

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 employed a quantitative survey method using an administrative approach. Data were collected through questionnaires distributed to 50 respondents, including government employees, private employees, consultants, students, and the general public who directly accessed BPS services. The questionnaire was designed using a Likert scale, and the collected data were analyzed using SPSS and Microsoft Excel. Analytical tools included validity and reliability tests, gap analysis, and Importance-Performance Analysis (IPA).

Results: The findings revealed that most consumers were satisfied with BPS services, particularly in terms of reliability, assurance, and empathy. The highest satisfaction was noted in terms of data accuracy and trust in BPS independence, while the lowest scores were in terms of responsiveness and tangibility, especially regarding service speed, clarity of publication information, and availability of facilities. Quadrant analysis highlighted that improving officer responsiveness and the clarity of information should be prioritized.

Conclusions: The BPS Belitung Regency has achieved a high level of consumer satisfaction but needs to prioritize improvements in officer performance, data clarity, and service speed to enhance the user experience and maintain trust.

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

Contribution: This study contributes to the literature on public service quality by providing empirical evidence of statistical service performance. It also offers practical recommendations for the BPS to strengthen its service delivery and consumer trust, thereby supporting better data-driven decision-making in the Belitung Regency.

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

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1. Introduction

The Central Statistics Agency (BPS) plays 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 (Hendri & Masriadi, 2022). As an institution tasked with collecting data through censuses and surveys, the 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, is relevant, and is 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 suboptimal.

This study is driven by the importance of improving statistical services to meet the growing need for community data. The Integrated Statistical Service (PST) of BPS Belitung Regency is expected to provide effective, reliable, and responsive services to meet user data needs. Based on the five dimensions of service quality, namely Tangibility, Reliability, Responsiveness, Assurance, and Empathy (Yudiyanto & Kholil, 2024), 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 to develop strategies to improve service quality and consumer satisfaction in accordance with the service quality approach.

2. Literature review

2.1 Service

According to Kotler 2012; 378 in Saputra and Sihombing (2020), the definition of service is 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 physical products. Services are any actions or performances that can be offered by one party to another 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 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. 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 consumers' expectations (Ilyas & Mustafa, 2022).

2.2 Quality of Service

The quality of service associated with customer satisfaction is always in question, and 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; Sahatatus, Setiady, Astawa, & Ansari, 2025). According to Rumengan, Tumbel, and Mandagie (2020), quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Good quality conforms to the customer's specifications. This means that quality not only meets the criteria set by the company but must also meet the criteria set by the customer. To achieve this quality, companies must understand who their customers are and what they want (Aghivirwiati et al., 2022).

Meanwhile, Setiawan, Qomariah, and Hermawan (2019) define quality as 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, and 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 (Putri & Utama, 2024).
3. *Responsiveness* is the ability to help and provide services quickly and precisely, as well as respond to consumer desires (Noventa, 2024).
4. *Assurance*, ability, and welfare, as well as employee welfare, can be trusted to convince consumers (Ramadhan & Mudzakar, 2022).
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 regarding the quality of services provided (Prasetyo & Ndruru, 2024).

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 their expectations when buying and consuming a product (Lina, 2022). This expectation is also compared to the perception of the performance received by consuming the product (Perdana & Fahrullah, 2020). If their expectations are higher than the performance of the product, they will feel dissatisfied. However, if his expectations are equal to or lower than the performance of the product, he will feel satisfied (Syafaroh, 2023; Widiastuti, Umar, & Hafiziandra, 2025).

Another definition uses only 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 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 (Bintang, Kasran, & Sampetan, 2025; 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: one party assesses ServQual in the consumer (customer) dimension, while the other party can also be assessed 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-line service* (Ritonga, 2019).

2.5 Public Service Concept

Various activities are 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 for every citizen and resident for goods, services, and/or administrative services provided by public service providers (Riani, 2021). While Laia, Halawa, and 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 this service is public policy. Thus, with reference to the definition of customer service

above, customer service 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 uses administrative 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 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 are respondent characteristics, customer perception of service quality, and 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. The total population was 65. The sample in this study only included respondents who used direct (offline) services, excluding the online service of BPS Belitung Regency.

