

**COMMUNITY SATISFACTION LEVEL IN RECEIVING
RECOMMENDATION SERVICES JKMM (HEALTH INSURANCE FOR
THE POOR) AT THE SOCIAL SERVICE SIDOARJO REGENCY**

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ABSTRACT

Service satisfaction is the result of public opinion and evaluation of the performance of services provided by public service providers. Community Satisfaction Index (IKM) is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results of public opinion in obtaining services from public service providers and comparing their expectations and needs. This study analyzes the influence of service as a factor that influences people's satisfaction. According to the *Kepmen PAN Nomor 25 Tahun 2004* concerning the Community Satisfaction Index (IKM), there are 14 matters related to the performance and services performed by service officers, including service procedures, suitability of requirements, employee clarity, employee discipline, employee responsibility, employee capabilities, service speed, service fairness, employee courtesy, cost fairness, cost certainty, schedule certainty, environmental comfort, and service security. This research was conducted to analyze the value of these variables, as well as their influence on community satisfaction. Community satisfaction is very influential in the field of services at the Sidoarjo Regency Social Service in managing the JKMM (Health Insurance for the Poor) recommendation letter. The quality of service at the Sidoarjo Regency Social Service is one of the important factors in utilizing the JKMM recommendation letter service at the Sidoarjo Regency Social Service.

Keywords: *IKM, Social Service, Public service satisfaction index*

A. PRELIMINARY

Service is something that cannot be separated from social life and is very important for almost every human being. Every government official who provides services, the community always demands quality services. The success and smooth running of community activities are greatly influenced by community service activities. In addition to meeting customer needs, the services provided also provide excellent customer service. Every community has the right to get satisfactory service from government officials. Services are needed to meet the various needs of society. Public goods and services are often required as public services. With the administration obtained, it is believed that the local area will effectively participate in supporting the obligations of public authorities so that there is harmony between privileges and commitment as citizens.

Services to the community are both services and non-services provided to the community, community, or society, such as using public facilities. Non-governmental organizations and government agencies perform or provide these services to meet the basic needs of the community. As a public servant (society), public service reflects the functions and responsibilities of the government. One of the public services is the JKMM recommendation letter service which must be implemented properly, complete and comprehensive access, cross-sector collaboration, focus on counseling, disease prevention and treatment, community involvement, and decentralization and coordination of the entire service system are the hallmarks of the Sidoarjo Regency Social Services service organization. The Sidoarjo Regency Social Service is tasked with providing JKMM recommendation letter services which must be carried out fairly and evenly considering that JKMM recommendation letters are letters used by the public for treatment at hospitals or public health centers.

One of the most important considerations in using the JKMM recommendation letter service at the Sidoarjo Regency Social Service is the quality of service. Attitudes, knowledge, and skills of staff members in providing services, as well as communication, information, courtesy, timeliness, responsiveness, and the availability of adequate facilities and physical environment, are aspects of good service quality. Quality JKMM recommendation letter services are currently a necessity in the community which is a factor in the success or failure of community satisfaction. The community's ability to assist individuals in seeking treatment greatly benefits from the existence of the JKMM recommendation letter service. Service officers must improve the quality of their services to improve the service of JKMM recommendation letters. Providing quality services for JKMM recommendation letters is one way to raise the level of service. A service that can satisfy every service user is the service of a quality JKMM recommendation letter. Maintaining and improving service quality and continuing to evaluate the products and services offered to the public or customers are efforts to increase professionalism and service.

The Community Satisfaction Survey (SKM) collects the results of quantitative and qualitative measurements of public opinion regarding service acquisition from public service providers to provide data and information regarding the level of community satisfaction. The service quality of the Public Service Unit can be evaluated using the Community Satisfaction Survey as a benchmark. This survey aims to find out how well the performance of public services is provided by government officials and to improve the quality of public services. The JKMM recommendation letter service for the Sidoarjo Regency Social Service must be evaluated for the Community Satisfaction Survey. To find out the progress of the community satisfaction score on the JKMM recommendation letter service at the Sidoarjo Regency Social Service, a Community Satisfaction Survey must be carried out.

