



Measuring the impact of public service innovation on user satisfaction

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ABSTRACT

The purpose of this study was to measure the Community Satisfaction Index on the Pontianak Drive Thru Land Service (PERDANA) and to analyze the results of the level of community satisfaction on the PERDANA at the Pontianak City Land Office. This research uses quantitative research methods. Data collection techniques using questionnaires and documentation studies. The data analysis technique used is descriptive analysis. The results of this study indicate that the Community Satisfaction Index with Pontianak Drive Thru Land Services at the Pontianak City Land Office has been implemented properly with a high variable criterion of 89. The highest index value is 94 on the cost/tariff indicator. The lowest index value of 75 is on the Completion Time indicator. With the innovations that have been issued by the Pontianak City Land Office, it proves that the PERDANA gives satisfaction to the community. The Pontianak City Land Office can improve service quality in terms of service completion time such as being able to add PERDANA implementing officers in terms of correcting files online so that files can be corrected accurately and quickly and can maintain exchange system solutions (applicants provide physical files and officers provide Deposit Orders (Surat Perintah Setor/SPS)) so that there are no file arrears caused by applicants who have made payments but did not deliver physical files, and can improve service quality in terms of facilities, namely minimizing server downtime by updating the PERDANA website to an application that can be uploaded.

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Introduction

The government is a public service provider that acts as a liaison between one community and another that aims to help each other, therefore the functions carried out by the government, both directly and indirectly, are to provide public services. According to Law No. 25 of 2009 concerning Public Services Chapter II article 3b reads "The purpose of this legislation is the realization of a public service delivery system that is in accordance with the general principles of good governance and corporations." The implementation of public services is contained in the Decree of the Minister for Empowerment of State Apparatuses No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services which states, "The essence of public service is the provision of excellent service to the community which is a manifestation of the obligations of the government apparatus as a public servant."

One of the standards of public service is excellent service. The purpose of excellent service provided is to achieve community satisfaction. One of the criteria for excellent service is effective and efficient, so in making services effective and efficient for the community, local governments are required to be able to make innovations that support increasing the quality of service to the community.

The Pontianak City Land Office is one of the Land Offices under the BPN Regional Office for West Kalimantan Province. The Pontianak City Land Office has the task of carrying out services in the land sector in accordance with statutory provisions.

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To carry out the duties and obligations the Pontianak City Land Office has several types of services which are grouped into six service groups consisting of first-time land registration services, land registration data maintenance services, land registration and information services, land surveying services, land management and structuring services, and complaint management.

The Pontianak City Land Office continues to be committed to providing the best service to the community through various innovations, under normal and pandemic conditions. One of the innovations from the Pontianak City Land Office is the Pontianak Drive Thru Land Service (PERDANA). Currently the Pontianak City Land Office has two types of services, namely Offline Services (SOP) and online services. Offline service is a service where people have to come to the Pontianak City Land Office directly to register as an applicant. The time for completing offline service files is in accordance with the Standard Operating Procedures (SOP) that apply to the Pontianak City Land Office, namely Regulation of the Head of the National Land Agency of the Republic of Indonesia No. 1 of 2010 concerning Service Standards and Land Arrangements.

Online Services or PERDANA are online-based non-face-to-face services from anywhere and anytime as well as service solutions during a pandemic. The community only comes 1 to 2 times when submitting files and picking up products to the land office via the drive thru counter by first registering online with a predetermined schedule. PERDANA was virtually inaugurated by the Inspector General of the Ministry of Agrarian Affairs/BPN on May 27 2021. By using this information technology, it has actually been ratified in the Regulation of the Minister of Agrarian Affairs and Spatial Planning/Head of the National Land Agency of the Republic of Indonesia No. 5 of 2017 concerning Electronic Land Information Services. PERDANA has a faster turnaround time than offline services.

