

# Analysis of service quality on consumer satisfaction data from the central statistics agency of Belitung Regency

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## Abstract

**Purpose:** This study aims to increase the level of consumer satisfaction with the services provided by the Central Statistics Agency (BPS) of Belitung Regency through the Integrated Statistical Service (PST) by measuring the dimensions of Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

**Research Methodology:** This study was conducted at BPS Belitung Regency using a quantitative survey method. Data was collected through questionnaires given directly to consumers of BPS services with the Likert scale approach. Data analysis was carried out using SPSS software and Microsoft Excel to assess service quality based on responses from 50 consumers.

**Results:** The results show that most consumers are satisfied with the services provided by BPS, especially in the dimensions of Empathy and Guarantee. However, there are several dimensions that need improvement, especially in terms of data up-to-date and service speed.

**Limitation:** This research is limited to consumer data that comes directly to BPS offices, does not include online consumer services.

**Recommendation:** This study makes an important contribution to the improvement of public services in BPS Belitung Regency, especially as a basis for improving the quality of statistical services for the community and government agencies in Belitung Regency.

**Keywords:** *Tangibility, Reliability, Responsiveness, Assurance, and Empathy*

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## 1. Introduction

The Central Statistics Agency (BPS) has a central role as a provider of statistical data in Indonesia, not only in its capacity as an information institution, but also as a coordinator of national statistical activities. As an institution tasked with collecting data through censuses and surveys, BPS Belitung Regency is required to widely disseminate the results of the data collection so that it can be accessed and utilized by the wider community, ranging from students, researchers, to professionals (Central Statistics Agency, 2017).

In line with its vision, "BPS Provides Quality Statistical Data for Advanced Indonesia," BPS is committed to producing data that can be easily accessed, relevant, and easily understood by the public (BPS, 2019-2024). However, the results of the consumer satisfaction survey show that there is still room for improvement in BPS services in Belitung Regency, where around 30% of consumers expressed dissatisfaction with the quality of the data and around 15% felt dissatisfied with the services provided (Iconesia, 2015). This indicates that the quality of public services provided is not optimal.

This study is driven by the importance of improving statistical services in meeting the growing needs of community data. The Integrated Statistical Service (PST) of BPS Belitung Regency is expected to provide excellent services that are effective, reliable, and responsive in meeting user data needs. Based on five dimensions of service quality, namely Tangibility, Reliability, Responsiveness, Assurance, and Empathy (Syarif & Purnamawati, 2022), this study aims to convey consumer satisfaction with the quality of BPS services in Belitung Regency. The results of this study are expected to be a recommendation for BPS in developing strategies to improve service quality and consumer satisfaction, in accordance with the service quality approach.

## 2. Literature Review

### 2.1 Service

Definition of service according to Kotler 2012; 378 in (Saputra & Sihombing, 2020) are as follows: "Service is any action or performance that can be offered by one party to another party that is essentially intangible and does not result in any ownership. Its production may or may not be related to a physical product. Services are any actions or performance that can be offered by one party to another party that are essentially intangible and do not result in any ownership. Its production may or may not be related to physical products."

From the above definition, it can be concluded that a service or service is an appearance performance, intangible and quickly lost, more perceptible than owned, and customers can more actively participate in the process of consuming the service. Other meanings of service according to (Lestari, 2019), Service in a broad sense is what effort enhances customer satisfaction. Good service for customers is a powerful weapon to win the competition in seizing the existing market by offering goods or services that can satisfy and even exceed what consumers expect.

### 2.2 Quality of Service

Talking about the quality of service associated with customer satisfaction that is always in question is the inability of the government to direct, guide, and create an atmosphere that supports community activities in achieving national development goals and in overcoming problems for various reasons such as limited resources or the rate of rapid population growth (Ginting, 2021).

Definition of quality according to (Rumengan, Tumbel, & Mandagie, 2020) is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. Good quality is the one that conforms to the customer's specifications. This means that quality not only meets a number of criteria set by the company, but must meet the criteria set by the customer. To achieve this kind of quality, it is important for companies to understand who their customers are and what those customers want (Aghivirwiati et al., 2022).

Meanwhile, according to Setiawan, Qomariah, and Hermawan (2019) provides the definition of quality as follows, quality is a dynamic condition related to products, human services, processes and the environment that meet or exceed expectations.