The obstacles that occur in the Sidoarjo Regency Social Service are that the service quality of the Sidoarjo Regency Social Service is still not good because there are still people who are still confused about the information on service requirements in the Sidoarjo Regency Social Service. This is of course very

detrimental because the community has to go back and forth to the Sidoarjo Regency Social Service to fulfill service requirements.

B. LITERATURE REVIEW

According to (Rusmilawati & Suparti, 2020) in supporting the smooth process of service to the community, the professionalism of employee work is needed. Professionalism comes from the word profession which can be interpreted as work that requires certain skills or expertise. Working by using special skills or expertise is called working professionally. Thus the profession cannot be done by everyone, but can only be carried out by people who are prepared to master the relevant expertise with the requirements to be able to carry out the job efficiently, effectively, and productively. According to (Oerip & Oetomo, 2000) professional means an expert in his field. Meanwhile, professionalism reflects a person's attitude towards his profession and there is accountability for his profession. According to (Maister, 1998) says that professional people are people who are relied upon and trusted because they are experts, skilled, knowledgeable, responsible, diligent, full of discipline, and serious in carrying out their job duties. All of that makes the term professional synonymous with ability, knowledge, education, and independence. Carolina's theory (Caroline, 1993) suggests that professionalism refers to attitudes not to job descriptions. A professional employee is an employee who does his job seriously, considers it important for his career, care enough to analyze how the job can be done well, understands how his work relates to the organization as a whole, and has confidence in sharing ideas, goals, and enthusiasm for others.

According to Mertin Jr.'s Theory (Agung, Public Service Transformation, 2005), the characteristics of employee professionalism are in accordance with the demands of good governance, including:

1. Equality: Equal treatment of the services provided. This is based on a type of rational bureaucratic behavior that consistently provides quality services to all parties regardless of political affiliation and social status.
2. Equity (justice): Equal treatment for society is not enough, besides that, it is also fair treatment. A pluralistic society sometimes requires fair treatment and equal treatment.
3. Loyalty: Loyalty to the legal constitution, leaders, subordinates, and colleagues. The various types of loyalty are related to one another and there is no absolute loyalty given to one particular type of loyalty ignoring the others.
4. Accountability: Every government employee must be ready to accept responsibility for whatever he does. Every employee must adhere to the code of ethics and principles set by the institution.

The theory put forward by Zeitham, Berry, and Parasuraman quoted by Boediono (Boediono, 1999) says there are five dimensions that can be used to measure service quality which is said to be good, namely:

1. Tangibles include physical facilities, employees, equipment, and means of communication.

2. Responsiveness, which is a characteristic of compatibility in human services, namely the desire of staff to help customers and provide services with responsiveness.
3. Reliability, namely the ability to provide promising services promptly and satisfactorily.
4. Assurance, which includes ability, courtesy, and trustworthiness.
5. Empathy, which includes the ease of conducting good communication relationships, and understanding the needs of customers.

According to (Kotler P. d., 2012) stated satisfaction is a person's feeling of pleasure or disappointment from the results of a comparison between perceived and expected achievements or products. In general, satisfaction can be interpreted as a form of comparison between and performance where satisfaction is the consumer's emotional response to experiences related to products and services.

Service satisfaction is the result of public opinion and evaluation of the performance of services provided by public service providers. Community Satisfaction Index (IKM) is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results of public opinion in obtaining services from public service providers and comparing their expectations and needs. (Mandala & Mandala, 2017).

Public services are at the forefront of society-government interactions. Citizens can directly assess government performance based on the quality of public services received because the quality of public services provides many benefits and the impact is felt directly by the community at all levels. In this case, the government's positive image in the eyes of the public will be stronger if it manages to organize public services in a professional, effective, efficient, and responsible manner. The government as a public service provider has a responsibility and strives to provide the best service to its people. The poor quality of public services provided by government employees is a bad image of the government in society.

Some people who deal with bureaucracy continuously complain and are disappointed with the services provided. Until recently, some people underestimated the power of bureaucracy. As a result, many service users and the general public take shortcuts by using brokers to meet their needs regarding government bureaucracy. The services provided are generally unsatisfactory for the community. The services provided tend to be ineffective and inefficient because they are too complex for various reasons that are not accepted by society. Such a situation makes the community disappointed as users of public services. All of this makes people reluctant to deal directly with the government bureaucracy. (Damayanti, 2019)

According to (Patel, 2019) service quality can be said to be successful if it can have an impact on fulfilling the community. Satisfaction is an individual thing each individual has a different level of satisfaction. If a service product is in accordance with what is desired, then a high level of satisfaction is felt.