There are 25 types of services that can be submitted using PERDANA. These services consist of division of fields, separation of fields, buying and selling, grants, inheritance, exchange, entry into the company, auctions, distribution of joint rights, certificates of land registration, royalties, cancellation of rights not a court decision, measurement to find out the area, measurement and cadastral mapping, land technical considerations in the context of permits for changes in land use, requests for change of name of right holders, requests for recording of BPHTB (Land and Building Rights Repayment Fees), information on ZNT (Land Value Zone), confiscation, merging of plots, remeasurement and mapping cadastral, and rename nadzir. These 25 types of services have a faster completion time than the Standard Operating Procedures (SOP) contained in the Regulation of the Head of the National Land Agency No. 1 of 2010 concerning Service Standards and Land Arrangements.

In the implementation of PERDANA there are still files that are in arrears. Files that are in arrears are files that have not been completed within the set completion target. The reason for the existence of files that are in arrears is that the applicant uploaded the wrong requirements file to PERDANA and this was missed by the PERDANA admin while correcting the completeness of the file online which then the physical file from the applicant has already been processed and must be returned again to be repaired and will be resolved outside schedule that has been determined (in arrears). In addition, the cause of the arrears of documents is the applicant who has made payments but did not deliver the physical files, this is because the processing of the files is calculated from the payment, but this has been handled by the Pontianak City Land Office since July 2022, namely by means of an exchange system, the applicant provides physical files and the officer provides a Deposit Order (SPS) or payment code. The number of files in arrears that occurred from January to March 2022 was 14 files out of the 554 files received. In addition to files that are in arrears, there are also files that were rejected due to some errors from the applicant, such as the applicant who incorrectly uploaded the required files to PERDANA and was immediately seen by the proofreader (admin PERDANA) this rejected file will be notified via PERDANA and the applicant will receive the notification have to re-register from scratch.

Based on the description of the background of the problems above, in the implementation of PERDANA innovation there are advantages and disadvantages, therefore the use of this research is to determine the level of community satisfaction with PERDANA so that the quality of services performed by the Pontianak City Land Office continues to increase. Furthermore, the research objectives are as follows to measure the Community Satisfaction Index and analyze the results of the level of community satisfaction at PERDANA at the Pontianak City Land Office.

Theoretical Basis

Public service

Public service is one of the tasks that the government has for the community and to find out firsthand what the community wants and needs. Ratminto and Winarsih (2005) in Hardiyansyah (2018) stated "Public services or public services can be defined as all forms of services, both in the form of public goods which are in principle the responsibility of and implemented by government agencies at the central, regional and regional levels. environment of State-Owned Enterprises or Regional-Owned Enterprises in an effort to fulfill the needs of the community in the context of implementing the provisions of laws and regulations."

According to the Decree of the Minister for Empowerment of the State Apparatus 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, the definition of public service is: "All service activities carried out by public service providers as an effort to fulfill the needs of service recipients and the implementation of statutory provisions - invitation". Based on Law No. 25 of 2009 concerning Public Services, states that: "Public services are activities or series of activities in the

context of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers.

The meaning of public service is to provide satisfaction for service recipients, always close to service recipients and give a pleasant impression to service recipients. So, Public Service is any service activity provided by the government in order to fulfill the needs of the community as service recipients in accordance with regulations

1.Principles of Public Service

The principles of public service that have been regulated in the Decree of the Minister for Empowerment of State Apparatuses No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services are as follows:

- i. Transparency, open, easy and accessible to all parties who need it and provided adequately and easily understood.
- ii. Accountability, can be accounted for in accordance with laws and regulations.
- iii. Conditional, in accordance with the conditions and capabilities of the service provider and recipient while adhering to the principles of efficiency and effectiveness.
- iv. Participatory, encouraging community participation in the administration of public services by taking into account the aspirations, needs and expectations of the community
- v. Equal Rights, no discrimination in the sense of not discriminating against ethnicity, race, religion, class, gender and economic status
- vi. Balance of Rights and Obligations, giving and receiving public services must fulfill the rights and obligations of each party.