Customer satisfaction measure indicators located in 5 (five) dimensions of service quality (Alfajar, Tawil, Mustainah, & Polii, 2021) that is:

1. *Tangibles*, the quality of services in the form of physical office facilities, personnel, computerized administration, waiting rooms, information places and so on.
2. *Reliability*, ability and brightness to provide accurate, prompt and satisfactory service.
3. *Responsiveness*, the ability to help and provide services quickly, and precisely, as well as responsive to consumer desires.
4. *Assurance*, ability and welfare as well as employee welfare and can be trusted in convincing consumers.
5. *Empathy*, attitude firmly but attentive employees to consumers.

From some of these theories, it can be concluded that the quality of service is customer-centered. Customers have certain needs and expectations for the quality of services provided.

### **2.3 Customer Satisfaction**

Satisfaction (satisfaction) comes from Latin "*satis*" (meaning good enough, adequate) and "*facio*" (do or make). Satisfaction can be defined as "the effort to provide something" or "to make something capable" (Mardani & Gunawati, 2020).

Customer satisfaction plays an important role in determining business success (Angraini, Reniati, Khairiyansyah, & Saputra, 2023). Customer satisfaction is the result of a customer's assessment of what they expect by buying and consuming a product. That expectation is also compared to his perception of the performance he receives by consuming the product (Perdana & Fahrullah, 2020). If his expectations are higher than the performance of the product, he will feel dissatisfied. On the other hand, if his expectations are equal to or lower than the performance of the product he will feel satisfied (Syafaroh, 2023).

Another definition only uses one measure in the form of satisfaction obtained by customers after buying and using a product as a customer satisfaction score. Customers will be satisfied if the products they buy and consume are of high quality (Awake, 2020). From the description above, it should be noted that satisfaction has a subject, namely a customer and an object, that is, the product can be in the form of goods or services.

Indrasari (2019) states that "Represents that customer service includes all features, actions, and information that enhance the customer's ability to experience the potential value of the core product. As a service provider, it is important for companies to understand the concept of service as a whole". Service focuses on meeting customer needs and wants and meeting expectations to balance customer expectations (Farahdiba & Suci, 2023).

### **2.4 Gaps in Servqual**

*Service Quality* (ServQual) or service quality according to the concept highlighted earlier, relates two dimensions at once, namely one party assesses Servqual in the consumer (customer) dimension, while on the other hand it can also be done in the provider dimension (Mustofa, Roekminiati, Sos, KP, & Damajanti Sri Lestari, 2019). Or more closely, lies in the ability of the quality of service presented by the people who serve from the managerial level to the level of *Front front line service* (Ritonga, 2019).

### **2.5 Public Service Concept**

Various activities aimed at meeting the community's needs for goods and services. In foreign languages, we know "*Public Service*" and "*Public Utilities*" whose first term is popularly translated as public service, which also includes public activities.

Public service is an activity or series of activities in the context of providing service needs in accordance with regulations and regulations for every citizen and resident for goods, services, and/or administrative services provided by public service providers (Riani, 2021). While (Laia, Halawa, & Lahagu, 2022) Stating the definition of public service is a series of activities carried out by public organizations or government agencies that aim to meet the needs of the community for goods and services that are carried out according to the standards and regulations that have been set.

From these various opinions, the meaning contained that public service products are basically the responsibility of public work units (government, executive, policy implementers) to provide or fulfill them. The basis of the service is public policy.

Thus, with reference to the definition of customer service above, customer service in principle is any effort made by the organization (bureaucracy) of goods producers or service sellers aimed at customers by providing optimal satisfaction.

### **3. Research Methodology**

#### **3.1 Research Design**

This research method uses administrative research methods and Survey Methods. According to (Sugiyono, 2021), administrative research methods can be interpreted as scientific methods used to obtain objective, valid and reliable data with the aim of being able to find, prove and develop a knowledge so that it can be used to understand, solve and anticipate problems in the field. The data collection method with the survey method is used to collect primary data, namely data that will be used to answer research problems. The data in question is data on respondent characteristics, data on customer perception of service quality and data on the level of interest according to customers.

#### **3.2 Population and Sample**

The population in this study is all user data published by the Central Statistics Agency (BPS) of Belitung Regency consisting of government agency employees, private employees, consultants, students and the general public who come to the Integrated Statistical Service. TotalThe total population is 65 people. The sample in this study is only respondents who use direct (offline) services, excluding the online service of BPS Belitung Regency.

The determination of the sample in this study uses the *accidental sampling*, which is a technique for determining samples based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if it is considered by the person who happens to meet it as a source of data (Sugiyono, 2021). The research sample was 50 people, consisting of 35 employees of local government agencies, 15 people consisting of consultants, students and private employees. Considerations in taking the amount. The number of samples is considered to be only 50 people who can really be asked to assess the services provided by the Central Statistics Agency (BPS) of Belitung Regency because they often come so that they can really feel the services provided by the Central Statistics Agency of Belitung Regency.