Kotler quoted (Satibi, 2012) in his book "Public Management in Theoretical and Empirical Perspectives" which suggests that: customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison

between his impression of the performance (outcome) of a product or his expectations.

Then according Tjiptono quoted (Satibi, 2012) in his book "Public Management in Theoretical and Empirical Perspectives" suggests that: customer satisfaction will be achieved if the needs, desires, and expectations of customers are met (Ditiya, 2019).

Customer satisfaction has become a central concept in business and management discourse. Customers generally expect products in the form of goods or services that they consume to be accepted and enjoyed with good or satisfying service. At least the number of patient satisfaction will have an impact on these developments. "People who feel dissatisfied with health services are provided with better services than before" (Kotler P. K., 2007). Thus the lack of public satisfaction can lead to a loss of public trust. Consumer satisfaction can form perceptions and can then position the company's products in the eyes of consumers. In relation to community satisfaction and service quality, the community submits complaints about services, a special unit manages complaints and through the suggestion box in the service. This shows that services with adequate facilities and infrastructure still cannot provide services that meet consumer expectations. Community satisfaction will be fulfilled if the expectations and reality that occur in the field experience similarities. Consumer satisfaction is closely related to medical and non-medical consumer services (ISKANDAR, 2022).

Every modern and advanced organization always prioritizes forms of service quality actualization. The quality of service in question is to provide an optimal form of service in meeting the needs, desires, expectations, and satisfaction of the people who request services and those who ask for their services to be fulfilled. The concept of service quality related to satisfaction is determined by five elements commonly known as service quality "RATER" (responsiveness, assurance, tangible, empathy, and reliability) (Kotler P. K., 2009).

Quality of service by applying the concept of "RATER" proposed by (Kotler P. K., 2009) as follows:

Responsiveness

Every employee in providing forms of service prioritizes aspects of service that greatly influence the behavior of people who receive services so that responsiveness skills are needed from employees to serve the community in accordance with the level of absorption, understanding, and incompatibility of various forms of service that they do not know.

Assurance

Every form of service requires certainty for the services provided. The form of certainty from a service is largely determined by guarantees from employees who provide services so that people who receive services feel satisfied and believe that all forms of service affairs carried out are complete and completed in accordance with the speed, accuracy, convenience, smoothness, and quality of the services provided.

Tangible

The definition of tangible in service quality is a real form of physical actualization that can be seen or used by employees in accordance with their use and utilization which can be felt to help the service received by people who want service so that they are satisfied with the perceived service, which at the same time shows work performance for providing services which are given.

Empathy

Every service activity or activity requires an understanding and understanding of shared assumptions or interests in a matter related to service. Services will run smoothly and with quality if each party with an interest in the service has a sense of empathy in completing or managing or has the same commitment to service.

Reliability

Each service requires a reliable form of service, meaning that in providing services, each employee is expected to have the ability in knowledge, expertise, independence, mastery, and high work professionalism, so that the work activities carried out produce a satisfactory form of service, without any complaints and excessive impressions for the services received by the community.

As stated in the *Surat Keputusan Menteri Reformasi Administrasi Nomor: Kep/25/M.PAN/2/2004* concerning general guidelines for compiling the public service satisfaction index for government agency service units, there are 14 elements that are relevant, valid, and reliable as the minimum elements that must exist for the basis of measuring the level of satisfaction namely:

1. Service procedures, namely the ease of service stages provided to the public in terms of the simplicity of the service flow.
2. Service Requirements are a requirement that is required (must be fulfilled/carried out) in the process of providing services in accordance with applicable laws and regulations.
3. Clarity of service officers, namely the existence and certainty of officers who provide services (name, position, and authority and responsibility).
4. The discipline of service officers, namely the seriousness of officers in providing services, especially regarding the consistency of working hours according to applicable regulations.
5. Responsibilities of service officers, namely clarity of authority and responsibility of officers in the implementation and completion of services.
6. The ability of service officers, namely the level of expertise and skills possessed by officers in providing/completing services to the community.
7. Speed of service, namely the target time for services to be completed within the time determined by the service delivery unit.
8. Justice in obtaining services, namely the implementation of services without differentiating the class/status of the community served.
9. Politeness and friendliness of officers, namely the attitude and behavior of officers in providing services to the community in a polite and friendly manner as well as mutual respect and respect.
10. Certainty of the service schedule, namely the implementation of the service time, in accordance with the provisions that have been set.