Based on this description, it is concluded that the Pontianak Drive Thru Land Service must pay attention to the applicable principles so that excellent service can be provided.

Types of Public Services

Improving the quality of public services implies a change in quality and conditions from the current situation to a better one. So quality in this case is dynamically adjusting to the conditions of society. Decree of the Minister for Empowerment of the State Apparatus No. 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services classifies three types of services from government agencies as well as BUMN/BUMD. The grouping of these types of services is based on the characteristics and nature of the activities and service products produced as follows.

- i. Administrative service group, namely services that produce various forms of official documents needed by the public, for example citizenship status, certification of compensation, ownership or control of an item and so on. These documents include Identity Cards (KTP), Marriage Certificates, Birth Certificates, Death Certificates, Motorized Vehicle Ownership Books (BPKB), Driving Licenses (SIM), Passport, Land Ownership/Control Certificates and so on.
- ii. Goods service group, namely services that produce various types of goods used by the public, for example telephone networks, electricity providers, clean water, and so on.
- iii. Service groups, namely services that produce various forms of services needed by the public, for example education, health care, security arrangements, transportation arrangements, postal services and so on.

Based on these three types of services, the Pontianak Drive Thru Land Service is included in administrative services because it produces various forms of official documents.

Customer and Community Satisfaction Survey

Satisfaction is an important component in providing services. Kotler (2008), argues that "Satisfaction is a feeling of pleasure or disappointment that is obtained after comparing the results obtained with the desired expectations". If the performance is below expectations, the customer is dissatisfied, if the performance meets expectations the customer is satisfied, if the performance exceeds expectations the customer is very satisfied. Meanwhile, service satisfaction is based on the Decree of the Minister of Administrative Reform No. KEP/25/M.PAN/2/2004, namely "Results of income and public evaluation of the performance of services provided by public service delivery apparatus." Based on this understanding, the researcher can conclude that customer satisfaction is the main factor that must be considered by public service providers, because community satisfaction will determine the success of the government in providing public services.

In term of Community Satisfaction Survey, based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia No. 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys for Public No. Provider Units, the Community Satisfaction Survey is a comprehensive measurement activity regarding the level of public satisfaction with the quality of services provided by public service providers. The indicators/elements of the Community Satisfaction Survey are as follows:

- i. Requirements. Requirements are conditions that must be met in managing a type of service, both technical and administrative requirements.

- ii. Systems, Mechanisms, and Procedures. Procedures are standardized service procedures for service providers and recipients, including complaints.
- iii. Completion Time. Completion Time is the period of time required to complete the entire service process of each type of service.
- iv. Fees/Tariffs. Fees/Tariffs are fees charged to service recipients in managing and/or obtaining services from the operator, the amount of which is determined based on an agreement between the provider and the public.
- v. Product Specifications Type of Service. Product Specifications type of service is the result of services provided and received in accordance with predetermined conditions. This service product is the result of each type of service specification.
- vi. Executor Competency. Executor Competency is the ability that must be possessed by executors including knowledge, expertise, skills, and experience.
- vii. Executor's Behavior. Executor's behavior is the attitude of officers in providing services.
- viii. Handling of Complaints, Suggestions and Feedback. Complaint handling, suggestions and input are procedures for implementing complaint handling and follow-up.
- ix. Facilities and Infrastructure. Means are anything that can be used as a tool in achieving goals and objectives. Infrastructure is everything that is the main support for the implementation of a process (business, development, project). Facilities are used for movable objects (computers, machines) and infrastructure for immovable objects.

Measuring the level of community satisfaction with online service users (PERDANA) at the Land Office of Pontianak City uses indicators/elements based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia No. 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units. It can be concluded that the Community Satisfaction Index can be measured based on these indicators/elements so that it can be known how the Community Satisfaction Index on the PERDANA at the Pontianak City Land Office.