#### **3.3 Research Instruments**

The Questionnaire Survey instrument is designed based on the five dimensions of service quality from the ServQual model which includes aspects of Tangibles (physical facilities and availability of infrastructure facilities), Reliability (service reliability), Responsiveness (responsiveness in serving consumers), Assurance (guarantee of security and trust), and Empathy (attention and concern of officers).

#### **3.4 Data Collection Procedure**

The Data Collection Method is with primary data obtained through a closed questionnaire that is shared directly with users of the BPS PST service. Each question on the questionnaire is designed using a Likert scale from 1 to 5 to measure the level of satisfaction of respondents related to various aspects of service quality. In addition, secondary data is collected from academic textbooks, literature, and annual reports, in order to enrich the analysis of service quality trends to customers.

#### **3.5 Data Processing and Analysis**

The data obtained in the form of Ordinal Scale for analysis purposes is first scored and then changed in the form of a Frequency Table. The data analysis needed in this study is to find out the extent of services at the Central Statistics Agency of Belitung Regency Data processing uses SPSS (*Statistical Package for Social Science*) version 13 for Windows and Microsoft Excell 201607.

Data analysis in this study is carried out through several stages, namely: a) Conducting data validity tests b) Conducting data reliability tests c) Analyzing customer satisfaction levels d) Quadrant analysis.

The measurement of the validity of each variable indicator contained in this study was carried out by looking at the value of the correlation coefficient of Pearson's Product Moment correlation model, which was formulated as follows:

$$R_{xy} = \frac{N (\sum x.y) - (\sum x. \sum y)}{\sqrt{(N \sum x^2 - (\sum y)^2)(\sum x^2 - (\sum y)^2)}} \quad (a)$$

Information:

$R_{xy}$  = Product Moment Correlation

$X$  = Question item score

$Y$  = Total score

$N$  = Number of respondents

Testing the reliability of the data, by using the acoustic formula of the "*Cronbach*" method (Lupiyoadi, 2001: 200) which is needed to calculate the average satisfaction score in the dimensions of *Tangibles*, *Reliability*, *Responsiveness*, *Assurance* and *Empathy*.

$$\alpha = \frac{k r}{1 + (k-1) r} \quad (b)$$

Where:

$\alpha$  = Gauge reliability coefficient

$r$  = mean coefficient of correlation between variables

$k$  = Number of data variables that make up latent variables

The calculation of the level of satisfaction in this study was carried out by means of Gap analysis. Gap is obtained by calculating the difference between the performance score and the importance score (expectation), or:

$$Q = P - E \quad (c)$$

Where:

$Q$  = Quality (quality of service);

$P$  = Performance (performance measured based on perception or what customers feel);

$E$  = Hope (customer expectation).

The science method is also known as quadrant analysis. ). IPA has the main function of displaying information about service factors that greatly affect service satisfaction and improvement (improvement).

In science, there are two approaches used, namely, Conformity Level and Cartesian Diagram. The calculation of the level of conformity is used to find out how satisfied consumers are with the service performance.

The level of conformity is calculated using the following formula:

$$TK = \frac{\bar{x}}{\bar{y}} \times 100\% \quad (d)$$

with:

$TK$  = level of conformity,

$\bar{x}$  = average satisfaction level,

$\bar{y}$  = average level of importance.

The criteria for assessing the level of conformity are:

Kindergarten > 100% : service performance exceeds consumer expectations,

$TK = 100\%$  : service performance according to consumer expectations,

Kindergarten < 100% : service performance has not met consumer expectations.

Cartesian diagram is an analysis used to illustrate the relationship between the levels of importance (*importance*) and satisfaction levels (*performance*). In Figure 1. The upper four-part Cartesian diagram

is bounded by two lines that intersect perpendicularly at points  $(\bar{x}, \bar{y})$  where  $\bar{x}$  is the average level of satisfaction and  $\bar{y}$  is the average level of importance.

