ANALYSIS OF CONSUMER SATISFACTION LEVELS WITH BANDAR LAMPUNG IMMIGRATION OFFICE SERVICES

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Abstract

Consumer satisfaction is an evaluation carried out by consumers after comparing their expectations and perceptions of the performance of a product or service. Bandar Lampung Immigration Office is one of the government agencies that functions to manage and supervise the movement of people, both Indonesian citizens (WNI) and foreign citizens (WNA) who enter, leave, or reside in Indonesia. Complaints on Bandar Lampung Immigration Office Services show that the services delivered or given by the Bandar Lampung City Immigration Office are not yet optimal. The emergence of a complaint on the service requires a solution so that consumers are satisfied with the services provided, thus encouraging satisfaction with the service. The purpose of this study is Analysis of Consumer Satisfaction Levels with Bandar Lampung Immigration Office Services. The type of research conducted in this study is quantitative descriptive research. The data collection method used is a survey method in the form of a questionnaire to obtain information that is relevant to the problems studied and has a high degree of accuracy through respondent answers. The sampling method used in this study is the non-probability sampling method with the accident sampling technique. The number of samples in this study was 100 respondents. Customer Satisfaction Index (CSI) is used to determine the overall level of consumer satisfaction with an approach that considers the level of importance of the product quality attributes being measured. Based on the calculation of the customer satisfaction index, the CSI value obtained was 0.687 or 68.7%, meaning that consumer satisfaction with the attributes of the Bandar Lampung Lampung Immigration Office is in the Very Satisfied scale range. Based on the discussion and conclusions above, the researcher provides several suggestions to improve the quality of service at the Bandar Lampung Immigration Office in order to continue to maintain consumer satisfaction with its services.
Keywords: Consumer Satisfaction, Immigration Services, Customer Satisfaction Index.

1. INTRODUCTION

Consumer satisfaction is an evaluation carried out by consumers after comparing their expectations and perceptions of the performance of a product or service [1]. Consumer satisfaction plays an important role where if consumers feel that the service received is in accordance with or better than expected, it will create satisfaction. Conversely, if the service received is worse than expected, consumers will be affected by dissatisfaction [2]. Measuring customer satisfaction is important in evaluating the quality of service for a business or company, whether it is in the government or private sector [3].

Bandar Lampung Immigration Office is one of the government agencies that functions to manage and supervise the movement of people, both Indonesian citizens (WNI) and foreign citizens (WNA) who enter, leave, or reside in Indonesia. The services provided by the Immigration Office are very important, especially in terms of processing passports, visas, residence permits, and various other immigration services. Related to service activities certainly raises complaints, Complaints on Bandar Lampung Immigration Office Services show that the services delivered or given by the Bandar Lampung City Immigration Office are not yet optimal. The emergence of a

complaint on the service requires a solution so that consumers are satisfied with the services provided, thus encouraging satisfaction with the service.

Service quality is a very important determinant factor in building long-term relationships with consumers, influencing customer loyalty, and enhancing the company's reputation in the market. Therefore, analyzing customer satisfaction with service quality has become a major area of concern for many companies, especially in industries that focus on direct service to customers [4]. Service quality can be influenced by various dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles [5]. Measuring the quality of service to determine the level of consumer or community satisfaction is very important for government agencies [6]. This is not only related to the efficiency and effectiveness of the services provided, but also to public trust in government institutions. Measuring the quality of service and public satisfaction is the main key to improving the performance and credibility of government agencies [7]

Research Customer Satisfaction Index (CSI) method to analyze public satisfaction related to public service performance towards public satisfaction in Cibinong Village, Cibinong District, Bogor Regency. The results of the study indicate that the CSI value obtained for the service illustrates that consumers feel quite satisfied with the performance of the service provided [8]. The study conducted analysis of the quality of the level of population administration services in the office of the head of Ngeluk Village, Penawangan District, Grobogan Regency. Based on the results of the Customer Satisfaction Index (CSI) analysis, it was found that the level of quality of population administration services in the Office of the Head of Ngeluk Village, Penawangan District, Grobogan Regency had a conformity of 96%. This means that in general the performance of population administration service officers shows appropriate performance [9]