11. Fairness of service fees, namely the affordability of the community to the number of fees set by the service unit.
12. Certainty of service fees, namely the suitability between the fees paid that have been determined.
13. Environmental comfort, namely the condition of service facilities and infrastructure that are clean, neat, and orderly provides a sense of comfort to service recipients.
14. Service Security, namely ensuring the level of environmental security of the service delivery unit or the facilities used, so that people feel calm about getting services against the risks resulting from the implementation of services.

C. RESEARCH METHODS

This research method uses a Qualitative Research Approach. In choosing a Qualitative Research Approach, this was put forward because we wanted to understand the condition of objects that occur naturally. Then, this qualitative research seeks to present a complete picture of the Level of Community Satisfaction in Receiving JKMM Health Services at the Sidoarjo District Social Service. Data collection techniques in this study were carried out through interviews, observation, and documentation.

D. RESULTS AND DISCUSSION

According to (Kotler P. d., 2012) stated satisfaction is a person's feeling of pleasure or disappointment from the results of a comparison between perceived and expected achievements or products. In general, satisfaction can be interpreted as a form of comparison between and performance where satisfaction is the consumer's emotional response to experiences related to products and services.

Service satisfaction is the result of public opinion and evaluation of the performance of services provided by public service providers. Community Satisfaction Index (IKM) is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results of public opinion in obtaining services from public service providers and comparing their expectations and needs. (Mandalas & Mandalas, 2017)

Community Satisfaction Index (IKM) is data and information about the level of public satisfaction with public service providers based on a comparison of expectations and needs. These results were obtained through a quantitative and qualitative survey of public opinion. To encourage the community to become users of JKMM recommendation services, the Sidoarjo District Social Service measures the level of community satisfaction with JKMM recommendation services, improves the quality of JKMM recommendation service providers, and can encourage service providers to be more innovative in implementing JKMM recommendations. service. By applying the concept of "RATER" put forward by (Kotler P. K., 2009), researchers can see from the discussion in the theory of service quality by applying the concept of "RATER" (responsiveness, assurance, tangible, empathy, and reliability).

Responsiveness

Responsiveness, or the willingness of service personnel to help the community, provide fast service, and listen to and handle complaints from the public. through the desire of employees to help and provide responsive service, the ability of officers to provide services quickly and accurately, the awareness of officers about the need to be friendly to every customer, and their awareness of the need to cooperate with the community.

Every employee in providing forms of service prioritizes aspects of service that greatly influence the behavior of people who receive services so that responsiveness skills are needed from employees to serve the community in accordance with the level of absorption, understanding, and incompatibility of various forms of service that they do not know. This requires wise, detailed explanations, coaching, directing, and persuading to address all forms of work procedures and mechanisms that apply within an organization, so that the form of service gets a positive response (Lupiyoadi, 2013).

Each officer can serve the community according to the level of responsiveness, understanding, and incompatibility of various forms of service that are not yet known, so responsiveness is needed. Every officer who provides forms of service prioritizes aspects of service that influence the behavior of service recipients. At the Sidoarjo Regency Social Service Service, responsiveness is very important for service officers to provide direction to people who are still confused or don't know about service procedures, or service rules. and requirements according to the procedures required in the JKMM recommendation letter service at the Sidoarjo District Social Service. Responsiveness is broken down into two parts, namely service procedures and service speed, as follows :

Service Procedure

Service procedures, especially the stages make it easier for people to receive services by making the service flow simple. In the service procedure at the Sidoarjo Regency Social Service, the service flow is quite easy for the community, and service officers can explain the service flow clearly to get a JKMM recommendation letter service and explain what requirements are needed by the community.