Research Methods

Research Design, Population, and Sample

The research methodology used in this study is a quantitative research methodology. According to Sujarweni (2014) stated that "Quantitative research method is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other means of quantification (measurement)." Population is a group of people who occupy a certain area or in research can be referred to as research subjects. According to Sugiyono (2018) "Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions". The population in this study are people who carry out the PERDANA.

The research sample is used to get an overview of the population. According to Sugiyono (2018), "The sample is part of the number and characteristics possessed by the population". The sampling technique in this study used nonprobability sampling. According to Sugiyono (2018), "Nonprobability Sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample". Then used Incidental Sampling technique. Incidental Sampling is a sampling technique based on coincidence, that is, anyone who accidentally/accidentally meets a researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a data source (Sugiyono, 2018). Implementation of Incidental Sampling in this study by distributing questionnaires to a minimum of 30 respondents or at least 30 applicants at PERDANA services. Alwi (2015) states that "You can put forward a theorem about a single or univariate variable, namely the central limit theorem, which states that the average statistic has a normal distribution for sample sizes that are close to infinity, but in practice, the central limit theorem can be applied for a minimum size of 30." Roscoe (1982) and Syaiful Bahri (2017) also argues that "An appropriate sample size in research is 30 to 500." Based on the explanation above, this research uses a minimum of 30 respondents or at least 30 applicants who use PERDANA's services with the Incidental Sampling technique.

Data Collection Technique

Questionnaire

A (questionnaire) is a way of collecting data by distributing a list of questions to respondents, with the hope that they will respond to the list of questions. According to Sugiyono (2018), "The questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to the respondent to answer."

In this study, researchers used a data collection technique with a questionnaire in the form of a google form consisting of a series of questions and statements for the purpose of gathering information from respondents who are users of the PERDANA at the Pontianak City Land Office.

Documentation Study

Data collection techniques using documentation are used to collect data about past events or incidents that have been documented. According to Sujarweni (2014), "Documentation study is a data collection method that researchers use to obtain facts and data about

research. This data collection method was not directly shown to the research subjects, but through documents. Data collection through documentation is data collection obtained from the Pontianak City Land Office.

Analysis Techniques

Data analysis is a way to compile data to be used as information so that the data is easy to understand and can be useful as a solution in solving research problems. There are two kinds of data analysis techniques used, namely:

Descriptive Analysis

Descriptive analysis tries to describe the various characteristics of the data that comes from a sample. According to Sugiyono (2018) Descriptive statistics are statistics that are used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations. Descriptive analysis can be used if the research only describes sample data, does not make a conclusion about the population from which the sample was drawn.

Inferential Statistics

Inferential Statistics is different from descriptive analysis. According to Sugiyono (2018) Inferential statistics are statistical techniques used to analyze sample data and the results are applied to the population. Aims to find out the opportunities that will be obtained through the population based on the sample data used.

This study uses descriptive data analysis, which aims to provide an overview of the results of the data obtained through distributing questionnaires to the PERDANA at the Pontianak City Land Office.

3. Questionnaire Calculation

Researchers use index numbers which are useful for knowing the level of respondents' perceptions of the variables studied, by adding up the index values of each indicator of the variable with the following formula:

$$\text{Index values: } \frac{((\%F1x1) + (\%F2x2) + \dots + (\%F10x10))}{10}$$

Where F is the Frequency of the Respondent's answers. Ferdinand (2013) recommends using the three box criteria (Three-Box-Method) to determine the categories and resulting index values, so that index values can be categorized into three Index categories as follows:

10.00 – 40.00 = low

40.01 – 70.00 = moderate

70.01 – 100 = high

The measuring instrument that the researchers used in this study used interval data measurements (Interval Scale). The interval scale is a data measurement tool that can produce data that has a range of values that have meaning, even though the absolute value is less meaningful (Ferdinand, 2013). Statements in this study were measured using an assessment score of 1-10 where a score of 1 (one) for the respondent's answer is very low (strongly disagree) and 10 (ten) for the respondent's answer is very high (strongly agree).

