



CUSTOMER SATISFACTION SURVEYS ON ORGANIZATION OF INDONESIAN FOOD AND DRUG AUTHORITY

Endang Pitaloka¹, Widiya Avianti²✉

¹Universitas Pembangunan Jaya

²Sekolah Tinggi Ilmu Ekonomi Wibawa Karta Raharja

✉ widiya.stiewibawakartaraharja@gmail.com

¹Jl. Cendrawasih Raya, Sawah Baru, Ciputat, South Tangerang City, Banten 15413

²Jl. Jend. Ahmad Yani No.21, Nagri Tengah, Purwakarta, Jawa Barat 41114

Abstract

Indonesian Food And Drug Authority (BPOM) has the task of carrying out the preparation and implementation of policies, the preparation of norms, standards, procedures, criteria, the implementation of technical guidance and supervision. This study analyzes the Performance and Level of Service Importance (Importance Performance Analysis-IPA) in BPOM, in Quadrant I shows the highest service performance. In this quadrant there are indicators of Officer Cost and Behavior. On the cost indicator, it does not involve too many officers. Payment of services can be made by customers online with a virtual account. Customers assessing cost indicators are important aspects of the service and the assessment of its satisfactory performance "Good". This means that BPOM service products are in accordance with customer needs.

Keywords: customer satisfaction; quality of service; surveys; BPOM

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INTRODUCTION

It is known that currently the amount of Food income (Importation) into the territory of Indonesia is quite high, so it is necessary to carry out supervision so that the food in circulation is safe for community. People's consumption of products tends to continue to increase, along with changes in people's lifestyles including consumption patterns. Changes in production technology, international trade systems and consumer lifestyles in reality increase risks by far-reaching implications on consumer health and safety. For this reason, BPOM has an effective and efficient Drug and Food Control System (SisPOM) so that it is able to detect, prevent and supervise comprehensively in order to protect the security, safety and health of consumers both at home and abroad. order to protect the security, safety and health of consumers both at home and abroad.

Indonesian Food And Drug Authority (BPOM) has an effective and efficient Drug and Food Control System (SisPOM) that is able to detect, prevent and supervise comprehensively in order to protect the security, safety and health of its consumers both inside and outside the country. This services available online and offline.

In accordance with the Regulation of the Food and Drug Supervisory Agency No. 26 of 2017 concerning the Organization and Work Procedures of the Food and Drug Supervisory Agency, the Indonesian Food And Drug Authority (BPOM) has the task of carrying out the preparation and implementation of policies, the preparation of norms, standards, procedures, criteria, the implementation of technical guidance and supervision, as well as evaluation and reporting in the field of low and medium risk food supervision (www.pom.go.id, 2019).

Indonesian Food And Drug Authority (BPOM) also carries out public service activities that must always be improved in quality, to achieve satisfaction from the community. The public satisfaction survey on government services reflects the performance of the institution (Wang, 2010). The results of this survey will be useful as

an evaluation of the services that have been provided and can be considered for determining the next policy. Service units can also know for sure which elements still need to be improved. Public will be discouraged from reusing government system if they have experienced poor service quality (Yan, 2020).

Assessing the performance of government public services is essential to evaluate public satisfaction and public policies (Salim, Peng, Almaktary, & Karmoshi, 2017). Modern government agencies must become more employee-centric (Suleimenova, 2017), focus on the quality of feedback to support high quality services (Dobrolyubova E. 2017. 10(2), 2017) Public satisfaction on offline and online government services is very important, that indicate government service quality (Hajnal, 2015). Certainly, government websites with proper systems, valueable information, and user friendly definitely enhance public perception of e-government's intrinsic values (Al-Hujran, 2015).

METHOD

According to (Kotler & Armstrong, 2016), the customer satisfaction survey method can be done with various techniques including, Importance-Performance Analysis (IPA). In this technique, respondents are asked to rank the various elements of the service based on the degree of importance of each element. In addition, respondents were asked to rank how well the company performed in each of these elements. This IPA technique help us to identify elements in which need further action to improve (Pitaloka, 2018).

Measurement scale using likert scale in 4 good scores in measurement customer satisfaction variables as well as importance variables. It is also appropriate with Permenpan RB Number 14 of 2017 concerning Satisfaction Survey Guidelines Society Against the Delivery of Public Services (Arif Kurniawan, 2021) which states that Community Satisfaction Index is the result of measurement of Satisfaction Survey activities Society is in the form of numbers. Numbers are set on a scale of 1 (one) to 4 (four).

Table 1. Measurement Scale

Measurement Score	Satisfaction Level Scale	Importance Level Scale
4	Very Satisfied	Very Important
3	Satisfied	Important
2	Dissatisfied	Unimportant
1	Very Dissatisfied	Very Unimportant

This method uses Cartesian diagrams to interpret the results. The horizontal (X) axis is filled by the attribute satisfaction level mean score while the upright (Y) axis is filled by the attribute importance level mean score (Noor Kholis, 2018).