The sample in this study was determined using *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 the person who happens to meet it is considered a source of data (Sugiyono, 2021). The research sample consisted of 50 people, including 35 employees of local government agencies and 15 people, including consultants, students, and private employees. Considerations for determining the amount. The number of samples was considered to be only 50 people who could 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 was 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 involved primary data obtained through a closed questionnaire that was shared directly with users of the BPS PST service. Each question on the questionnaire was 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 were collected from academic textbooks, literature, and annual reports to enrich the analysis of service quality trends for customers.

3.5 Data Processing and Analysis

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

Data analysis in this study was carried out through several stages: a) conducting data validity tests, b) conducting data reliability tests, c) analyzing customer satisfaction levels, and d) quadrant analysis. The validity of each variable indicator contained in this study was measured by looking at the value of the correlation coefficient of Pearson's product-moment correlation model, which was formulated as follows:

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

Information:

R_{xy} = Product Moment Correlation

X = Question item score

Y = Total score

N = Number of respondents

The reliability of the data was tested 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:

α = 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 using gap analysis. The 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 customer feelings)

E = Hope (customer expectations).

The science method is also known as quadrant analysis.). IPA's main function is to display information about service factors that greatly affect service satisfaction and improvement (improvement). In science, two approaches are used: the Conformity Level and Cartesian Diagram. The calculation of the level of conformity is used to determine how satisfied consumers are with the service performance. The level of conformity was 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} = the average level of importance.

The criteria for assessing the level of conformity are as follows:

Kindergarten > 100% : service performance exceeds consumer expectations,

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

Kindergarten < 100% : service performance did not meet consumer expectations.

A 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.

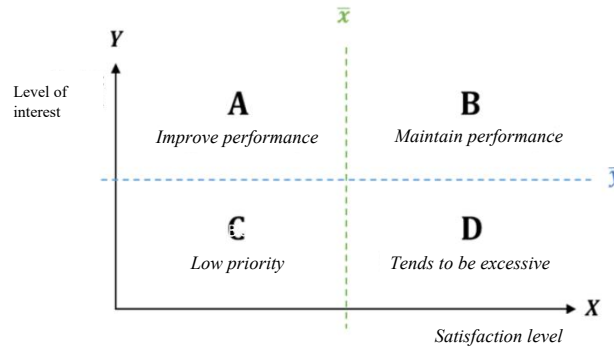


Figure 1. Diagram Cartesius

4. Result and discussion

4.1 Characteristics of Research Sample

To analyze 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 the respondents by age are shown in figure 2.

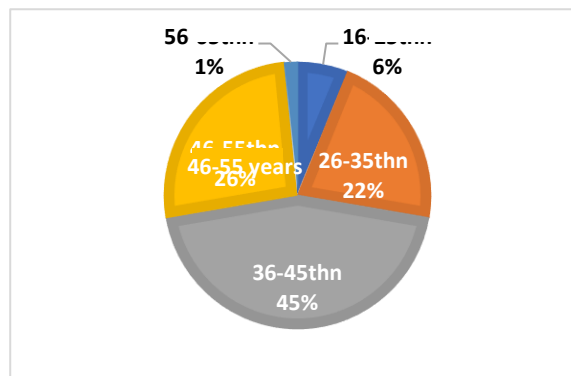


Figure 2. Percentage of respondents by age

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. The characteristics of the respondents by gender are shown in figure 3.

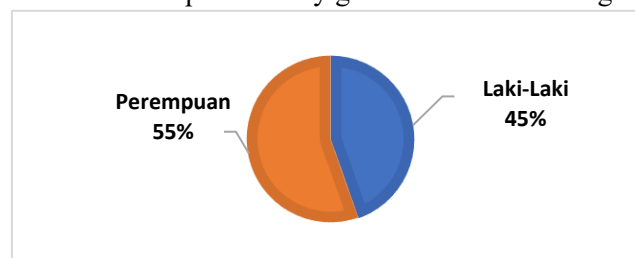


Figure 3. Percentage of respondents by gender

Source: Primary Data, 2024

Figure 3 shows the percentage of consumers in PST BPS Belitung Regency by gender, which is dominated by female consumers (55%) and male consumers (45%). The characteristics of respondents according to their last education can be seen in figure 4 below:

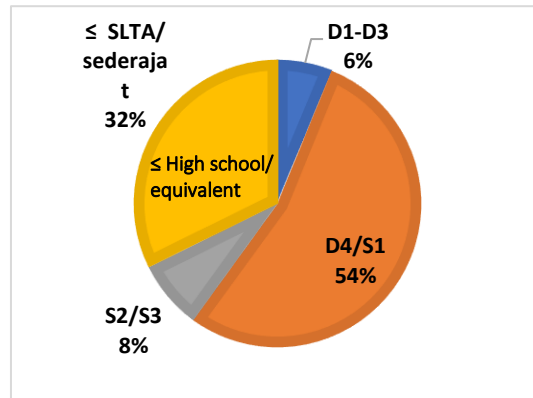


Figure 4. Percentage of Respondents by Education
Source: Primary Data, 2024

Figure 4 shows consumer characteristics according to the last education completed: ≤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), S2/S3 education levels (8 percent), and D1-D3 (6 percent). The characteristics of respondents by job type are shown in figure 5 below.

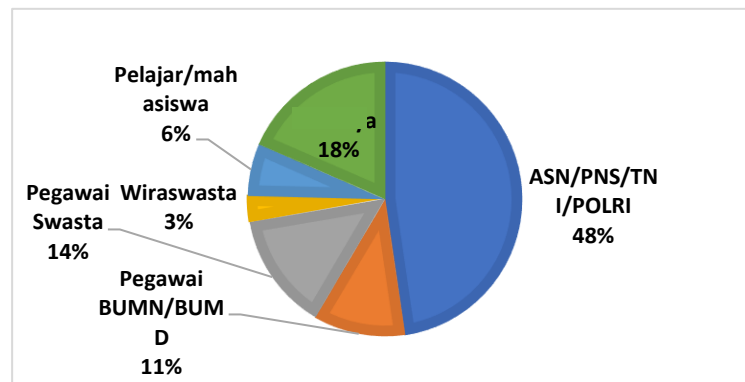


Figure 5. Percentage of respondents by job type
Source : Primary Data, 2024

Based on Figure 5, almost half of the consumers in PST BPS Belitung Regency are ASN/TNI/POLRI (48 percent), followed by private employees (14 percent), SOEs/BUMD workers (11 percent), students (6 percent), self-employed (3 percent), and other consumer groups (18 percent). The characteristics of respondents according to the purpose of the visit are shown in figure 6.

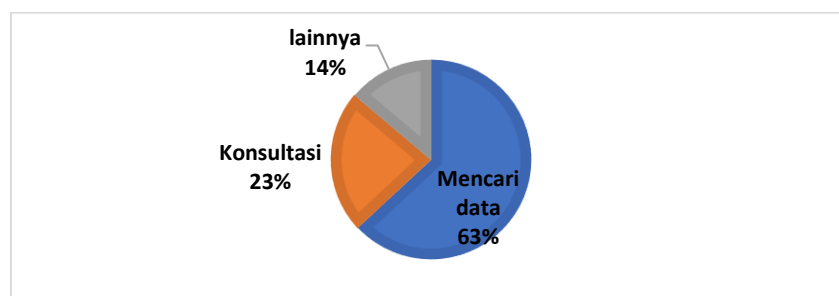


Figure 6. Percentage of Respondents by Purpose of Visit
Source: Primary Data, 2024

Figure 6 shows that the purpose of consumer visits to the BPS office in Belitung Regency is mostly to seek data (63 percent), consultation (23 percent), and other purposes (14 percent). The characteristics of respondents according to purpose of use are shown in figure 7.

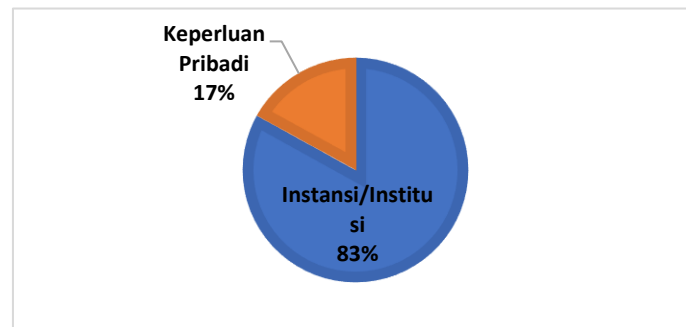


Figure 7. Percentage of respondents by purpose of use
Source: Primary Data, 2024

Figure 7 shows that the percentage of respondents according to the purpose of use is mostly for agency/institutional purposes (83 percent) and for personal purposes (17 percent).

