

Analysis of Community Satisfaction Index (IKM) From KSU Gapoktan Rukun Santoso Members to the PLN Care TJSL Program in 2021

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ABSTRACT

This research was conducted with the aim of knowing the performance of the PLN Peduli TJSL program organizers in 2021 and to determine the level of the community satisfaction index (IKM) towards the implementation of the 2021 PLN Peduli Social and Environmental Responsibility (TJSL) program for the beneficiaries of the program. included in the descriptive research model using a quantitative approach and using the community satisfaction index analysis method. This research was carried out in a shop business by Bumi Sari which was managed by members of the multi-business cooperative (KSU) Gapoktan Rukun Santoso, Natar, Lampung Regency during October 2021. This research is classified as field research or field research. The population included in this study were all members of the Multipurpose Cooperative (KSU) Gapoktan Rukun Santoso. The sample collection method here is Non Probability Sampling with a total sample of 36 respondents who are beneficiaries of the PLN Peduli TJSL. The technique for collecting data is using observation, documentation and questionnaires using a questionnaire. The measurement is carried out using 14 indicators of the Community Satisfaction Index (IKM) based on the Decree of the Minister of State Apparatus Empowerment Number: 25/KEP/M.PAN/2/2004. The results of this study show that the IKM indicator with the largest indicator value (IKM) is 3.28 after being converted, which is 82.00 and the quality of the service is in the service equality category "A" (Very good).

Keywords: Satisfaction, Performance, Service, Community Satisfaction Index (IKM).

INTRODUCTION

It is undeniable that companies in Indonesia are currently the driving force and support for economic development in Indonesia. From an economic, social and cultural perspective, companies in Indonesia today are very influential.

Starting from providing job opportunities to reducing unemployment in Indonesia. Companies can also provide services, products and others that are beneficial to the community. Not only that, the company also makes a good contribution to state revenue by paying taxes on time, and many other positive things that the company provides to advance and develop the Indonesian economy.

Based on this economic growth, many advanced companies in Indonesia have carried out, one of which is PT Perusahaan Listrik Negara (PLN) Persero in carrying out its obligations, namely carrying out Corporate Social Responsibility (CSR/TJSL) activities. The activity carried out by PT PLN (Persero) is called the PLN Peduli Social and Environmental Responsibility (TJSL) program, the program is carried out at one of the MSME souvenirs - By Bumi Sari which is managed by members of the Multipurpose Cooperative

(KSU). Gapoktan Rukun Santoso, Natar District, South Lampung Regency.

Corporate social responsibility is an obligation beyond what is required by law and economic growth to pursue long-term targets that are good for the people(1). And ISO 26000 regarding Guidance on Social Responsibility or the responsibility of an organization to the impacts based on the provisions and its activities on citizens and the environment as evidenced in the form of transparent and ethical behavior that is in line with sustainability. development and social welfare(2).

The PLN Peduli TJSL program in 2021 provides some assistance in the form of electrical installation, the provision of 1 unit of a vacuum fryer machine, training on the use of a vacuum fryer machine, entrepreneurship training, digital marketing as well as certification and business license training for members of the Gapoktan Multipurpose Cooperative (KSU), Rukun Santoso. as the owner and manager of the Bumi Sari gift shop in order to increase economic growth and local people's income.

Along with running the PLN Peduli TJSL program in 2021 PT PLN Persero, here the researchers conducted research to:

- 1 Knowing the implementation of the TJSL program that has been carried out periodically for KSU Gapoktan Rukun Santoso
- 2 Knowing the Community Index (IKM) level of KSU Gapoktan member Rukun Santoso for the implementation of the PLN Peduli TJSL program in 2021

So to find out the performance of the organizers, Performance is an output based on a process that refers and is measured during an exclusive period according to pre-determined provisions or conventions(3). Elements Affecting Performance Influencing Factors (4), the factors that affect performance are as follows:

- Effectiveness and Efficiency
- Authority and Responsibilities
- Discipline
- Initiative

Also regarding the level of the community satisfaction index (IKM) is data and information about the level of people's satisfaction obtained from the results of quantitative and qualitative measurements of people's opinions when receiving services provided by public service providers by comparing their expectations and desires.