Results

The Community Satisfaction Survey is basically a comprehensive measurement activity regarding the level of community satisfaction with the quality of services provided by public service providers.

The method of collecting data used by researchers is using a questionnaire with elements or indicators of community satisfaction statements based on the Regulation of the Minister of Administrative Reform and Bureaucratic Reform No. 14 of 2017 concerning Guidelines for Community Satisfaction Surveys in Public Service Delivery Units. Researchers distributed questionnaires via google form using the Incidental Sampling technique to at least 30 applicants at PERDANA services. The researcher found 33 respondents or applicants using PERDANA, but the researcher used 32 respondents to be discussed in the study because there was 1 irrelevant data

Description of Respondent Characteristics

Based on Table 1 it can be seen that the respondents in this study were dominated by women as many as 20 respondents with a percentage of 63% while male sex as many as 12 respondents with a percentage of 38%.

Table 1: Gender of Respondents

Gender	Amount	Percentage
Man	12	38
Woman	20	63
Total	32	100

Source: Primary Processed Data, 2022

Based on Table 2 it can be seen that the most respondents in this study were respondents aged 26-50 years as many as 20 respondents with a percentage of 63%, respondents aged 17-25 years as many as 12 respondents with a percentage of 38%.

Table 2: Age of Respondents

Age	Amount	Percentage
17-25	12	38
26-50	20	63
>50	0	0
Total	32	100

Source: Primary Processed Data, 2022

Based on Table 3, it can be seen that the most education of respondents in this study was at the Bachelor level (D4/S1), namely as many as 14 respondents with a percentage of 44%, the second highest order was at the SMA/SMK/MA level, namely as many as 10 respondents with a percentage of 31 %, the third place is at the Diploma level (D1-D3) as many as 6 respondents with a percentage of 19%, then finally at the Postgraduate level (S2-S3) there are 2 respondents with a percentage of 6%.

Table 3: Respondents' Education

Information	Amount	Percentage
Elementary school	0	0
Junior high school	0	0
Senior high school	10	31
Diploma	6	19
Bachelor	14	44
Post Graduate	2	6
Total	32	100

Source: Data Olahan Primer, tahun 2022

Based on Table 4, it can be seen that the respondents in this study mostly worked as private employees, namely 18 respondents with a percentage of 56%, students as many as 7 respondents with a percentage of 22%, then there were 4 Notary Staff with a percentage of 13%, finally namely respondents who work as Notaries as much as 2 respondents with a percentage.

Table 4: Type of Respondent's Occupation

Information	Amount	Percentage
Civil servant	1	3
Military/POLICE	0	0
Private sector employee	18	56
Student/Student	7	22
Notary Public	2	6
Notary staff	4	13
Total	32	100

Source: Primary Processed Data, 2022

Description of Research Data

In testing the description of this data, the researcher tries to find out the description or condition of the respondents who are the samples in this study. The following is given data on the percentage of respondents' answers and the average variable index value presented in Table 5 as follows.

Table 5: Percentage of Frequency of Respondents' Answers and Average Variable Index Value

Indicator	Frequency percentage										Index
	1	2	3	4	5	6	7	8	9	10	
SKM 1.1	0	0	0	0	0	3	6	6	28	56	93
SKM 1.2	0	0	0	0	0	0	0	13	44	44	93
SKM 2	0	0	0	3	6	0	6	22	19	44	87
SKM 3	3	6	3	6	6	6	3	13	22	31	75
SKM 4	0	0	0	0	0	0	0	9	38	53	94
SKM 5	0	0	0	0	0	0	9	9	44	38	91
SKM 6	0	0	0	0	0	0	3	19	28	50	93
SKM 7	0	0	0	0	3	3	3	13	28	50	91
SKM 8.1	0	0	0	6	0	3	13	13	41	25	85
SKM 8.2	0	0	0	0	0	3	19	13	38	28	87
SKM 9.1	0	0	6	0	0	0	9	19	31	34	86
SKM 9.2	0	0	0	0	0	0	6	25	28	41	90
AVERAGE											89

Source: Primary Processed Data, 2022

Based on the calculation results of the Community Satisfaction Survey variable index, it shows that the highest index value is in SKM 4 and the lowest index value is in SKM 3. Meanwhile, the average index value of the Community Satisfaction Survey variable is 89, which means the index value of the Community Satisfaction Survey variable in PERDANA at the Pontianak City Land Office is in the high category.

