

# Analysis of Citizen Satisfaction on National Agency of Drug and Food Control of Republic Indonesia (NADFC)

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**Abstract**— Citizen satisfaction describes the public opinion and perception of government service quality. In the urban area, citizen is demanding high performance of government service as private company services do. The purpose of this paper is to measure the citizen satisfaction of The National Agency of Drug and Food Control of the Republic of Indonesia (NADFC) services. In this paper, the citizen satisfaction survey was taken on 480 companies as NADFC customers in 2018. The data were analyzed using the Importance Performance Analysis (IPA) technique. The citizen satisfaction measurement was adopted from PERMENPAN RB no. 14/ 2017, which includes nine services indicators. The result showed that the service indicators in the high performance quadrant are service fee and officer attitudes. The service indicators in the high priority quadrant are complaint handling; registration requirements; and service settlement time. Officer competence; product service; systems, mechanism and procedure are in the low priority quadrant. The support facility is in the possible overkill area.

**Keywords**— NADFC, IPA, citizen satisfaction, government service.

## 1. Introduction

The product consumption tends to be increased in line with the change of community life style, including their consumptive behavior. Meanwhile the community capacity is not yet appropriate to do selection and use the products in rational and safe way. In the other hand, aggressive promotion is affecting consumers more overuse and not rational [17]. Indonesia should have an effective and efficient Drug and Food Control System (DFCS) with capability to detect, prevent and control such products in order to protect the consumers' security and health in the country and overseas. Therefore, National Agency of Drug and Food Control of the Republic of Indonesia (NADFC) is established with a national and international networking, authority to conduct law enforcement and highly credible professionalism. Based on Article 67 of Presidential Decree No. 103 in 2001, NADFC carry out government duties in the field of Drug and Food control in accordance with the provisions laws and regulations. Only food and drugs with NADFC certificate and with NADFC registration number are allowed to enter the Indonesia market.

The customer of NADFC mostly are companies, whether food importer company, food exporter company or pharmaceutical company. In fact, the technology advancement in production, the global trade system and the consumers' life style increase the risk with great impact on consumers' health and welfare. If the product was substandard, damaged or contaminated with hazardous substances, the risk will be huge and promptly cause harmful to consumers' security, health and welfare. Food industry and pharmaceutical industry generally have high demand on NADFC services, especially in term of product registration number. The registration number is a very important attribute for the community. It is a guarantee that the product is safe to consume.

Basically the citizen asks for service excellent from the government as they pay tax. public trust still be the main issues among citizen. The have negative perception about the government such corruption, bureaucracy issues and unprofessional public services handling. This is a challenge for government to prove that public institutions have bureaucratic reform. In order to show the performance of government institutions to the public, the government issued a regulation that every public service institution must conduct a community satisfaction survey and publish the results of the survey to the public. It was stated in

the law of Ministry of Administrative and Bureaucratic Reform of the Republic of Indonesia No. 14, 2017 (PERMENPAN RB No. 14, 2017), “*every public services institution must conduct a citizen satisfaction survey for once in a year*”.

In this study the citizen satisfaction survey was taken in National Agency of Drug and Food Control of the Republic of Indonesia (NADFC). Previous studies show that citizen satisfaction on public services reflect the performance of government agencies [16]. Citizen satisfaction has positive impact on public trust [11]. Citizens’ satisfaction model about the services given by public organizations can play key roles in improvement of government services [2].

There were many tools and indicators to measure citizen satisfaction. Alizadeh and Kianfar (2013) used business intelligence approach to measure citizen satisfaction [2]. They used municipality performance scopes includes facilities development, environment development, maintenance and renovation, Cultural/national/religious/ social/recreational/arts environments development, infrastructure development such as railway and non-railway/ street construction/ green space, water surface control [2]. Li and Shang (2019) use public service quality attribute for citizen satisfaction, this attribute include system quality, reliability, security, Accessibility, information quality, service capability, interactivity, responsiveness [6]. Citizen satisfaction survey on government institution usually has a guideline that regulate by state government [3]. One of common and powerful method to identify level of satisfaction toward performance of service is Importance Performance Analysis (IPA), previous studies using IPA to solve various problems in research, such as the analysis of service quality of two of largest retailers in Indonesia [14], IPA is also used by Ferreira and Fernandes (2015) to analyze satisfaction toward laboratory supplies and equipment company [5]. Silva and Fernandes (2010) used IPA to evaluate services in higher education institution [13].

