

**FACTORS INFLUENCING CITIZEN SATISFACTION IN GETTING
PUBLIC SERVICE**

**(Case Study: The Service User of The Investment and One Stop Service
Agency of Tanah Bumbu Regency In 2018)**

UNDERGRADUATE THESIS

Submitted in Partial Fulfillment of the Requirement
for the Degree of Bachelor Arts in Government Studies

By:

INDRIANI MAHBUBAH

20150520307

**INTERNATIONAL PROGRAM OF
GOVERNMENT AFFAIRS AND ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
2019**

VALIDATION PAGE

This undergraduate thesis entitled:

Factors Influencing Citizen Satisfaction In Getting Public Service (Case Study: The Service User of The Investment and One-Stop Service Agency of Tanah Bumbu Regency In 2018)

written by:

Indriani Mahbubah
20150520307

has been examined and endorsed by the board of examiners of the Department of Government Affairs and Administration, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta on:

Day/Date : Friday, 12 July 2019
Place : Examination Room of Governmental Studies
Time : 08.00-09.00 AM

Board of Examiners

Supervisor/Chief of Examiner

Dr. Uluung Pribadi, M.Si.
NIK: 19651010199303 163 020

Examiner I

Examiner II

Muhammad Eko Atmojo, S.I.P., M.I.P.
NIK: 19910516201604 163 157

Sakir, S.I.P., M.I.P.
NIK: 19891106201604 163 156

Acknowledged by:
Head of Department of Government Affairs and Administration



Dr. H. Muchamad Zaenuri, M.Si
NIK: 19660828199403 163 025

DECLARATION PAGE

Herewith I am

Name : Indriani Mahbubah
Student Identification : 20150520307
Number
Department : International Program of Government Affairs and Administration (IGOV)
Faculty : Social and Political Sciences
Research Title : Factors Influencing Citizen Satisfaction In Getting Public Service (Case Study: The Service User of The Department of Investment and One-Stop Service of Tanah Bumbu Regency In 2018)

declaring that this undergraduate thesis is my original work. I never submit this thesis to gain the Bachelor Degree in any universities and any publications. I had followed the scientific rules and cited all sources in this thesis. Therefore, this thesis is free from plagiarism. If someday there are certain parties complain and protest to this thesis, I will be responsible and overcome all consequences.

Yogyakarta, 12 July, 2019



Indriani Mahbubah

DEDICATION PAGE

This undergraduate thesis is dedicated to my loved ones.

Mama,

*My best friend, my source of joy,
my savior, my light of life.*

Abah,

*My heroes, who've protected us
even you hurt the most.*

Kai and Nenek,

*who always sending lots of
the tight and warmest hugs.*

Thank you for showing me the meaning of a smile,
crying and sacrifice for the family and I am grateful to be along with you.

THANKS TO

Thanks to:

1. My Family, for lots of love with the greatest caring, moral support and intern prays for me. Adeku, Riva si dewa ngambek, semoga cita-cita tulusmu untuk dirimu dan keluarga Allah izinkan, mudahkan dan menjadi Lillah. Kai, kakek terbaikku, definition of the kindest person. Nenek, yang tidak pernah lelah mendo'akanku di sholat hajat dan malamnya. Om Uve dan Ante Ichah yang sering nelfon diwaktu yang ga jelas dengan pembahasan yang abstrak, tetapi selalu memberikan masukan terutama dalam hal akademis. Datuk, yang tidak pernah lelah menanyakan kapan pulang. Ante Lilis dan Ante Idah yang memberikan dukungan dan doa terbaik. Ante Ichah dan Anggi saudara rasa seumuranku, semoga menjadi wanita-wanita hebat. Dedek-dedek sayangku yang selalu kasih cium walaupun lewat telfon tetapi tidak pernah gagal memberikan semangat. Terakhir untuk semua keluargaku, keluarga besar H. Danar dan H. Naping.
2. Thank you to my dearest, Tika, Icha, Della, and Pipa. Thank you for the support, laughter, tears, jokes, joy and oddities that we share together. Tak terhitung berapa banyak waktu kulalui bareng kalian, banyak keluh kesahku yang ku sampaikan, kalian selalu menguatkan dan menemani perjalanku disini. May this ton of memories be last forever. Kalau ditanya jogja itu apa, salah satu jawaban yang kusebut ‘Jogja itu Kalian’. Tika, si tiyem cewek hitz ngapakku. Icha si acil paling bungas kayak GitaSav. Della, si tetek bijak tapi suka konslet. Pipa, si cewek medanku yang lembut. Here, with my heart wish Allah always take care of you with his blessing and mercy in everything you do, whatever you'll be and wherever you'll go. Lop ya so much!.
3. Thank you for my brother, P' Cirisurawong Sakorn for the continuous care and all of advices that you gave to me. Keep this friendship forever, shall we?.