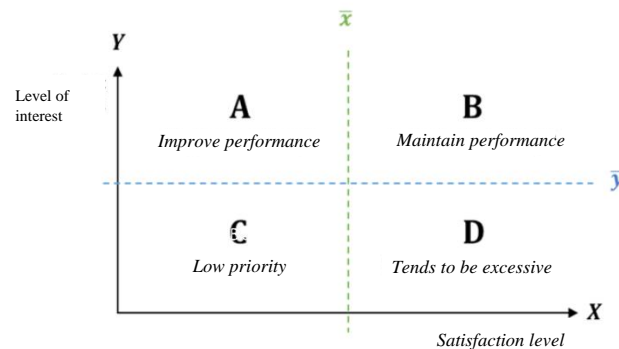


Figure 1. Diagram Cartesius

## 4. Result and Discussion

### 4.1 Characteristics of Research Sample

In analyzing the quality of service on consumer satisfaction at the Central Statistics Agency (BPS) of Belitung Regency, questionnaires were collected based on age group, gender, last education, type of work, purpose of visit and purpose of using services that have been received by users of the Integrated Statistical Service (PST) BPS Belitung Regency. The characteristics of respondents by age can be seen in figure 2 below:

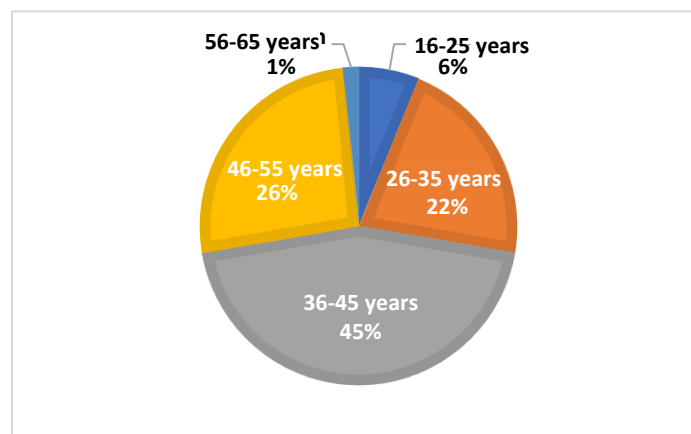


Figure 2. Percentage of respondents by age  
Source: Primary Data, 2024

Based on figure 2, this age group is divided into the five oldest consumers aged 36-45 years (45 percent), consumers aged 46-55 years (26 percent), consumers aged 26-35 years (22 percent), consumers aged 16-25 years (6 percent) and consumers aged 56-65 years (1 percent). BPS service users are dominated by residents aged 36-45 years. The population in the age group of 36-45 years belongs to the productive age group.

Characteristics of respondents by gender can be seen in figure 3 below:

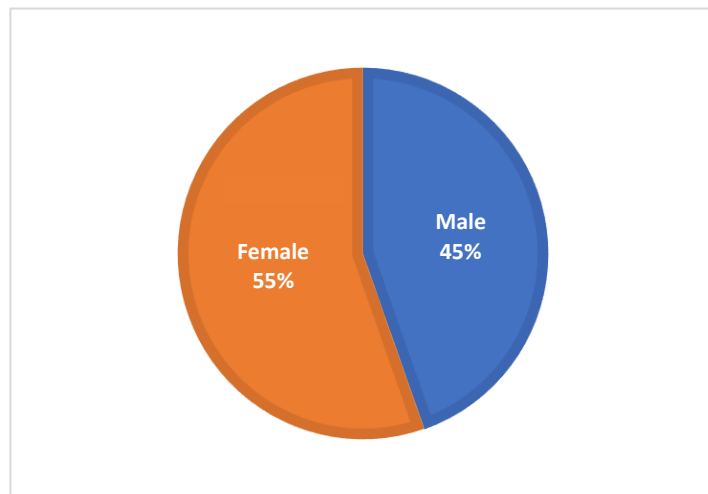


Figure 3. Percentage of respondents by gender  
Source: Primary Data, 2024

In Figure 3 shows the percentage of consumers in PST BPS Belitung Regency by gender which is dominated by female consumers by 55 percent while male consumers are 45 percent.

The characteristics of respondents according to the last education can be seen in figure 4 below:

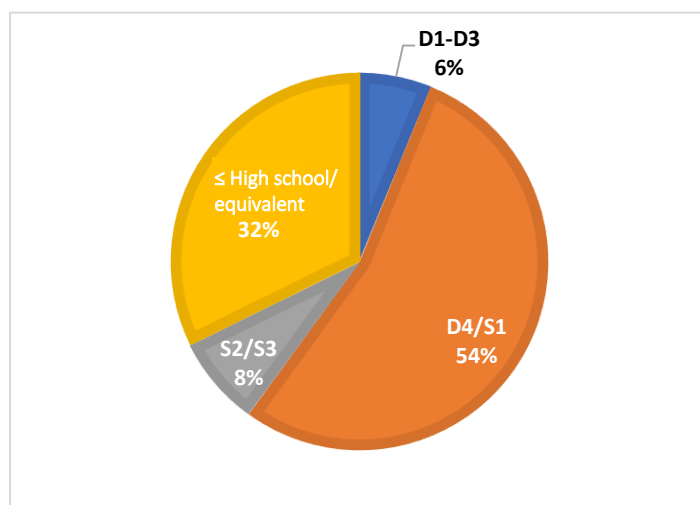


Figure 4. Percentage of Respondents by Education  
Source: Primary Data, 2024

In Figure 4, consumer characteristics according to the last education that was completed become: ≤High School/equivalent, D1/D2/D3, D4/S1, S2, and S3. It can be seen that consumers in PST BPS Belitung Regency are dominated by consumers with the highest level of education D4/S1 (54 percent), followed by ≤ high school/equivalent education (32 percent), then S2/S3 education levels (8 percent), and D1-D3 (6 percent).

The characteristics of respondents by type of job can be seen in figure 5 below:

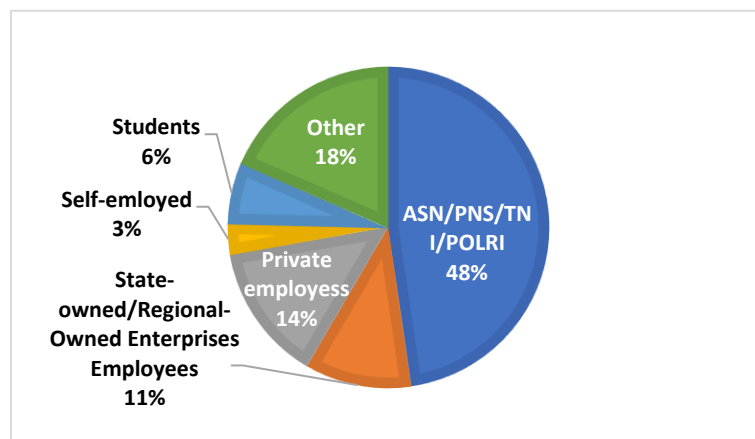


Figure 5. Percentage of respondents by job type  
Source: Primary Data, 2024

Based on Figure 5, almost half of consumers in PST BPS Belitung Regency are ASN/TNI/POLRI (48 percent), then private employees (14 percent), SOEs/BUMD workers (11 percent), students/students (6 percent), self-employed (3 percent), and other consumer groups (18 percent).

The characteristics of respondents according to the purpose of the visit can be seen in figure 6 below:

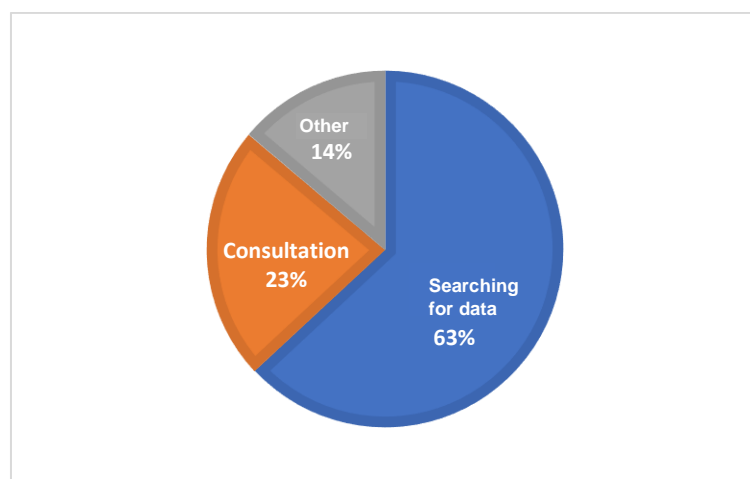


Figure 6. Percentage of Respondents by Purpose of Visit  
Source: Primary Data, 2024

From Figure 6, it can be seen that the purpose of consumer visits to the BPS office in Belitung Regency is mostly to seek data, namely (63 percent), consultation as much as (23 percent), while other purposes (14 percent).