Table 6: Index Value and Variable Interpretation of Community Satisfaction Survey on the PERDANA at the Land Office of Pontianak City

Indicator	Question Items	Code	Index Value	Interpretation
(1)	(2)	(3)	(4)	(5)
Condition	Technical Requirements for PERDANA Services must be fulfilled by the applicant	(SKM 1.1)	93	Tall
	Administrative Requirements for PERDANA Services must be met by the applicant	(SKM 1.2)	93	Tall
System/mechanism/procedure	The system/mechanism/procedure (the stages from creating a PERDANA account to receiving service results) is easy to understand	(SKM 2)	87	Tall
Completion Time	Completion Time	(SKM 3)		
	PERDANA services according to schedule		75	Tall
Fees/tariffs	Access the website	(SKM 4)		
	PERDANA is free of charge		94	Tall
Executor Competency	Service results are in accordance with applicable regulations	(SKM 5)	91	Tall
	Competence of PERDANA Implementing Officers is sufficient	(SKM 6)	93	Tall
Executing Behavior	PERDANA's attitude in providing services is good	(SKM 7)	91	Tall
Handling of complaints, suggestions and feedback	Complaints were followed up	(SKM 8.1)	85	Tall
	Suggestions and input are followed up	(SKM 8.2)	87	Tall
Handling of complaints, suggestions and feedback	The PERDANA website has no problems	(SKM 9.1)	86	Tall
	The entry and exit route for the PERDANA counter	(SKM 9.2)	90	Tall
Average			89	Tall

Source: Primary Processed Data, 2022

Based on the table above, it can be seen that of all the indicators that were responded to as a whole, the results were in the High category with an average index value of 89. This shows that the PERDANA provided by the Pontianak City Land Office can be an innovation. which improves the quality of existing services at the Pontianak City Land Office.

Discussion

Condition

From the results of the research conducted, it can be concluded that the technical requirements for PERDANA services must be fulfilled by the applicant. This is because if the applicant does not deliver the physical file to the PERDANA counter, the service cannot be processed further.

System/Mechanism/Procedure

The system/mechanism/procedure in question is the stages from creating a PERDANA account to receiving service results. From the results of the data tabulation, an index value of 87 was obtained which stated that the System/Mechanism/Procedure indicator was in

the high category. In this study, most applicants tend to agree with the statement "The system/mechanism/procedure (the stages from creating a PERDANA account to receiving service results) on using PERDANA is easy to understand". In accordance with the reasons for respondent number 6 who applied for the Sale and Purchase service, said that "Because there is already a flowchart provided at the service counter regarding the initial process itself". The same thing was stated by respondent number 25 who applied for the Measurement To Know Area service, saying that "because the steps are explained".

Completion Time

Completion Time is the period of time required to complete the entire service process for each type of service (Permenpan and RB RI No. 14 of 2017). From the results of the data tabulation, the completion time indicator gets an index value of 75 or is included in the high category. There are 25 types of services that can be submitted using PERDANA. These 25 types of services have a schedule or faster completion time than the Standard Operating Procedures (SOP) contained in the Regulation of the Head of the National Land Agency number 1 of 2010 concerning Service Standards and Land Arrangements.