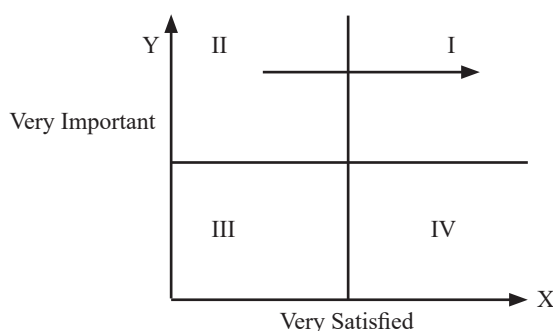


Figure 1. Cartesian diagrams

RESULTS

BPOM has customers who provide an assessment of service performance (Zamil & Shammot, 2011). BPOM customer satisfaction survey results, The profile of 480 respondents was grouped into several criteria, namely: a. Company Categories; b. Gender of the Respondent; c. Position; d. Age; e. Level of Education; f. Frequency of using the service.

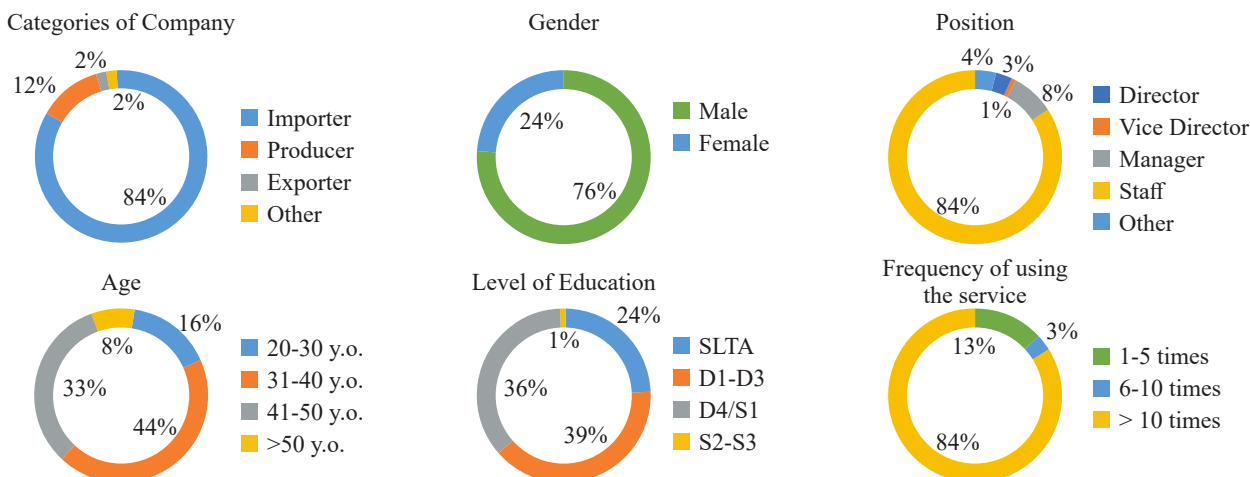


Figure 2. Respondent Profile

In quadrant I, this attribute is considered very important by the consumer and his service very satisfactory, so BPOM must maintain the quality of its service. In quadrant II, this attribute is considered very important by customers but the service is not satisfactory so BPOM must improve the quality of service so that the attribute will shift from quadrant II to quadrant I. In quadrant III, this attribute is considered less or unimportant by the customer and the service is not satisfactory. Although considered less important, BPOM must improve the quality of service at this attribute. In quadrant IV, this attribute is considered less or unimportant by the customer but the service is very satisfactory.

Table 2. Customer Satisfaction Categories Based on Assessment Score

Indicators	Satisfaction		Quality of Service	Service Performance
	Interval Value	Conversion Interval Value		
Admission Requirements	3,25	81,31	B	Good
Systems, Mechanisms, Procedures	3,27	81,76	B	Good
Turnaround Time	3,22	80,56	B	Good
Cost	3,45	86,19	B	Good
Service Products	3,38	84,56	B	Good
Competence of Officers	3,28	81,88	B	Good
Officer Conduct	3,32	82,88	B	Good
Complaint Handling	3,27	81,81	B	Good
Facilities & Infrastructure	3,23	80,81	B	Good
Index Total	3,30	82,42	B	Good

All indicators on BPOM services based on service performance values are included in the good category with an interval value of 3.40 (85.2). This value shows that customers are satisfied with BPOM services. usefulness and importance to uncover the main drivers of online and offline services, so as to provide feedback in a set of recommendations that will enable the creation of an e-Government portal that is compatible with customer needs, wants, and expectations (AliAlawneh, 2013). The quality of BPOM services can be said to have met customer expectations. In the future, there is still a lot of potential that can be used by BPOM to improve the quality of service from good to excellent (Denhardt & Denhardt, 2013).