The characteristics of respondents according to the purpose of use can be seen in figure 7 below:

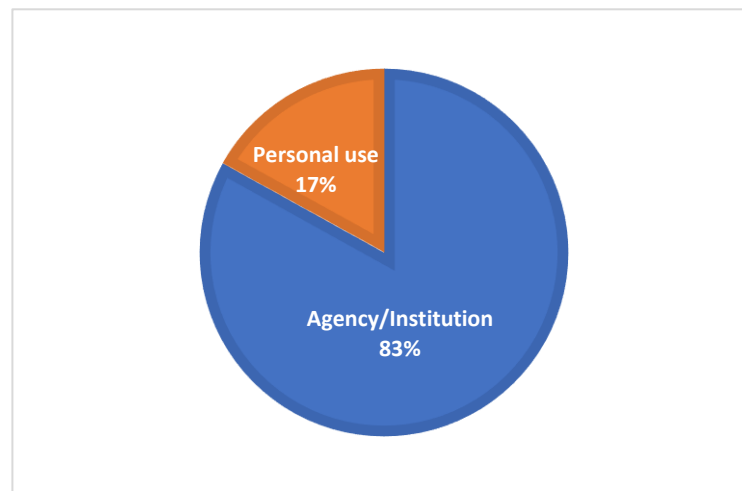


Figure 7. Percentage of respondents by purpose of use  
Source: Primary Data, 2024

From Figure 7 It can be seen that the percentage of respondents according to the purpose of use is mostly for agency/institutional purposes, namely (83 percent) and for personal purposes (17 percent).

#### 4.2 Data Validity Test

The measurement of the validity of each variable indicator (questionnaire item) contained in this study was carried out by looking at the correlation coefficient value of the Pearson Product Moment correlation model. The results of the processing for the validity of the data of each variable indicator can be seen in Table 1.

Table 1. Results of Data Validity Test by Dimension

Dimension	Items	Variable Indicators	<i>r</i> Percepti on Count		r table	Conclusion
(1)	(2)	(3)	(4)	(5)	(6)	(7)
<i>Responsiveness</i>	01	Officers' welcome to the arrival of consumers	0,848	0,857	0,244	Valid
	02	The officer can show the location of the book	0,901	0,899	0,244	Valid
	03	The speed of the officer when providing service to consumers	0,950	0,920	0,244	Valid
	04	Mastery of the material and the ability of the officer to provide explanations	0,826	0,912	0,244	Valid
	05	Equal service for all consumers	0,919	0,935	0,244	Valid
<i>Reliability</i>	06	Data completeness by time and region, both softcopy and hardcopy	0,897	0,913	0,244	Valid
	07	Data accuracy (data can be trusted)	0,936	0,863	0,244	Valid
	08	Data up-to-date ( <i>up to date</i> )	0,885	0,930	0,244	Valid

Dimension	Items	Variable Indicators	<i>r</i> Perception Count		r table	Conclusion
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Tangible	09	Clarity of concepts and definitions	0,884	0,769	0,244	Valid
	10	Comfort of the service room	0,847	0,737	0,244	Valid
	11	Availability of computer facilities for consumers to fill in guest books	0,820	0,841	0,244	Valid
	12	Availability of computer facilities for consumers to search for books	0,924	0,882	0,244	Valid
	13	Availability of computer facilities for consumers to access the BPS website	0,934	0,915	0,244	Valid
	14	Manual catalog availability	0,869	0,861	0,244	Valid
	15	Completeness of data on the BPS website	0,776	0,776	0,244	Valid
	16	Ease of communication via email to service units	0,889	0,748	0,244	Valid
	17	Ease of communication by phone/fax to the service unit	0,887	0,820	0,244	Valid
Assurance	18	Ease of getting <i>publication softcopies</i>	0,873	0,809	0,244	Valid
	19	Ease of getting hardcopy publications	0,889	0,861	0,244	Valid
	20	Clarity of information about the availability of books/publications	0,855	0,865	0,244	Valid
	21	Trust in BPS data independence	0,893	0,911	0,244	Valid
	22	Timeliness in the publication of BPS books/publications/data	0,907	0,849	0,244	Valid
	23	Confidence in the quality of BPS data	0,940	0,925	0,244	Valid
Empathy	24	Hospitality of the staff during the service	0,932	0,937	0,244	Valid
	25	Concern for complaints	0,950	0,969	0,244	Valid
	26	Efforts to provide optimal service	0,946	0,945	0,244	Valid

Source: Primary data, 2024

From Table 1, it can be seen that *the value of r calculated* for both service perception and *r calculation* for expectations from all variables is greater than *r in the table*. This means that these variables meet the assumptions of the validity test. Thus the variables are declared valid or in other words can be measured and able to disclose data accurately and correctly.

### 4.3 Data Reliability Test

The data reliability test using the assumption of the reliability level of Alpha Cronbach's  $> 0.60$  (Alpha Cronbach's  $> 60\%$ ) is considered to have met the consistency of respondents' answers (BPS consumer data of Belitung Regency). The results of the reliability test are listed in Table 2.