4.2 Data Validity Test

The validity of each variable indicator (questionnaire item) contained in this study was measured by examining 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 are presented in Table 1.

Table 1. Results of Data Validity Test by Dimension

Dimension	Items	Variable Indicators	<i>r</i> Perception Count		r table	Conclusion
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Responsiveness	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
Reliability	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
	09	Clarity of concepts and definitions	0,884	0,769	0,244	Valid
Tangible	10	Comfort of the service room	0,847	0,737	0,244	Valid

Dimension	Items	Variable Indicators	<i>r</i> Perception Count		r table	Conclusion
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	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
	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
<i>Assurance</i>	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
<i>Empathy</i>	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 indicates that these variables met 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 tests are presented 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 and can be used in the future. This means that this questionnaire has consistent results if measurements are made at 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 reached 108.21%. However, various aspects of officers (Q01) showed the lowest satisfaction, while the similarity of services (Q05) was considered the most satisfactory. Improvements in various aspects and speed of service will contribute to an increase in the 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 levels of satisfaction. Although these results are positive, the clarity of concept (Q09) lags slightly behind and needs improvement to maintain quality and consistency.

3. Tangible Dimension

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

4. Assurance Dimension

The Assurance dimension, which includes trust in data and the complexity of data publication, had a satisfaction level of 110.60%. The aspect of confidence in data quality (Q23) recorded the highest satisfaction, indicating 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 the other variables. Increased camaraderie and empathy positively impact 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

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.

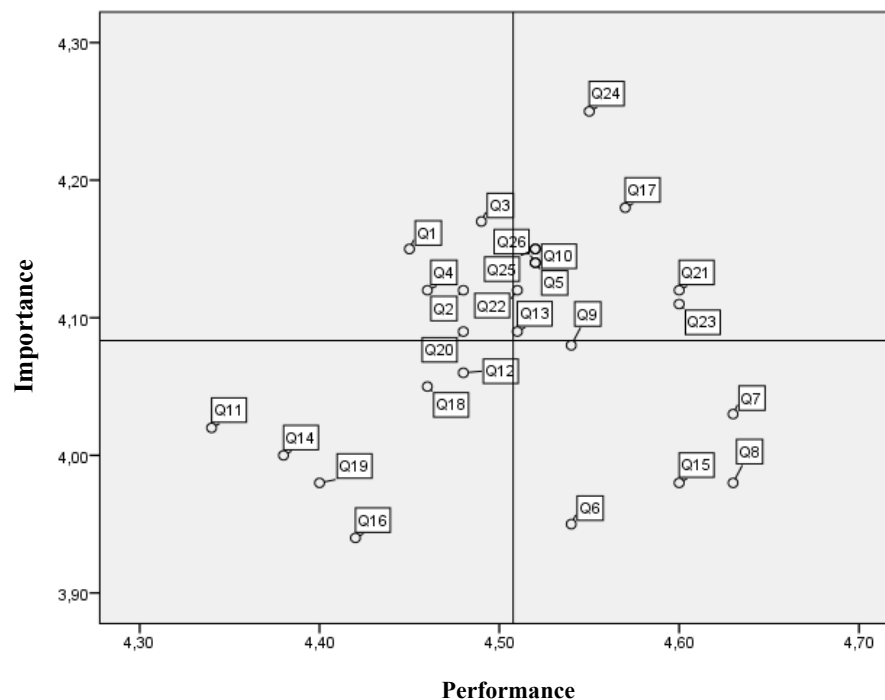


Figure 8. Diagram Cartesius Importance and Performance Analysis
Source: Researcher, 2024

Quadrant A - Improve Performance Attributes: This quadrant has high importance but low performance, requiring priority improvement. The indicators that need to be improved are as follows: 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, and Q20 covers aspects of information certainty.

Quadrant B - Maintaining Performance Performance in this quadrant has met expectations and needs to be sustained. The indicators included 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 in this quadrant have low importance and performance; therefore, 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), and 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 in 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 must be improved to enhance 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 is also highlighted.
3. Assurance: Average satisfaction of 0.44 or 110.64%. Efforts should be made to increase the time spent on 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 necessary to build better relationships with consumers.

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

5.1 Limitation/s and study forward

This study has some limitations. First, the population coverage only includes direct service users at the BPS Belitung Regency office and does not include dare users who may have different needs. Second, the variables measured are limited to the five dimensions of service quality; thus, 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 perceptions of service quality.

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