4. Thank you to the Maimunn's Genks, Mbak Eza, Mbak Ifa, my roommate Farik, Pipa, Febri, Rehan, Ama, Dhea, Icha, Nassia, Sarah, Windy, Miftah for being my best housemate for 1 year. I get a lot of lessons from you all. Ku akan merindukan kesibukan dan kegaduhan masa-masa itu, kekompakan kita di Usroh dan kenangan belajar bersama di lorong tercinta, dengan segala kengantukan yang melanda tetapi tidak lelah belajar sepanjang waktu dari subuh hingga malam. We did it best. You'll Great!. See you on top. Keep this kinship forever, shall we?.
5. Thank sending for Chika, Heny, Gerika, Lola, Annis, Eriza, Ka Omah, Vella, Manaf, Astrid, Norma, Vanny, Visha, Hanna, Difa, Septian, Ifan, Ghea, Fauzi, Aji, Ipul, Harish and the rest of Students of Governmental Studies for being helpful and giving the best spirit and advice during my time studying at the International Program of Governmental Studies, UMY. Wish the best luck in all of our future endeavors, we'll be great. Amen.
6. Thank you to KKN 246, Nanda, Heny, Raka, Visha, Maul, Adit, Kris, Azis and Muslimin for being my housemate for 1 month and still give the care. May success be with you, always. Wishing you good luck.
7. Thank sending to Maejo Squad, all lecturers of Maejo University, Lola, Chika, Ghea, Ipul, Aji, Fauzi, Isna, Novita, Yovita, Vera for awesome memories in Thailand throughout the entire period.
8. Thank you for Mas Iqbal, Astrid, Fauzi, and Lola for the support, help and advice for my undergraduate thesis. Terimakasih atas waktu dan kesediannya sudah membantu dan berbagi pengalaman kalian ya.

Not once did He say
'Worry about it' or 'Stress over it'
He said: 'TRUST ME'
'PUT YOUR TRUST IN ALLAH'
Surah Al-Azhab, Verse 48

The Closer You Are To
ALLAH
The Close You Are To
HAPPINESS
'La Hawla Wala Quwwata Illa Billah"

PREFACE

All praise belongs to Allah SWT for all his guidance and mercy so that the writer been able to finish the Undergraduate thesis titled “Factors Influencing Citizen Satisfaction in Getting Public Service (Case Study: The Service User of the Investment and One-Stop Service Agency)”. Sholawat and Greetings go to Prophet Muhammad SAW, the lighter, the greatest person as the messenger all knowledge to Muslim and His believer.

The writer realized that this research still has many weaknesses and imperfections, therefore the critique and recommendations for greatness in the future are hoped. Moreover, the writer hopes it can contribute as the reference for literature studies about conflict resolution practices and environmental issues.