Table 2. Data Reliability Test Results by Dimension

Variable	Cronbach's Alpha Perception Value	Cronbach's Alpha Value of Hope	Conclusion
(1)	(2)	(3)	(4)
<i>Responsiveness</i>	0,823	0,827	Reliable
<i>Reliability</i>	0,841	0,835	Reliable
<i>Tangible</i>	0,788	0,769	Reliable
<i>Assurance</i>	0,841	0,838	Reliable
<i>Empathy</i>	0,875	0,877	Reliable

Source: Primary data, 2024

From Table 2, it can be seen that Cronbach's Alpha value is both for perception and expectation  $> 0.6$ . Thus, all variables used in the study are declared reliable or reliable analysis and can be used for the future. This means that this questionnaire has consistent results if measurements are made in different times and models or designs.

### 4.4 Consumer Satisfaction Level Analysis

#### 1. Responsiveness Dimension

In the Responsiveness dimension, which includes the variety and speed of service to the mastery of the material by the officers, the average satisfaction level reaches 108.21%. However, various aspects of officers (Q01) showed the lowest satisfaction, while the similarity of service (Q05) was considered the most satisfactory. Improvements in various aspects and speed of service will contribute to an increase in overall satisfaction.

#### 2. Reliability Dimension

The Reliability dimension, which assesses the completeness and accuracy of data, had an average satisfaction of 114.46%, with data accuracy and up-to-date (Q07 and Q08) indicating the highest level of satisfaction. Although these results are positive, the clarity of concept (Q09) lags slightly behind and needs improvement to maintain quality consistency.

#### 3. Tangible Dimension

In the Tangible dimension which includes space comfort and access to computer facilities, the average satisfaction rate is 110.44%. The availability of computers for book searches (Q12) was at the lowest level of satisfaction. This improvement will help create a better experience for service users.

#### 4. Assurance Dimension

The Assurance dimension, which includes trust in data and the complexity of data publication, has a satisfaction level of 110.60%. The aspect of confidence in data quality (Q23) recorded the highest satisfaction, showing high user confidence in the independence of the data presented.

#### 5. Emphaty Dimensions

Empathy, which measures the officer's concern and concern, the satisfaction level reached 108.40%. The officer service aspect (Q24) had the lowest score compared to other variables. Increased camaraderie and empathy will have a positive impact on overall consumer satisfaction.

## 4.5 Quadrant Analysis

### 4.5.1 Satisfaction Level

Table 3. Consumer Satisfaction Level of BPS Belitung Regency Data According to Dimensi

Dimension	Average Grade (P)	Average Grade (E)	Average Grade (Q)	Satisfaction Rate (%)
(1)	(2)	(3)	(4)	(5)
<i>Responsiveness</i>	4,48	4,14	0,34	108,21
<i>Reliability</i>	4,60	3,99	0,61	114,46
<i>Tangible</i>	4,74	4,06	0,68	110,44
<i>Assurances</i>	4,50	4,08	0,42	110,64
<i>Emphaty</i>	4,56	4,17	0,39	108,38

Source : Primary data, 2024

From Table 3. It can be seen that the highest shadow (gap) is indicated by the Tangible dimension with an average value of 0.68, followed by the Reliability dimension of 0.61, the Assurance dimension of 0.42, the Empathy dimension of 0.39 and finally the Responsiveness dimension of 0.34.

### 4.5.2 Cartesius Diagram

From Gambar 4.9, we can see that the variables that are included in the main priority quadrant (A) are the variables Q01, Q02, Q03, Q04, Q20, the variables that are included in the achievement defense quadrant (B), namely the variables Q05, Q10, Q13, Q17, Q21, Q22, Q23, Q24, Q25, Q26, the low priority quadrant (C) is Q11, Q12, Q14, Q16, Q18, Q19, and those that are included in the excessive quadrant (D) Q06, Q07, Q08, Q09, and Q15.