Research conducted related to the Implementation of the Customer Satisfaction Index (CSI) Method for Measuring the Community Satisfaction Index (CSI) for Administrative Services in Klatakan Village. Based on the results of data processing and analysis using a web-based information system, the results obtained The use of a web-based information system in conducting data analysis makes it easier for the community and village officials to obtain data on measuring the community satisfaction index [10]. In addition, village officials are also more efficient in obtaining the results of measuring the community satisfaction index. Public satisfaction is a key indicator of whether the government has succeeded in providing services according to their expectations. If the measurement results show a low level of satisfaction, government agencies need to take steps to improve the aspects of the service that are inadequate [11]. Through periodic measurement of service quality, government agencies can ensure that service improvements are made on an ongoing basis. (Susilo et al., 2024). Measuring service quality is a means of monitoring whether the improvement efforts that have been made have produced the desired results [12].

2. RESEARCH METHODS

The type of research conducted in this study is quantitative descriptive research. Quantitative descriptive research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena [13].The data sources used to conduct this research are primary data sources. The data collection

method used is a survey method in the form of a questionnaire to obtain information that is relevant to the problems studied and has a high degree of accuracy through respondent answers [14]. This questionnaire researchers use a Likert scale in the form of a checklist with a score weight on the questions for the statement of expectations, namely very important, important, quite important, not important, very unimportant. Performance measurement statements with answers strongly agree, agree, quite agree, disagree, strongly disagree. The population in this study were consumers of Bandar Lampung Immigration Office services. The sampling method used in this study is the non-probability sampling method with the accident sampling technique. The number of samples in this study was 100 respondents.

3. RESULTS AND DISCUSSION

Satisfaction or dissatisfaction is a feeling of pleasure or disappointment of a person that comes from a comparison between the impression of the expected performance, the Customer Satisfaction Index (CSI) is an analysis tool that can show the level of satisfaction of respondents with the services of the Bandar Lampung Immigration Office that has been determined in this study. The calculation of the Customer Satisfaction Index (CSI) is carried out with the following stages

1. Determining the Mean Importance Score (MIS)

MIS is the average value of the respondent's level of expectation for each variable or attribute that can be calculated.

Table 1. Results of Average Level of Expectation (MIS)

No	Statement of Hope	Amount	Average Value of Expected Level (MIS)
	Physical Evidence		
1	The Bandar Lampung Immigration Office environment is clean and tidy	427	4.27
2	The appearance of the Bandar Lampung Immigration Office employees is attractive and neat	403	4.03
3	Facilities provided Complete Bandar Lampung Immigration Office	388	3.88
4	Room layout, interior design and well-organized exterior	416	4.16
5	The appearance of the Bandar Lampung Immigration Office is clean and neat	415	4.15
	Empathy		
6	Employees provide attention and solutions to problems that happened	405	4.13
7	Employees serve without see social status and so on	417	4.17
8	Employees are responsible responsible for safety and comfort	414	4.14
9	Employees pay attention to every need consumer	443	4.43