In particular, I would like to thank for various parties being helpful and giving the best spirit, guidance, direction, advice during my time studying at the International Program of Governmental Studies, UMY. Fourthermore, on this occasion the author would like to say a deep gatitude to:

1. Dr. Ir Gunawan Budiyanto, M.P. as the Rector of Universitas Muhammadiyah Yogyakarta.
2. Dr. Titin Purwaningsih, S.I.P., M.Si. as the Dean of Faculty of Social and Political Sciences.
3. Dr. Muchamad Zaenuri, M.Si. as the Head of Study Program of Governmental Studies.

4. Dr. phil. Ridho Alhamdi, M.A. as the Director of International Program of Governmental Affairs and Administration (IGOV).
5. Dr. Ulung Pribadi, M.Si. as my Supervisor during to finish this undergraduate thesis who always gives valuable input and support throughout the entire period.
6. Mr. Muhammad Eko Atmojo, S.IP., M.Si., as my examiners I who gave me useful advice and input to make this undergraduate thesis become better.
7. Mr. Sakir S.IP., M.Si. as my examiners II who gave me useful advice and input to make this undergraduate thesis become better.
8. Mrs. Tiara as my English Consultant.
9. All lecturers who have taught me in the International Program of Governmental Affairs and Administration (IGOV), UMY.

I would like to apologize for all those who are not mention above, the author are very thankful for all the prayer and support. Hopefully, the good deeds and the help of various parties get a good reward from Allah SWT. Amen.

Yogyakarta, July 12th, 2019

Indriani Mahbubah

TABLE OF CONTENTS

TITLE PAGE	i
VALIDATION PAGE	ii
DECLARATION PAGE.....	iii
DEDICATION PAGE.....	iv
THANKS TO	v
MOTTO.....	vii
PREFACE	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURES.....	xiii
LIST OF TABLES	xiv
ABSTRACT	xvi
CHAPTER I INTRODUCTION	1
A. Background.....	1
B. Research Question	6
C. Objectives of Study	6
D. Benefits Of Study	7
E. Literature Review	8
F. Theoretical Framework	21
1. Citizen Satisfaction in Getting Public Service	21
a. Satisfaction Concept.....	21
b. Citizen Satisfaction in Public Service	23
2. Public Service.....	24
a. Public Service Concept	24
b. Service Standard.....	25
c. Relationship of Service, Quality and Satisfaction.....	26
3. One-Stop Service (OSS).....	28
4. Factors Influencing the Citizen Satisfaction in Getting Public Service	32

a.	Awareness Factor	33
b.	Rule Factor	33
c.	Organizational Factor	34
d.	Income Factor.....	35
e.	Skill-Ability Factor	36
f.	Service Facility Factor	37
G.	Hypothesis	38
H.	Conceptual Definition.....	39
I.	Operational Definition.....	40
J.	Research Method	41
1.	Type of Research.....	41
2.	Research Location	42
3.	Type of Data.....	43
4.	Data Collection Technique.....	45
5.	Unit of Data Analysis	46
6.	Sampling Technique.....	47
7.	Data Analysis Technique	50
CHAPTER II DESCRIPTION OF RESEARCH SETTING		56
A.	Tanah Bumbu Regency's Profil	56
1.	Geographical and Administrative Region	56
2.	Demography Aspect	59
3.	Vision and Mission of Tanah Bumbu Regency	60
B.	Profil of The Investment an One-Stop Service Agency of Tanah Bumbu Regency	61
1.	History	61
2.	Vision and Mission.....	62
3.	Principal Task and Functions	63
4.	Organizational Structure	64
5.	Goal, Target, Strategy and Policy Direction	65
6.	Service Field.....	66
CHAPTER III RESULT AND DISCUSSION		69
A.	Data Description	69