The research objective is to measure the citizen satisfaction by importance-performance analysis (IPA). The IPA diagram able to identify areas with high performance, areas to improve, area with low priority to improve and area with possible waste of resources (overkill).

## 2. Literature Review

Satisfaction is defined as the fulfillment of one's wishes [15]. Satisfaction describes the pleasant feeling that people have when they get something as their needs and wants. Satisfaction with government services quality is also known as citizen satisfaction on public service delivery [1]. Citizen satisfaction reflect citizens’ perception of the quality of the goods and services that are provided by the government [11]. Citizen perception of government services affected their decisions to continue to use public services and to trust the government. Public service quality, service value and citizen satisfaction are interdependent, and their interaction motivates continuous use of government service.

Citizen satisfaction reflect the citizen views about government programs and services. Survey on citizen satisfaction is one of effective method to evaluate government performance accurately and citizen perceptions of the quality of government services correspond to actual service quality [4]. Citizen satisfaction on government services is not only about the service quality but also the public information and provision of more public services [10]. Government services represent public value and citizen satisfaction of this value is highly dependent on the level of quality of the service delivered by government [8]. Citizen are expecting superior performance of government services in turn of tax they paid. The government investments on public services and goods should be along with the citizens’ satisfaction and benefits [2].

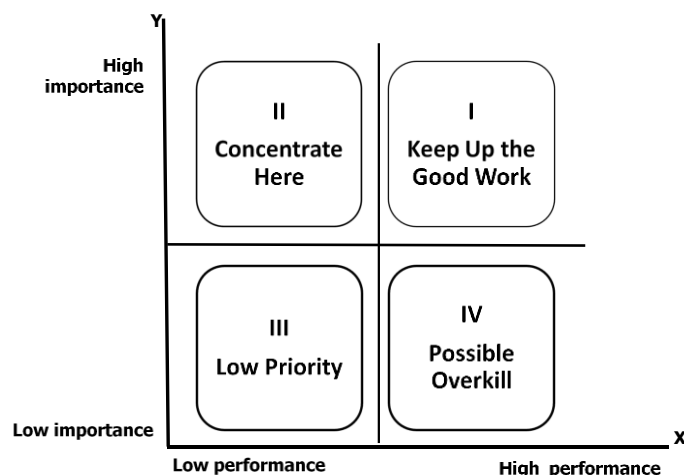
Levels of satisfaction may just as much reflect a certain mood as a clear evaluation of the quality of a specific service; and when and how this will happen depends on the survey context. Levels of satisfaction may reflect a certain mood as a clear evaluation of the service quality. Many citizens are complaining about public services and civil servants, but this is often not reflected in the satisfaction surveys or in the number of complaints about the services with which that organization is associated [3].

In most countries, public sector organizations, departments and agencies regularly monitor citizen satisfaction with public services to evaluate the impact of reforms and identify the services that needs to improve [7]. In Indonesia, the government issued a set of regulation known as PERMENPAN RB no 14, 2017. It regulates that all public institution must have citizen satisfaction survey for at least once in a year. Citizen satisfaction survey is a comprehensive measurement of the degree of public satisfaction with the service quality delivered by the government. According to PERMENPAN RB no.14 2017 citizen satisfaction is a set of citizen perception on public service quality and state apparatus performance. Public services are all service activities provides by government to meet the citizen needs in accordance with state law and regulation. This study used nine service indicators as stated by PERMENPAN RB no.14 2017, this includes: 1) registration requirements, 2) system, mechanism and procedures, 3) service settlement time, 4) services fee, 5) product service, 6) officer competences, 7) officer attitudes, 8) complaint handling system, 9) support facilities.

### 3. Research Method

A In this study the authors used survey method through online questionnaires. The respondents are Operation Managers or Production Managers of 480 companies. Those companies are National Agency of Drug and Food Control of the Republic of Indonesia (NADFC) customer. To measure the degree of customer satisfaction, the authors used a six point likert scale (1 = very unsatisfied / very unimportance to 6 = very satisfied / very importance) to each service indicators. The reason for using scale 6 (even) is that the number of points in the scale refers to the provisions that have been formulated by the ministry related to NADFC. The Pearson correlation was used to validate the research instruments. The data then analyzed used the Importance-Performance Analysis (IPA). Many previous study has used the IPA method to measure customer satisfaction. IPA allows to identify areas where a company should focus, reduce or maintain their efforts in order to gain customer satisfaction [5]. This also evaluate where the largest deviations occur between what is important to the customer and which he is receiving [5].