Fees/Tariffs

The fee/tariff in question is the fee for using the PERDANA website. From the results of the data tabulation, it was found that the index value of the Cost/tariff indicator was 94 or included in the high category. PERDANA is a website-based application that can be accessed free of charge (no usage fees). As said by respondent number 3 who proposed the Field Solving service, namely "It's very easy and free". The same thing was stated by respondent number 28 who submitted a measurement service to find out the area, namely "From registration to application for free". From the results of the research conducted, it can be concluded that accessing the PERDANA website is free of charge. This is because if PERDANA has a usage fee, it will further complicate the community in applying for services, the community will naturally tend to prefer offline services compared to using PERDANA.

Product Specification Type of Service

From the results of the research conducted, it can be concluded that the results of the services provided from the PERDANA counter to the applicant are in accordance with applicable regulations. This is evidenced by the opinions of the respondents above.

Executor Competency

From the results of the research conducted, it can be concluded that the results of the services provided from the PERDANA counter to the applicant are in accordance with applicable regulations. This is evidenced by the opinions of the respondents above.

Executing Behavior

Based on the expert opinion above, it is emphasized that the behavior of implementing officers must include the above aspects and this becomes a benchmark in providing excellent service and this has been implemented by PERDANA implementing officers. From the results of the research conducted, it can be concluded that the attitude of PERDANA officers in providing services is good. This can be seen in the statement of reasons of respondents who mostly tend to strongly agree.

Complaint Handling, Suggestions and Feedback

From the results of the research conducted, it can be concluded that complaints from PERDANA service applicants are immediately followed up by officers. It can be seen that the Pontianak City Land Office provides a special complaint counter for applicants and in this study most of the respondents tend to Strongly Agree.

Then, from the results of the research conducted, it can be concluded that suggestions and input from PERDANA service applicants are immediately followed up by officers. It can be seen that the Pontianak City Land Office provides a special counter for applicants to submit complaints, suggestions or input. In this study most of the respondents tend to Strongly Agree.

Facilities and infrastructure

From the results of the research conducted, it can be concluded that the PERDANA website is good, but sometimes the website experiences errors or server down, as experienced by respondents' number 7 and 11. Meanwhile, most of the other respondents did not experience this.

Then, From the results of the research conducted, it can be concluded that the entrance and exit routes of PERDANA's drive thru counters are safe and adequate. This is because the PERDANA drive thru counter has one-way entry and exit routes. The entrance to the drive thru counter is on Jalan Gusti Sulung Lelanang, and the exit from the drive thru counter is on Jalan Jenderal Ahmad Yani. This will provide convenience for PERDANA service users.

Conclusions

Based on the discussion that the researcher put forward earlier, it can be concluded that: Community Satisfaction Index with Pontianak Drive Thru Land Services at the Pontianak City Land Office has been implemented properly with high variable criteria of 89. The highest index value is 94 on the cost/tariff indicator. Shows that respondents strongly agree with the statement that accessing the PERDANA website is free of charge. The lowest index value, namely 75, is on the completion time indicator. Shows that only

34% of respondents who experienced unscheduled completion times, while 66% of respondents who experienced scheduled completion times. Respondents who basically know about the PERDANA think that PERDANA can improve existing services, especially in matters of queue numbers and a faster turnaround time than offline services. With the innovations that have been issued by the Pontianak City Land Office, it proves that the PERDANA gives satisfaction to the community. The recommendations that the researcher can convey to serve as a reference and consideration for the Pontianak City Land Office are: Pontianak City Land Office can maintain the quality of service, especially in the PERDANA which has been said to be good. The Pontianak City Land Office can improve service quality in terms of service completion time such as being able to add PERDANA implementing officers in terms of correcting files online so that files can be corrected accurately and quickly and can maintain exchange system solutions (applicants provide physical files and officers provide Deposit Orders (SPS)) so that there are no file arrears caused by applicants who have made payments but did not deliver physical files, and can improve service quality in terms of facilities, namely minimizing server downtime by updating the PERDANA website to an application that can be uploaded. Hopefully this research can be useful and developed by other research.

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