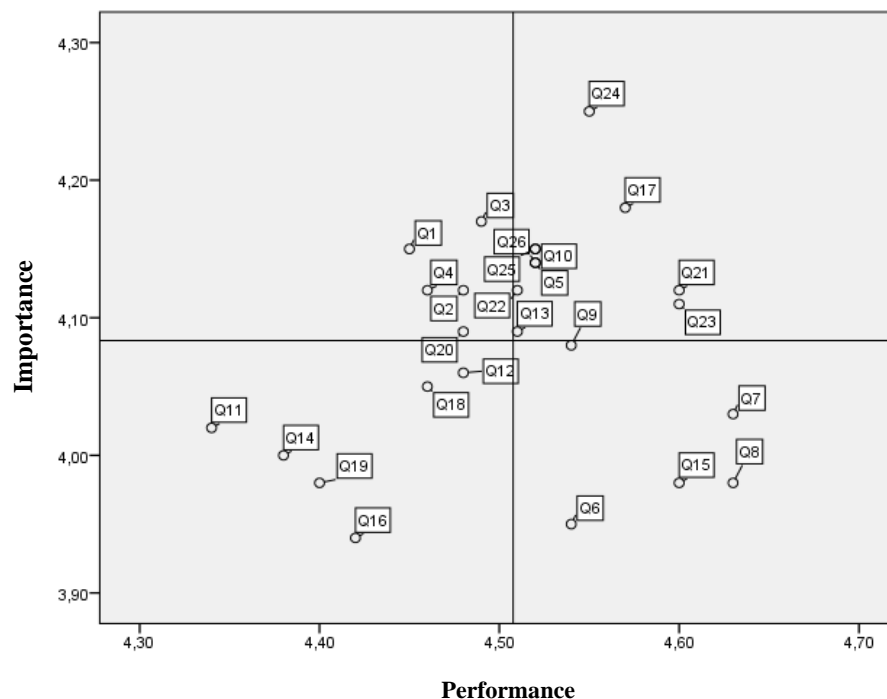


Figure 8. Diagram Cartesius Importance and Performance Analysis

Source: Researcher, 2024

Quadrant A - Improve Performance Attributes in this quadrant have high importance but low performance, requiring priority improvement. Indicators that need to be improved are: Completeness of officers (Q01), ability to show the location of books (Q02), speed of service (Q03), mastery of

material (Q04), and clarity of book/publication information (Q20). The first four indicators are related to officer responsibilities, while Q20 covers aspects of information certainty.

**Quadrant B - Maintaining Performance** Performance in this quadrant has met expectations and needs to be maintained. The indicators include: telephone/fax communication (Q05), space comfort (Q10), computer access to the BPS website (Q13), telephone/fax communication (Q17), trust in data (Q21), accuracy of publications (Q22), confidence in data quality (Q23), compassion (Q24), attention to complaints (Q25), and service optimization (Q26).

**Quadrant C - Low Priority Indicators** Indicators in this quadrant have low importance and performance, so their improvement is not a top priority. The attributes in this quadrant are: computer for guest books (Q11), book search (Q12), manual catalog (Q14), communication via email (Q16), as well as access to softcopy (Q18) and hardcopy publications (Q19).

**Quadrant D - Tends to Overdo** The indicators in this quadrant are high-performing but are considered less important by users, thus allowing for resource savings. The attributes in this quadrant are: completeness of time and region data (Q06), data accuracy (Q07), data up-to-date (Q08), clarity of concept (Q09), and completeness of data on the BPS website (Q15).

**Top Priorities** The main improvements that users expect are the improvement of various officers, the ability to indicate the location of publications, the speed and accuracy of services, mastery of materials, and the clarity of information regarding the availability of publications.

## **5. Conclusion**

This study shows the level of consumer satisfaction with the quality of service at BPS Belitung Regency based on five dimensions: Responsiveness – Average satisfaction 0.34 or 108.21%. The need for improvement on various officers and speed of service stands out in this dimension.

1. Reliability – Average satisfaction of 0.58 or 114.46%. The clarity of data concepts and definitions needs to be improved to improve consumer understanding.
2. Tangibility – Average satisfaction of 0.42 or 110.44%. The need for additional computer facilities, catalogs, and increased comfort in the service room.
3. Assurance – Average satisfaction of 0.44 or 110.64%. Efforts to increase the time in publishing data and disseminating important information to ensure satisfaction.
4. Empathy – Average satisfaction of 0.42 or 108.38%. Improving the welfare of officers is needed to build better relationships with consumers.

Overall, the results of this study show that improving sustainability in several service attributes will have a significant impact on consumer satisfaction in BPS Belitung Regency.

### **5.1 Limitation/s and study forward**

This research has limitations. First, the population coverage only includes direct service users at the BPS Belitung Regency office, not including dare users who may have different needs. Second, the variables measured are limited to the five dimensions of service quality, so they do not include other external factors, such as the perception of the BPS brand community.

Further research is expected to include user audacity and additional aspects, such as the overall consumer experience. A qualitative approach is also suggested to deepen the understanding of consumer perception of service quality.

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