DISCUSSION

Quadrant I shows the highest service performance. In this quadrant there is a Cost indicator; and Officer Conduct. On the cost indicator generally does not involve too many officers. Payment for services can be made online with a virtual account. The customer judges the cost indicator is an important aspect of the service and the performance appraisal is satisfactory ("Good"). As already mentioned in the previous section, customers feel that the amount of costs is in accordance with the benefits received and the cost is an important indicator

of service. The assessment of officer behavior indicators shows that customers consider officer behavior to be an important aspect of service and provide satisfactory service performance. According to customers, the clerk has served friendly, polite and speaks good language. Customers also assess that the clerk is quick to answer questions with satisfactory answers. The clerk took the initiative to help the customer. The clerk took the initiative to help the customer. BPOM must maintain the performance of the indicator in quadrant 1.

Quadrant 2 shows that customer expectations of BPOM services have not been met. Customers consider indicators that are in quadrant 2 are important indicators, but have not provided service performance that matches customer expectations. Therefore, quadrant 2 becomes the center of concentration of BPOM to improve the quality of service. In this quadrant there is an indicator of Complaint Handling; Admission Requirements; and Turnaround Time.

An assessment of the indicators for handling complaints shows that there are still sub-indicators of complaint handling that need to be improved by the quality of service (Hardiyansyah, 2015).

From the survey results, several customers provided input so that the speed of officers in responding to customer complaints was accelerated. Similar to the handling of complaints, indicators of registration requirements should also be a major concern.

In this indicator, customers generally complain about difficulties in filling in the initial data as a service requirement. This difficulty is allegedly experienced by customers who have many products on BPOM services. In addition, customers also want easier requirements. The requirements set by BPOM, are made to ensure the safety of circulating foodstuffs. If BPOM meets the customer's desire to simplify the requirements, then BPOM must evaluate whether it is possible to shorten / simplify these requirements, especially for customers (companies) with many products that use the service while still paying attention to the safety of food supervision.

The indicator of turnaround time is a priority to improve the quality of its services. Customers always demand a faster service turnaround time. Some customer comments show: "document verification process shortened"; "evaluation services shortened"; "all in speed up". This means that the turnaround time is considered very important by the customer so that the speed of the turnaround time becomes the most valid measure in measuring the quality of service. BPOM can evaluate registration requirements and service procedures because both indicators are related to completion time. If possible, a system is designed that can simplify service procedures so that the turnaround time is shorter.

Quadrant 3 is a Low Priority quadrant because it is considered not very important by the customer. In this quadrant there is an indicator of the Registration Procedure; Officer Competence; and Facilities & Infrastructure. Indicators of the registration procedure are considered not very important and not very satisfactory compared to other indicators. Many customers ask for an easy and shorter service procedure. In addition, customers also requested that some procedures can be done online. some customers also requested that information regarding the procedure remain socialized on a regular basis. Although it is not the top priority, BPOM must still pay attention to the quality of service in the indicators of the registration procedure so that its performance does not decrease in the future. The survey results show that for customers, the competence of officers is considered important, but less satisfactory than others (Effendy, 2011).

This is because according to customers, officers must be competent and have the same perception of BPOM service product knowledge. Some customers stated that for consulate services not all officers are competent in providing these services. Along with the changing organizational environment, the thing that can be done is to ensure the competence of the officers with the required competencies.

In the indicator of facilities and infrastructure, customers assess this indicator as an indicator supporting services at BPOM. The customer assessment shows that the infrastructure provided is functioning properly, the building is easily accessible, the service room is clean and comfortable. Likewise, other facilities such as toilets and waiting rooms are considered comfortable. Although it is considered not too important, the facilities & infrastructure are services in physical form that are clearly visible to customers. Therefore, BPOM still has to maintain the quality of facilities and infrastructure.

The overkill quadrant indicates good service performance but is considered not very important by customers. The indicators contained in quadrant 4 are Service Products; and Infrastructure. Service product indicators are indeed considered not very important (low importance). Even so, it does not mean that the service product is meaningless to the customer. The satisfaction performance value on this indicator is in the "Good" category. This means that BPOM service products are in accordance with customer needs. Customers also appreciate the consulting service and feel helped by the service (Wisniewski, 2011). However, many customers ask that the hours of consultation services can be increased, as well as the officers. Customers advise that all officers are competent for consultation services. BPOM needs to ensure that the existing service products are in line with customer needs and environmental changes such as changes in policies, systems and procedures, and others.

CONCLUSION

Comparison of current Service Quality with last year, Survey Results show an increase in service performance compared to the previous year showing that there is an improvement in service quality. There is a positive change/improvement in service quality due to faster officer response times. Speed of service, and the use of online-based applications are very helpful.

Based on the results of the Customer Satisfaction Survey At The Organization Of Indonesian Food And Drug Authority (BPOM), it can be concluded that: overall it is in the "Good" category. By Interval Value Conversion (NIK) of 82. It is found out that responsiveness dimension needs the most improvement in terms of carrying out quality service while promptness of services is considered as the most important sub-dimension (LanndonOcampo, 2017). The results of a survey from all customer respondents at The Organization Of Indonesian Food And Drug Authority (BPOM) showed that 88% of customers stated an increase in service performance in 2019 compared to 2018. The Organization Of Indonesian Food And Drug Authority (BPOM) has improved the quality of service felt by customers.

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