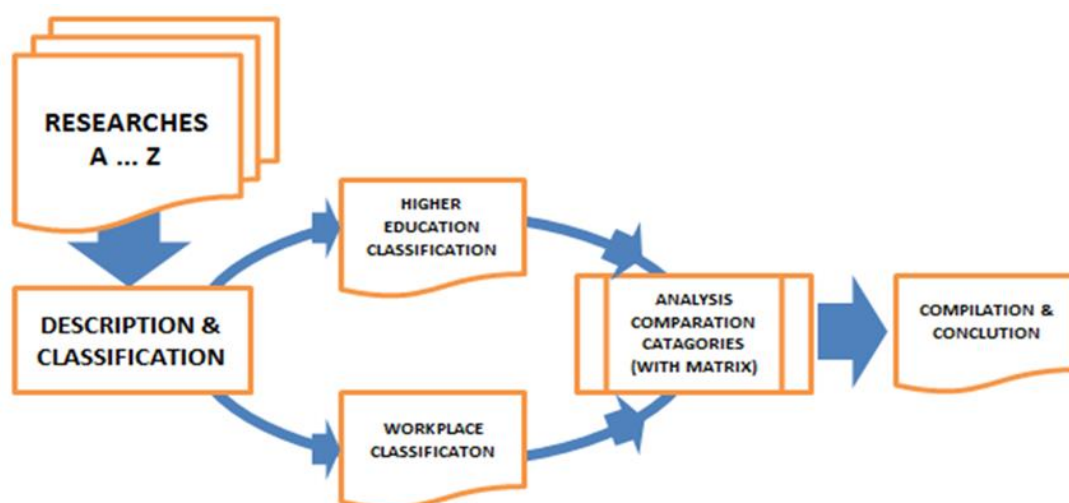


Figure 1: Flowchart of the research

In developing this measurement instrument, a questionnaire model is used which contains questions based on the operational definitions of each dimension obtained previously from the results of the comparative analysis above. 757 respondents from internal and external customers participated in the measuring instrument testing to gather data for validity and reliability testing. Analysing for validity and reliability employing statistical tests using SPSS 22.

RESULTS AND DISCUSSION

Based on the results of qualitative analysis with the grounded research method, 9 dimensions of customer satisfaction measurement were obtained with the dimensions of Compliance, Handling complaints, Assurance, Reliability, Ability to serve, Clarity, Tangibility, Empathy, and Responsiveness as shown in Figure 2 below.