Including the method used is using the analysis of the community satisfaction index (IKM), As for the Decree of the Minister of PAN Number: 25/KEP/M.PAN/2/2004(5), there are several elements of the community satisfaction index (IKM) that exist in a government public service. The 14 elements that are the results of research on the IKM elements based on relevant, valid and reliable values, as the minimum elements that are required to exist as the basis for measuring IKM are as follows:

- 1 Service procedure
- 2 Terms of Service
- 3 Clarity of service personnel
- 4 Discipline of officers
- 5 Responsibilities of service personnel
- 6 Ability of service personnel
- 7 Service speed
- 8 Justice gets service
- 9 Politeness and friendliness of the staff
- 10 Reasonable service fee
- 11 Certainty of service fees
- 12 Certainty of service schedule
- 13 Environmental comfort
- 14 Service Security

MATERIALS AND METHODS

The research design used in this research is descriptive research using a quantitative approach. This research is included in field research or field research. This research was conducted at the Bumi Sari gift shop managed by the Multipurpose Cooperative (KSU) Gapoktan Rukun Santoso, Natar District, South Lampung Regency which was held in October 2021.

The population in this study were all members of the KSU Gapoktan Rukun Santoso as beneficiaries of the TJSL PLN Peduli program in 2021.

In taking the sample, this study uses a non-probability sampling technique with a total of 36 respondents in the preparation of the Community Satisfaction Index (IKM). In order to get the data needed by researchers in this study by carrying out various data collection techniques as follows:

- Observation
- Questionnaire (Questionnaire).
- Documentation

STATISTICAL METHODS

For data analysis techniques used analysis of the Community Satisfaction Index (IKM) through calculations, as follows:

The IKM value is calculated using the weighted average value of each program service indicator. In calculating the community satisfaction index on the 14 service indicators studied, each service indicator has the same weight as the following formula:

$$\text{Weighing Value} = \frac{\text{Total Weight}}{\text{Number of Indicators}} = \frac{1}{14} = 0.071$$

To obtain the IKM value of the service unit, a weighted average value approach is used with the following formula:

$$\text{IKM} = \frac{\text{Total of element values}}{\text{Total elements filled}} \times \text{Weighing Value}$$

To facilitate the interpretation of the IKM assessment, which is between 25 -100, the above assessment results are converted to a basic value of 25, with the following formula:

$$\text{Conversion of IKM} = \text{IKM Service Unit} \times 25$$

Considering that each service indicator has a different nature, from each service indicator it is possible to:

- 1 Adding elements that are considered relevant,
- 2 Give another value to the 14 elements that often appear in each service unit through the total value of all elements is fixed 1.

To find out the perception value, IKM interval, IKM conversion value, service quality to service performance can be seen in table 1 below:

Table 1 Value of Perception, IKM Interval, IKM Conversion Interval, Service Quality and Service Unit Performance

Value of Perception	IKM Interval	IKM Conversion Interval	Service Quality	Service Unit Performance
1	1,00 – 1,75	25 – 43,75	D	Not Good
2	1,76 – 2,50	43,76 – 62,50	C	Enough Good
3	2,51 – 3,25	62,51 – 81,25	B	Good
4	3,26 – 4,00	81,26 – 100,00	A	Very Good

Source: Decree of the Minister of PAN Number: KEP/25/M.PAN/2/2004

And in order to determine the performance value of each indicator and sub-indicator of the TJSL PLN Cares 2021 program, it can be done by determining the scale of the number of indicator weights from the NRR, which can be seen in table 2 below:

Table 2 Intervals for Measurement of Service Unit Performance Sub-Indicators of the TJSL Peduli PLN Program

Value of Perception	Interval Number of Indicator Weights	NRR Indicator	Service Quality	Service Unit Performance
1	30,00 – 57,00	1,00 - 1,75	D	Not Good
2	57,00 – 84,00	1,75 - 2,50	C	Enough Good
3	84,00 – 111,00	2,50 - 3,25	B	Good
4	111,00 – 138,00	3,25 - 4,00	A	Very Good

Source: Decree of the Minister of PAN Number: KEP/25/M.PAN/2/200

RESULT

The following is the result of quantitatively processed data obtained from the level of satisfaction of the beneficiaries of the PLN Cares TJSL program in 2021. To measure the community satisfaction

index and the performance of the organizers of PLN Peduli TJSL activities in 2021.

The analysis is carried out using the calculation of the index value of each unit of service performance as a whole. The value of the satisfaction level is obtained by multiplying each element's average value by

the weight or weighted average value (NRR x 0.071). Based on the data in the appendix, the overall Community Satisfaction Index (IKM) value is 3.28.