Service Speed

Speed of service, namely the target time for services to be completed within the time specified by the service delivery unit. In carrying out the JKMM recommendation letter service at the Sidoarjo Regency Social Service, the service officer only performs the service within 5 minutes for each person who performs the service and works on the JKMM recommendation letter if the requirements are complete and according to the procedure, and the JKMM recommendation letter can be given to the public if the file arrives before 13.00 (1 pm) can be given on that day, but if it is later than 13.00 (1 pm) the letter will be sent tomorrow via WhatsApp.

Assurance

Assurance, namely in particular the capacity of employees to instill confidence in the promises made to society. In this case, examples include the knowledge and ability of employees to carry out the responsibilities of officers,

the dependability of officers, and the ability of officers to gain the trust of the community.

Every form of service requires certainty for the services provided. The form of certainty from a service is largely determined by guarantees from employees who provide services so that people who receive services feel satisfied and believe that all forms of service affairs carried out are complete and completed in accordance with the speed, accuracy, ease, smoothness, and quality of the services provided. Lupiyoadi, 2013).

At the Sidoarjo Regency Social Service, every form of JKMM recommendation letter service requires certainty about community services. In order for the service recipient community to feel satisfied and believe that all forms of service affairs have been completed in accordance with the speed of service, the accuracy of service, ease of service, and smoothness of service, the level of service certainty is largely determined by guarantees given by service officers. and the quality of community services. Assurance term "assurance" can be divided into the following three parts: "service schedule certainty", "service fee certainty", and "service fee reasonableness":

Certainty of the service schedule

The certainty of the service schedule, namely the implementation of service time, in accordance with the provisions that have been set. The certainty of the schedule in the JKMM recommendation letter service is classified as very fast without waiting a long time. Service officers serve the community quickly according to the time set by the Sidoarjo District Social Service. The service time at the Sidoarjo Regency Social Service starts at 08.00 in the morning until 14.00 (2 pm), the service officer conducts services to the community for a minimum of 5 minutes if the requirements are according to the procedure and a maximum of approximately 10 minutes if the requirements do not meet procedure.

Certainty of service

Certainty of service fees, namely the suitability between the fees paid that have been determined. Communities who have carried out the JKMM recommendation letter service at the Sidoarjo Social Service are not charged any fees or are free of charge in carrying out the JKMM recommendation letter service at the Sidoarjo Regency Social Service.

Reasonable service charge

The fairness of service costs, namely the affordability of the community to the number of fees set by the service unit. In carrying out the JKMM recommendation letter service at the Sidoarjo Regency Social Service, the community is not charged a service fee because in carrying out the JKMM recommendation letter service at the Sidoarjo Regency Social Service at a free rate, no fees are charged after carrying out this service.

Tangible

The definition of tangible in service quality is a real form of physical actualization that can be seen or used by employees in accordance with their use and utilization which can be felt to help the service received by people who want service so that they are satisfied with the perceived service, which at the same time shows work performance for providing services given (Lupiyoadi, 2013).

Physical evidence that can be seen or used by service workers in accordance with their use and utilization, which can be felt to help services received by people who want services so that they are satisfied with the services they feel, which at the same time shows work performance in the provision of services provided to the community after receiving a JKMM recommendation letter for services at the Sidoarjo Regency Social Service, this is what is meant by physical evidence in service quality. From physical evidence, the public can see who is serving the JKMM recommendation letter service without any doubt about getting the service. Tangible (physical evidence) is broken down into three parts, namely the clarity of the service officer, the discipline of the service officer, and the courtesy and friendliness of the service.

Service clarity

clarity about service officers, especially their existence and certainty (name, position, authority, and responsibility). In offering services to the public, service workers show clarity of personality, for example (name, position, authority, and obligations). Communities can be served immediately and receive services quickly. JKMM recommendation services provided by service officers provide a sense of security for the community because those who handle service actions are experts in their fields. Every step to be taken is also communicated to get the family's approval for the service.

Service discipline

the discipline of service personnel, especially sincerity in providing services, in maintaining consistency of working hours according to applicable regulations. The seriousness of the officers in providing services, especially regarding the consistency of working hours according to applicable regulations. Providing JKMM recommendation letter services quickly to the public for 5 minutes in providing services to the community.