10	Employees provide individual attention to consumers	444	4.44
	Reliability		
11	The Bandar Lampung Immigration Office employees were precise in providing the information needed by consumers	407	4.07
12	Bandar Lampung Immigration Office employees provide timely service	418	4.18
13	The service procedures implemented by the Bandar Lampung Immigration Office are in accordance with standards company	420	4.20
14	Bandar Lampung Immigration Office employees have good skills in serving every consumer	416	4.16
15	Queue time and waiting time according to provision	414	4.14
	Responsiveness		
16	Bandar Lampung Immigration Office employees are fast and responsive in handling obstacles or problems. experienced by consumers	416	4.16
17	Employees of the Bandar Lampung Immigration Office are aware that if something happens errors in serving consumers	412	4.12
18	Employees at the Bandar Lampung Immigration Office can provide fast service to consumers need immediate action	416	4.16
19	Bandar Lampung Immigration Office employees provide assistance with clear and easy-to-understand information if any problems occur. constraint	415	4.15
20	Services provided employees are done quickly and correctly	420	4.20
	Guarantee		
21	The knowledge skills possessed by all employees are provided with Good	422	4.22
22	Visitor data and privacy can be kept safe and secure. its confidentiality	417	4.17
23	Communication that carried out with consumers is considered effective	419	4.19

No		Amount	
24	The services and facilities provided by the Bandar Lampung Immigration Office are in accordance with with the costs incurred	414	4.14
25	Bandar Lampung Immigration Office can guarantee consumer safety	420	4.20
	Total Average		104.26

In table 1. The average value of the level of expectation (MIS) based on the calculation above, the highest average value is 4.44 in statement number 10, namely "Employees provide individual attention to consumers" and the smallest average value is 3.88 in statement number 3, namely "The facilities provided by the Bandar Lampung Immigration Office are complete".

2. Determining the Mean Satisfaction Score (MSS)

MSS is the average value of the level of performance perceived by respondents for each variable or attribute that can be calculated.

Table 2 Average Performance Score (MSS) Results

No	Statement of Hope	Amount	Average Performance Score (MSS)
	Physical Evidence		
1	The Bandar Lampung Immigration Office environment is clean and tidy	4.22	4.22
2	The appearance of the Bandar Lampung Immigration Office employees is attractive and neat	4.25	4.25
3	Facilities provided Complete Bandar Lampung Immigration Office	4.14	4.14
4	Room layout, interior design and well-organized exterior	4.20	4.20
5	The appearance of the Bandar Lampung Immigration Office is clean and neat	4.17	4.17
	Empathy		
6	Employees provide attention and solutions to problems that happened	4.04	4.04
7	Employees serve without see social status and so on	4.20	4.20
8	Employees are responsible responsible for safety and comfort	4.21	4.21
9	Employees pay attention to every need consumer	4.22	4.22
10	Employees provide individual attention to consumers	4.25	4.25
	Reliability		

11	The Bandar Lampung Immigration Office employees were precise in providing the information needed by consumers	4.19	4.19
12	Bandar Lampung Immigration Office employees provide timely service	4.29	4.29
13	The service procedures implemented by the Bandar Lampung Immigration Office are in accordance with standards company	4.30	4.30
14	Bandar Lampung Immigration Office employees have good skills in serving every consumer	4.26	4.26
15	Queue time and waiting time according to provision	4.30	4.30
Responsiveness			
16	Bandar Lampung Immigration Office employees are fast and responsive in handling obstacles or problems. experienced by consumers	4.19	4.19
17	Employees of the Bandar Lampung Immigration Office are aware that if something happens errors in serving consumers	4.15	4.15
18	Employees at the Bandar Lampung Immigration Office can provide fast service to consumers need immediate action	4.20	4.20
19	Bandar Lampung Immigration Office employees provide assistance with clear and easy-to-understand information if any problems occur. constraint	4.24	4.24
20	Services provided employees are done quickly and correctly	4.26	4.26
Guarantee			
21	The knowledge skills possessed by all employees are provided with Good	4.29	4.29
22	Visitor data and privacy can be kept safe and secure. its confidentiality	4.16	4.16
23	Communication that carried out with consumers is considered effective	4.02	4.02

24	The services and facilities provided by the Bandar Lampung Immigration Office are in accordance with with the costs incurred	3.64	3.64
25	Bandar Lampung Immigration Office can guarantee consumer safety	3.84	3.84
Total Average			104.23

Source: Data processed 2022

In table 2. The average value of the performance level (MSS) based on the calculation above, the highest average value is 4.30 in statements number 13 and 15, namely "The service procedures implemented by the Bandar Lampung Immigration Office are in accordance with company standards, and the queue time and waiting time are in accordance with the provisions. The smallest average value is 3.64 in statement number 24, namely "The services and facilities provided by the Bandar Lampung Immigration Office are in accordance with the costs incurred".