The average value of service indicators in each service unit which consists of 14

service indicators for the 2021 PLN Peduli TJSJ program which is carried out for all members of the All-Business Cooperative (KSU) Gapoktan Rukun Santoso.

The following is an analysis of the community satisfaction index (IKM) data:

Table 3 Results of Community Service Index

No	Service Indicator	Weight Indicator	NRR Indicator	Unit Performance
1	Service procedure	117	3,25	Very Good
2	Terms of Service	119	3,30	Very Good
3	Clarity of service personnel	126,7	3,52	Very Good
4	Discipline of officers	122,9	3,39	Very Good
5	Responsibilities of service personnel	129,7	3,60	Very Good
6	Ability of service personnel	124,3	3,45	Very Good
7	Service speed	113,25	3,13	Good
8	Justice gets service	111	3,08	Good
9	Politeness and friendliness of the staff	127,6	3,54	Very Good
10	Reasonable service fee	108,5	3,01	Good
11	Certainty of service fees	109	3,02	Good
12	Certainty of service schedule	117	3,25	Very Good
13	Environmental comfort	111	3,08	Good
14	Service Security	113	3,13	Good

Source: Primary data processed

From the table above regarding the results of the community satisfaction index per service element, thus the value of the community satisfaction index for the unit of service results can be concluded as follows:

IKM value after conversion

= Index Value X Weighing Value

= 3,28 x 25 = 82,00

Service Quality = A

Service Unit Performance = VERY GOOD

DISCUSSION

Based on the results of data processing using an analysis of the community satisfaction index (IKM), the overall community satisfaction index for the service of the TJSJ PLN Peduli program in 2021 which is carried out for the owner and manager of a gift shop by Bumi Sari, a member of KSU Gapoktan Rukun Santoso, can be said to be in VERY GOOD condition.

This is shown from the 14 service indicators that state the indicator values for the service program, where in the first indicator the service procedure with an NRR value of 3.25 has a very good performance, the service requirements indicator with an NRR value of 3.30 has a very good performance. NRR of 3.53 has good

performance, good service with NRR of 3.39, service responsibility with a value of NRR of 3.60 has good service. 3.45 has excellent performance, speed of service with an NRR value of 3.13 has good performance, fairness in getting services with an NRR value of 3.08 has a good performance, courtesy and friendliness of service with an NRR value of 3.54 has very good performance, reasonable service costs with an NRR value of 3, 01 has good performance, certainty of service costs with an NRR value of 3.02 has good performance, certainty of service schedules with an NRR value of 3.25 has very good performance, environmental comfort with an NRR value of 3.08 has good performance, and the last indicator is safety. service with an NRR value of 3.13 has a good performance. Of the fourteen indicators, the average value x weighted value is obtained to determine the level of the community satisfaction index, and the index value is 3.28 or converted to IKM of 82.00. this means that the performance quality of the implementation of the PLN Peduli TJSJ activities in 2021 is declared to be very good,

The assessment of the community satisfaction index (IKM) of each service

unit is based on the interval table for measuring the quality of service units of the PLN Peduli TJSL program in 2021, which is regulated based on the Decree of the Ministry of State Apparatus Empowerment (KEMENPAN) number: KEP/25/M.PAN/2/2004.

It is also hoped that the organizers of the program activities can be maintained and can improve their performance.

CONCLUSION

After detailing each result from the research and also discussing the value of the community satisfaction index (IKM) on a service performance of the PLN Cares TJSL program in 2021 to members of the Multipurpose Cooperative (KSU) Gapoktan Rukun Santoso, owner and manager of Micro, Small and Medium Enterprises (MSMEs) shops. by – by BumiSari, Natar District, South Lampung Regency.

Based on the results of the calculation of the interval table for measuring the performance quality of the PLN Peduli TJSL program service unit in 2021 which is regulated by the Decree of the Ministry of Administrative Reform (Kemenpan) number KEP/25/M.PAN/2/2004.

It can be concluded that the performance of the PLN Peduli TJSL program implementation officer in 2021 which is carried out periodically for approximately 2 months for members of the Multipurpose Business Cooperative (KSU) Gapoktan Rukun Santoso is categorized as Very Good, with the largest indicator value being the courtesy and friendliness of the officers. service amounted to 3.54 with category "A" (very good), and the lowest

indicator value of the fairness of service costs was 3.01 with category "B" (Good). And for the value of the community satisfaction index (IKM) which is 3.28 after being converted, which is 82.00 and the quality of service with a weight of A (Very Good).

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