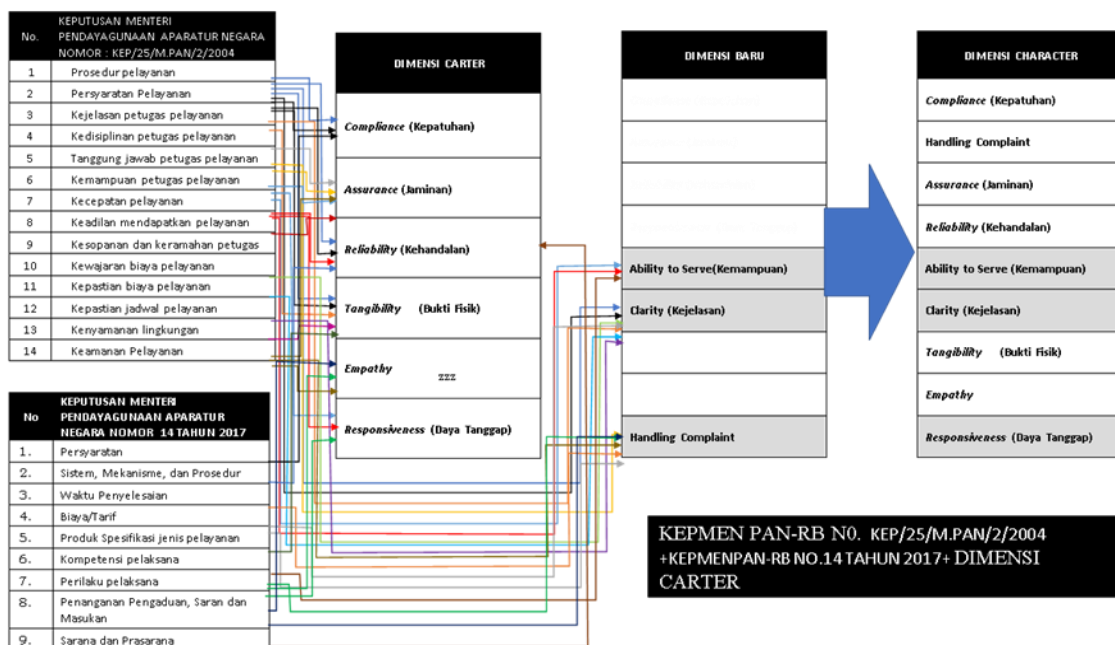


Figure 2: Diagram of the development model with the comparative analysis process using the grounded research method.

In Figure 2 above, it can be seen that the process of analysing each dimension of measuring customer satisfaction is carried out by matrixing the dimensions of each reference source used so that several new dimensions are obtained such as the ability to serve, handling complaints, and clarity. After all dimensions from the three reference sources are represented, 9 new dimensions are formed for measuring customer satisfaction.

From the nine dimensions of CHARACTER obtained, it is then derived in 27 question items that represent all dimensions in a measuring instrument in the form of a questionnaire. The next step is testing the level of validity and reliability of the designed measuring instrument. Analyse the validity test by correlating each item score with the total score. Question items that correlate significantly with the total score indicate that the item can provide support in revealing what you want to reveal. Items are declared valid if $r_{count} \geq r_{table}$. R table with a value of $N = 700$ and a significance level of 5% is at 0.074.

The results of measuring the validity of the instrument show that of the 27 question items compiled, 18 items are declared valid, then the highest validity value of each dimension is selected as a question item that will be used in the instrument developed as many as 9 question items (marked in yellow in the table) as shown in Table 1 below.

Item-total statistics				
	Scale Mean if item delete	Scale Variance if item delete	Corrected item – Total correlation	Cronbach’s alpha if item delete
Item 1	51.74	37.091	.658	.940
Item 2	51.70	37.524	.645	.940
Item 4	51.34	36.417	.491	.945
Item 5	51.82	35.625	.644	.941
Item 6	51.77	36.687	.764	.938
Item 7	51.73	36.899	.731	.938
Item 10	51.85	36.370	.687	.939
Item 11	51.87	36.248	.719	.938
Item 13	51.78	36.422	.760	.938
Item 14	51.83	36.677	.712	.939
Item 16	51.68	37.510	.675	.940
Item 17	51.73	37.137	.714	.939
Item 19	51.80	36.616	.677	.939
Item 20	51.80	36.731	.679	.939
Item 22	51.88	35.835	.679	.939
Item 23	51.89	36.133	.661	.940
Item 25	51.78	37.184	.721	.939
Item 26	51.80	36.758	.718	.939

Tabel 1: Validity test results of question items that are considered valid.

The reliability test results for 9 question items showed a Cronbach's alpha value of 0.945. By analysing that the measuring instrument is declared reliable if the Cronbach's alpha value is > 0.700, then from the calculation results it can be stated that the measuring instrument developed is reliable to use.

CONCLUSION

The results of the development of this measurement model resulted in 9 dimensions of measuring customer satisfaction, namely Compliance, Handling complaints, Assurance, Reliability, Ability, Clarity, Tangibility, Empathy, and Responsiveness, which are then referred to as the CHARACTER dimension. To quantify the degree of customer satisfaction with institutional services and to be able to account for the results of utilizing this measuring instrument, the measuring instrument devised can be declared valid and trustworthy. The advantage of developing this measuring instrument is that it can be adjusted to the needs of each institution to capture what dimensions you want to look at more deeply. On the other hand, the disadvantage for government institutions is that they still have to refer to the measurement of the public satisfaction index that has been determined by the government even though they are allowed to develop according to the

needs of each institution. Future research that aims at developing measurements for customer satisfaction will be able to more freely incorporate a variety of pertinent theoretical references about customer satisfaction, resulting in more comprehensive findings from the development of measuring tools.

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