1. Descriptive Data of Respondent.....	70
B. The Level of Citizen Satisfaction in Getting Public Service	73
1. The Simplicity	75
2. The Opennes.....	80
3. The Efficiency	83
4. The Economical.....	88
5. The Fairness	91
6. The Timeliness	94
C. The Factors Influencing The Citizen Satisfaction in Getting Public Service	98
1. Evaluation of Outer Model.....	98
2. Analysis of Inner Model.....	104
3. Hypothesis Testing	105
a) Hypothesis Result 1.....	107
b) Hypothesis Result 2.....	110
c) Hypothesis Result 3.....	112
d) Hypothesis Result 4.....	116
e) Hypothesis Result 5.....	120
f) Hypothesis Result 6.....	123
4. Discussion	126
CHAPTER IV CLOSING AND RECOMENDATION	132
A. Conclusion.....	132
B. Recomendation.....	136
REFERENCES.....	138
ATTACHMENT	142

LIST OF FIGURE

Figure 1.1 Relationship between Expected Services, Perceived Services, and Citizen Satisfaction	22
Figure 1.2 Theoretical Framework	38
Figure 2.1 Map of Division Administrative Region of Tanah Bumbu Regency ...	57
Figure 2.2 Organizational Structure of The Investment and One-Stop Service Agency of Tanah Bumbu Regency	64
Figure 2.3 OSS System Mechanism.....	68
Figure 3.1 Characteristics of Respondents by Gender	70
Figure 3.2 Characteristics of Respondents by Age	71
Figure 3.3 Characteristics of Respondents by Recent Education	72
Figure 3.4 Characteristics of Respondents by Main Occupation.....	73
Figure 3.5. The Level of Citizen Satisfaction by Category Assessment.....	74
Figure 3.6 Result Assessment of The Simplicity	75
Figure 3.7 Result Assessment of The Openness	81
Figure 3.8 Result Assessment of The Efficiency	83
Figure 3.9 Result Assessment of The Economical.....	88
Figure 3.10 Result Assessment of The Fairness	91
Figure 3.11 Result Assessment of The Timeliness	94
Figure 3.12 Outer Model Designing	99
Figure 3.13 Loading Factors	100
Figure 3.14 Output Boothstrapping.....	106

LIST OF TABLE

Table 1.1 Literature Review.....	14
Table 1. 2 Operational Definition	40
Table 1.3 Primary Data	43
Table 1.4 Secondary Data	44
Table 1.5 Rating Scale for Positive Statement.....	45
Tble 1.6 Target Informant.....	46
Table 1.7 Total of Service User	48
Table 1.8 Likert Scale Assessment	53
Table 1.9 Index Score Assessment.....	54
Table 2.1 Division Administrative Region of Tanah Bumbu Regency	58
Table 2.2 Population of Tanah Bumbu Regency by Gender in 2015-2017	59
Table 2.3 Distribution and Population Destiny by Sub-District of Tanah Bumbu Regency.....	60
Table 2.4 Goal, Target, Strategy and Policy Direction by Vision-Mission of Tanah Bumbu Regency	65
Table 2.5 Medium-Term Goal and Target of The Investment and One-Stop Service Agency	66
Table 2.6 Types of Permit or License Service	67
Table 3.1 The Level of Citizen Satisfaction by Index Value	74
Table 3.2 The Index Value of Simplicity	76
Table 3.3 The Index Value of Openness	81
Table 3.4 The Index Value of Efficiency	84
Table 3.5 The Index Value of Economical	89
Table 3.6 The Index Value of Fairness	92
Table 3.7 The Index Value of Timeliness	94
Table 3.8 Convergent Validity and Discriminant Validity	101
Table 3.9 Composite Reliability and Cronbach's Alpha	103
Table 3.10 Output R-Square	104

Table 3.11 Hypothesis Testing.....	106
Table 3.12 Hypothesis 1 Awareness Factor → Citizen Satisfaction.....	107
Table 3.13 Hypothesis 2 Rules Factor → Citizen Satisfaction.....	110
Table 3.14 Hypothesis 3 Organizational Factor → Citizen Satisfaction	113
Table 3.15 Hypothesis 4 Income Factor → Citizen Satisfaction	116
Table 3.16 Hypothesis 5 Skill-Ability Factor → Citizen Satisfaction.....	120
Table 3.17 Hypothesis 6 Service Facility Factor → Citizen Satisfaction.....	123