Courtesy and friendliness of service

Politeness and friendliness of officers, namely the attitude and behavior of officers in providing services to the community in a polite and friendly manner as well as mutual respect and respect. The politeness and friendliness of service workers at the Sidoarjo Regency Social Service are described in statements regarding the attitudes and behavior of officers in providing services to the community. However, service officers need to improve politeness and friendliness in providing services to the community. Service officers receive public complaints well and provide services to the community in a polite and friendly manner as well as mutual respect and respect.

Empathy

Empathy, namely in particular the willingness of service officers to prioritize service to the community individually. For example, officers must try to position themselves as receiving services. For a harmonious relationship to be maintained, a solution must be found immediately if a customer complaint occurs by showing genuine concern.

Every service activity or activity requires an understanding and understanding of shared assumptions or interests in a matter related to service. Services will run smoothly and with quality, if each party with an interest in the

service has a sense of empathy in completing or managing or having the same commitment to service (Lupiyoadi, 2013).

Understanding service-related assumptions are necessary for every service activity. If all parties with an interest in the service have the same level of commitment to community service and a sense of empathy for how it is resolved or managed, then the service will run smoothly and with quality. A sense of empathy for the community is needed to serve the community quickly without being complicated by rules or a predetermined time. Service officers always prioritize elderly people who arrange recommendation letter services alone without any help from a child or sibling. Empathy is broken down into three parts, namely service fairness, environmental comfort, and service security, as follows:

Service fairness

Justice in obtaining services, especially in providing them without discriminating against the class or status of the people served. delivery of services regardless of class or status of the people served. Statements about services that do not discriminate based on social status or class serve justice. However, there are still some who think that access to services is unfair. This is because service officers prioritize elderly or elderly people who carry out JKMM recommendation letter services without any help from their children or relatives.

Environmental comfort

Environmental comfort, namely the condition of service facilities and infrastructure that are clean, neat, and orderly to provide a sense of comfort to service recipients. Comfort in the service room at the Sidoarjo Social Service is classified as having fulfilled the Standard Operating Procedures. In the service room, there is air conditioning, free Wifi, mineral water, newspapers and books, television, CCTV, trash bins, a queue number machine, playground for children.

Service security

Service Security is the process of ensuring that the facilities or units used to provide services have an adequate level of environmental security so that people can feel safe receiving services and are protected from the risks associated with their use. At the Sidoarjo Regency Social Service, security in carrying out services is highly prioritized, and the service is without bribes, extortion, or gratuities, service officers carry out services with full responsibility. Security will provide convenience for service users so it is expected to gain consumers. Security is an important thing for the people who receive services, with that security guarantees can be accepted and meet the expectations of the community after receiving the JKMM recommendation letter service at the Sidoarjo Regency Social Service.

Reliability

Reliability is the capacity to fulfill promises, and to be trusted, accurate, and consistent in their work. In this case, examples are the ability of officers to provide the best service, the company's ability to respond quickly and correctly to customer requests, and the company's ability to meet customer expectations.

Each service requires a reliable form of service, meaning that in providing services, each employee is expected to have the ability in knowledge, expertise, independence, mastery, and high work professionalism, so that the work activities

carried out produce a satisfactory form of service, without any complaints and excessive impressions. for services received by the community (Lupiyoadi, 2013).

In providing services to the community, every service officer is expected to have the knowledge, expertise, independence, mastery, and high work professionalism needed to ensure that the work he does produces a satisfactory form of service without complaints and wrong impressions about the community's experience with recommendation letter services. JKMM. Service officers must also be able to provide directions to people who do not know the rules or procedures for services at the Sidoarjo District Social Service. Reliability is translated into three parts, namely the responsibility of the service officer, the ability of the service officer, and the service requirements, as follows:

The responsibility of the service officer

The responsibility of the service officer is the clarity of the authority and responsibility of the officer in the implementation and completion of the service. Clarity of authority and responsibility of officers in the implementation and completion of services. In carrying out services, officers must increase service efforts with full responsibility in carrying out services. The service officer protects the file and accepts claims if an error occurs in serving the JKMM recommendation letter at the Sidoarjo Regency Social Service.