3. Determining Weight Factor (WF)

Determining the Weight Factor (WF), this score is the percentage of the MIS value per attribute to the total MIS of all attributes.

Table 3. Weight Factor (WF) Value Results

No	Statement of Hope	Amount	Average Value of Expected Level (MIS)	WF Value
	Physical Evidence			
1	The Bandar Lampung Immigration Office environment is clean and tidy	427	4.27	0.041
2	The appearance of the Bandar Lampung Immigration Office employees is attractive and neat	403	4.03	0.039
3	Facilities provided Complete Bandar Lampung Immigration Office	388	3.88	0.037
4	Room layout, interior design and well-organized exterior	416	4.16	0.040
5	The appearance of the Bandar Lampung Immigration Office is clean and neat	415	4.15	0.040
	Empathy			
6	Employees provide attention and solutions to problems that happened	405	4.13	0.040
7	Employees serve without see social status and so on	417	4.17	0.040
8	Employees are responsible responsible for safety and comfort	414	4.14	0.040
9	Employees pay attention to every need consumer	443	4.43	0.042
10	Employees provide individual attention to consumers	444	4.44	0.043

	Reliability			
11	The Bandar Lampung Immigration Office employees were precise in providing the information needed by consumers	407	4.07	0.039
12	Bandar Lampung Immigration Office employees provide timely service	418	4.18	0.040
13	The service procedures implemented by the Bandar Lampung Immigration Office are in accordance with standards company	420	4.20	0.040
14	Bandar Lampung Immigration Office employees have good skills in serving every consumer	416	4.16	0.040
15	Queue time and waiting time according to provision	414	4.14	0.040
Responsiveness				
16	Bandar Lampung Immigration Office employees are fast and responsive in handling obstacles or problems. experienced by consumers	416	4.16	0.040
17	Employees of the Bandar Lampung Immigration Office are aware that if something happens errors in serving consumers	412	4.12	0.040
18	Employees at the Bandar Lampung Immigration Office can provide fast service to consumers need immediate action	416	4.16	0.040
19	Bandar Lampung Immigration Office employees provide assistance with clear and easy-to-understand information if any problems occur. constraint	415	4.15	0.040
20	Services provided employees are done quickly and correctly	420	4.20	0.040
Guarantee				
21	The knowledge skills possessed by all employees are provided with Good	422	4.22	0.040
22	Visitor data and privacy can be kept safe and secure. its confidentiality	417	4.17	0.040

No				
23	Communication that carried out with consumers is considered effective	419	4.19	0.040
24	The services and facilities provided by the Bandar Lampung Immigration Office are in accordance with with the costs incurred	414	4.14	0.040
25	Bandar Lampung Immigration Office can guarantee consumer safety	420	4.20	0.040
Total Average			104.26	1.00

4. Determining Weight Score (WS)

Determining the Weight Score (WS), this score is the multiplication of the Weight Factor (WF) with the average level of satisfaction felt by respondents as the Mean Satisfaction Score (MSS).