The capabilities of a service officer

The ability of service officers, namely the level of expertise and skills possessed by officers in providing/completing services to the community. In the JKMM recommendation service at the Sidoarjo Regency Social Service, the service officer explains to the public what requirements must be needed, and explains clearly and well so that the community knows which hospitals work with the Sidoarjo Regency Social Service such as the JKMM recommendation letter (Health Insurance for the Poor) can only be used in a few hospitals in the Sidoarjo Regency area, the following are hospitals that work together with the Sidoarjo Regency Social Service: 1. Sidoarjo Regional Hospital, 2. Rs. Siti Khodijah Sidoarjo, 3. Rs. Siti Hajar Sidoarjo, 4. Rs. Anwar Medika Sidoarjo, 5. West Sidoarjo Hospital which is located in the Krian area, 6. And all Public Health Centers in the Sidoarjo Regency area.

Service requirements

Service needs are the necessary conditions (must be met/completed) during the time spent offering the type of assistance according to relevant regulations and guidelines. a need that must be met or carried out in order to provide services in accordance with applicable laws and regulations. Users must be able to easily access and read the terms of service. The service process requirements, as well as the reasons for needing them, must be explained to the customer by the service provider. The simplicity of understanding helps rules and systems. Users appreciate an accurate description of the requirements, procedures, costs, and time required. The community must be able to easily access and read the terms of service. The service process requirements, as well as the reasons for needing them, must be explained to the public by the service provider. The following are the requirements for making a JKMM (Health Insurance for the Poor) Recommendation letter at the Sidoarjo Regency Social Service, as follows:

- 1 Certificate of Insolvency/Proverty (SKTM) from the village signed by the village head and local sub-district head.
- 2 Insolvency/poverty statements signed by the applicant on a 6,000 stamp duty; know the local RT, RW, Lurah/Kades, and Camat.
- 3 Photocopies of Family Card (KK) and Identity Card (KTP) that must be considered; 1. Family members in the KK are included in the UDB (Integrated Database) or not, 2. Family members are included in PBI JKN (Health Insurance Contribution Assistance Receipt) and BPJS are independent or not, 3. Data for one family must be included in the KK (husband, wife, and children), 4. Must be a resident of Sidoarjo (have a family card and Sidoarjo ID card), 5. BPJS Mandiri must be class III.
- 4 Photocopy of Hospitalization Letter from the Hospital or Health Center.
- 5 For patients who are sick due to traffic accidents must be accompanied by a certificate from the local police.
- 6 The maximum period is 1 working day.
- 7 Fees/ Tariffs are FREE.

Public Satisfaction

Community satisfaction is a benchmark that evaluates the quality of service received by the community after receiving the JKMM recommendation letter service at the Sidoarjo District Social Service. The following are 20 people who have answered the questionnaire from the researcher after receiving the JKMM recommendation letter service at the Sidoarjo District Social Service with 14 questions, namely as follows:

Table Community satisfaction

No	Nama Responden	Kuesioner													
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14
	RS1	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	RS2	3	3	3	3	3	3	3	4	3	3	4	4	3	3
	RS3	3	4	3	4	3	3	3	3	3	4	3	3	3	3
	RS4	3	3	3	4	3	3	3	3	3	4	4	3	4	4
	RS5	4	3	4	3	4	3	4	3	3	4	4	3	3	4
	RS6	3	3	3	3	3	4	4	4	4	4	4	3	3	3
	RS7	4	3	3	4	3	3	3	4	3	4	3	3	3	4
	RS8	3	3	3	3	3	3	3	4	4	4	4	3	3	3
	RS9	3	3	3	4	3	3	4	3	3	3	4	3	4	4
	RS10	3	3	3	4	3	3	4	4	3	3	3	4	3	3
	RS11	4	3	3	3	3	3	4	3	3	3	4	4	4	3
	RS12	4	3	4	4	3	4	3	3	3	3	4	3	3	3
	RS13	3	4	3	4	4	3	3	3	3	3	4	3	3	3
	RS14	3	3	4	3	4	3	3	4	3	3	3	4	3	3
	RS15	3	3	3	3	3	3	3	3	3	3	4	3	3	3
	RS16	4	3	3	3	3	3	3	4	3	3	4	4	4	3
	RS17	3	3	3	3	3	3	3	3	3	3	3	3	3	3
	RS18	4	4	3	3	3	3	3	4	3	3	3	3	4	3
	RS19	4	4	3	3	3	3	3	4	3	3	4	3	4	3
	RS20	3	3	3	3	4	3	4	3	3	3	4	4	4	4
	Jumlah Nilai	67	64	63	67	64	62	66	69	62	66	73	66	67	65
	RR Unsur	3,3	3,2	3,1	3,3	3,2	3,1	3,3	3,4	3,1	3,3	3,6	3,3	3,3	3,2
	RR Tertimbang	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2	0,2
	Jumlah RR Tertimbang	3,2447													
	Jumlah IKM Unit Pelayanan	81,1175													

- *RR. Elemental (Elemental Average).
- *RR. Weighted (Weighted Average).
- *Total RR. Tertimbang (Total Weighted Average).
- *Total IKM Services (Total Service Unit Community Satisfaction Index).
- *P1 until P14 (A Questionnaire Question).

Table of Perceived Value, SMI Interval, SMI Conversion Interval, Service Quality, and Service Unit Performance.

NILAI PERSEPSI	NILAI INTERVAL IKM	NILAI INTERVAL KONVERSI IKM	MUTU PELAYANAN	KINERJA UNIT PELAYANAN
1	1,00 – 1,75	25 – 44,75	D	<u>Tidak Baik</u>
2	1,76 – 2,50	43,76 – 62,50	C	<u>Kurang Baik</u>
3	2,51 – 3,25	62,51 – 81,25	B	<u>Baik</u>
4	3,26 – 4,00	81,26 – 100,00	A	<u>Sangat Baik</u>

Based on the results of distributing questionnaires to 20 research communities, the researcher obtained an IKM score with the results of the questionnaire to 20 communities after receiving the JKMM recommendation letter service for the level of satisfaction, obtaining a Category B score, which means quite good with a value of 81.11.

The following is the formula for calculating the Public Satisfaction Index Questionnaire, as follows:

<p>1. $\text{Rata-rata Unsur} = \frac{\text{Total Skor Responden}}{\text{Jumlah Responden}}$</p>
<p>2. $\text{Rata-rata Tertimbang} = \frac{\text{Jumlah bobot} = 1}{\text{Jumlah Unsur} = 14} = 0,071$</p>
<p>3. $\text{Jumlah Rata-rata Tertimbang} = \text{Rata-rata Tertimbang} \times \text{Jumlah Unsur}$</p>
<p>4. $\text{Jumlah IKM Unit Pelayanan} = \frac{\text{Jumlah Rata-rata Tertimbang} \times 25}{\text{dari nilai 100 dibagi banyak pilihan yang jumlahnya ada 4 (Sangat Setuju, Setuju, Kurang Setuju, Tidak Setuju)}}$</p>

Image The formula for calculating the Community Satisfaction Index.

E. CONCLUSION

Based on the results of the research and discussion above that have been described by researchers. So the researchers concluded with the title "Level of Community Satisfaction in Receiving JKMM (Health Insurance for the Poor) Recommendation Services at the Sidoarjo District Social Service", as follows:

1. From the results of the study, the Community Satisfaction Index (IKM) at the Sidoarjo Regency Social Service was considered very good. Because the JKMM recommendation service officer at the Social Services showed a very

good performance. In the Community Satisfaction Index (IKM) researchers get a value of 81.11 with category B which means good. But some people don't know about the requirements needed to arrange the JKMM recommendation letter at the Sidoarjo Regency Social Service. Officers help provide information to the public about what requirements are needed in managing the JKMM recommendation letter at the Sidoarjo Regency Social Service because there are still people who want to use the JKMM recommendation letter service but the requirements are still lacking and do not meet the procedures

2. These results indicate that the applicant for the Health Insurance for the Poor (JKMM) recommendation letter service at the Sidoarjo Regency Social Service is more satisfied with the performance of officers when using the Sidoarjo Regency Social Service. In providing services to the community, service officers are the main focus. The community itself also often assesses the nature of the services provided by aid from the point of view and the workings of government officials who assist in the local area. Officers will provide accurate services and be able to complete their tasks on time or communities may obtain proposed permits within the promised time frame if they have the ability, responsibility, and discipline to provide services quickly. With a disciplined and fair attitude, people feel more valued and do not feel hindered when getting services. The community is happy with the service of the recommendation letter for the Health Insurance for the Poor (JKMM) at the Sidoarjo Regency Social Service because of the attitude and work style.

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