Table 4. Weight Score (WS) Value Results

No	Performance Statement	Weight Factor (WF) Value	Average Performance Level Value (MSS)	*Weight Score*(WW)
	Physical Evidence			
1	The Bandar Lampung Immigration Office environment is clean and tidy	0.041	4.22	0.173
2	The appearance of the Bandar Lampung Immigration Office employees is attractive and neat	0.039	4.25	0.164
3	Facilities provided Complete Bandar Lampung Immigration Office	0.037	4.14	0.154
4	Room layout, interior design and well-organized exterior	0.040	4.20	0.168
5	The appearance of the Bandar Lampung Immigration Office is clean and neat	0.040	4.17	0.166
	Empathy			
6	Employees provide attention and solutions to problems that happened	0.040	4.04	0.168
7	Employees serve without see social status and so on	0.040	4.20	0.167
8	Employees are responsible responsible for safety and comfort	0.040	4.21	0.179
9	Employees pay attention to every need consumer	0.042	4.22	0.181

No				
10	Employees provide individual attention to consumers	0.043	4.25	0.173
	Reliability			
11	The Bandar Lampung Immigration Office employees were precise in providing the information needed by consumers	0.039	4.19	0.164
12	Bandar Lampung Immigration Office employees provide timely service	0.040	4.29	0.172
13	The service procedures implemented by the Bandar Lampung Immigration Office are in accordance with standards company	0.040	4.30	0.173
14	Bandar Lampung Immigration Office employees have good skills in serving every consumer	0.040	4.26	0.170
15	Queue time and waiting time according to provision	0.040	4.30	0.171
	Responsiveness			
16	Bandar Lampung Immigration Office employees are fast and responsive in handling obstacles or problems experienced by consumers.	0.040	4.19	0.164
17	Employees of the Bandar Lampung Immigration Office are aware that mistakes occur when serving consumers.	0.040	4.15	0.168
18	Employees at the Bandar Lampung Immigration Office can provide fast service to consumers need immediate action	0.040	4.20	0.169
19	Bandar Lampung Immigration Office employees provide assistance with clear and easy-to-understand information if any problems occur. constraint	0.040	4.24	0.172
20	Services provided employees are done quickly and correctly	0.040	4.26	0.164
	Guarantee			
21	The knowledge skills possessed by all employees are provided with Good	0.040	4.29	0.174

22	Visitor data and privacy can be kept safe and secure.its confidentiality	0.040	4.16	0.166
23	Communication that carried out with consumers is considered effective	0.040	4.02	0.162
24	The services and facilities provided by the Bandar Lampung Immigration Office are in accordance with with the costs incurred	0.040	3.64	0.145
25	Bandar Lampung Immigration Office can guarantee consumer safety	0.040	3.84	0.155
	Total	1.00	104.23	4.16

5. Determining Customer Satisfaction Index (CSI)

The consumer satisfaction scale commonly used in index interpretation is a scale of zero (0) to one (1) or zero (0) to one hundred (100).

Table 5. Determining Customer Satisfaction Index (CSI)

Scale	Criteria
0.81 - 1.00	Very satisfied
0.66 - 0.80	Satisfied
0.51 - 0.65	Quite Satisfied
0.35 - 0.50	Not satisfied
0.00 - 0.34	Very Dissatisfied

Calculation:

$$CSI = \frac{4,16}{5} \; x \; 100\% = 0,83 \; atau \; 83\%$$

Based on the calculation of the customer satisfaction index, the CSI value obtained was 0.687 or 68.7%, meaning that consumer satisfaction with the attributes of the Bandar Lampung Lampung Immigration Office is in the Very Satisfied scale range.

4. CONCLUSION

Based on calculations using the Customer Satisfaction Index (CSI), the value of consumer satisfaction with the quality of service at the Bandar Lampung Immigration Office is 0.83% which is in the range of 0.81 - 1.00, it is stated that consumers of the Bandar Lampung Immigration Office are in the range of the Very Satisfied scale with the attributes provided. Based on the discussion and conclusions above, the researcher provides several suggestions to improve the quality of service at the Bandar Lampung Immigration Office in order to continue to maintain consumer satisfaction with its services. These suggestions include the following:

1. So that the Bandar Lampung Immigration Office can maintain and improve services that are considered good to be even better so as to reduce complaints felt by consumers.
2. For further research, add data analysis techniques related to consumer satisfaction.

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