Seng, Nishimoto, Nishigaki, & Jackson (2017) modified the IPA to satisfaction-satisfaction matrix to identify citizen satisfaction on e-government services [12]. The IPA diagram and satisfaction-satisfaction matrix both identify customer satisfaction through Cartesian diagram. The IPA compared the importance with the satisfaction of service quality indicators. This allows us to identify areas in which need further action to improve [9]. The IPA use Cartesians diagram which has four quadrants as shown below:



**Figure 1 The IPA Diagram**

1. Quadrant I “Keep Up the Good Work”. This represent indicators with high importance and high performance. In other words, all indicators in this quadrant has superior performance.
2. Quadrant II “Concentrate Here”. This represent indicators with high importance but has low performance. This is priority area that needs improvement in service quality.

3. Quadrant III “Low Priority”. This area represent indicator with low importance and low performance. Since all indicators in this quadrant is less important So it is labeled low priority to improve.
4. Quadrant IV “possible overkill”. It represents indicators with low importance and high performance. organization may reduce the effort or resources on indicator in this area to use in other

#### 4. Result and Discussion

##### Respondent Profile

The respondents are companies as NADFC customer. There were 480 companies represent by their operation manager or staff. The majority of respondents (84%) are importer company, followed by exporter company with 12% and others company with 4%. About job position, 46% respondents are production staff, 31% respondents are operation manager, the rest are production supervisor. About the frequency of visit in a year, the majority respondents with 81% has visit more than 5 times followed by 3 to 5 times with 19%. The result indicate that all respondents were able to give fair assessment of the service indicator which deliver by NADFC.

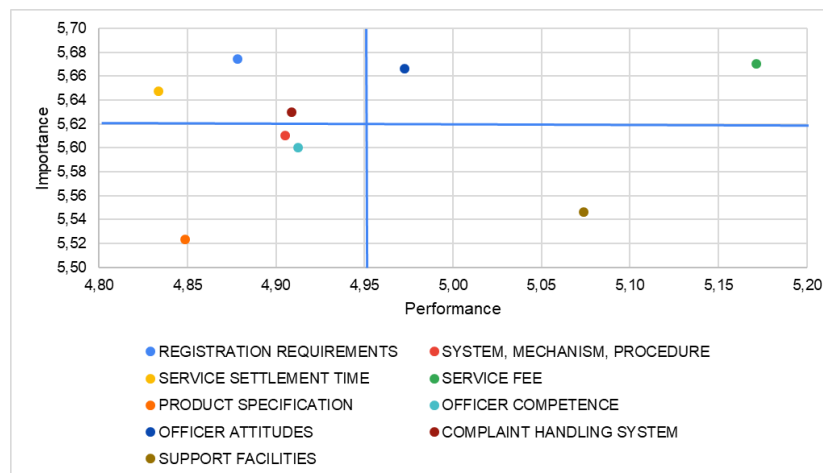
##### Importance-Performance Analysis

The table below shown the mean scores of nine service indicators, both in importance and in performance assessed by respondents.

**Table 1 the Importance and Performance Assessment**

Service Indicator	Importance	Performance
Registration Requirements	5.67	4.88
System, Mechanism, Procedure	5.61	4.91
Service Settlement Time	5.65	4.83
Service Fee	5.67	5.17
Product Specification	5.52	4.85
Officer Competence	5.60	4.91
Officer Attitudes	5.67	4.97
Complaint Handling System	5.63	4.91
Support Facilities	5.55	5.07
<b>Mid points</b>	<b>5.62</b>	<b>4.95</b>

From the table above, the IPA graph crossing the axis at the midpoints of both scales as shown below:



**Figure 2 The IPA Diagram of NADFC**

##### High Performance (Keep up The Good Work)

This area corresponds to indicators with high performance assessments, which are also as high in importance by respondents as NADF customer. From the IPA diagram above it is appear that service fee and

officer attitudes are in the upper right, which means that assessment of both indicators is very satisfaction. After the online registration process done, NADFC e-registration system will issued a virtual account number for service fee payment. Online registration process and online payment system may avoid corrupted behavior. Customers generally already know the amount of service fees and they have also obtained information about it. Furthermore, customers will compare the cost with the benefits received. according to the customer the cost is in accordance with the benefits the customer receives.

The customer assessment of the officer attitudes indicates that the officer has served with friendly, polite and good language speech. In addition, customers also assess the alacrity officer answers customer questions with satisfactory answers. Officers also have good initiative to help customers. Furthermore, the NADFC must maintain the performance indicators in this quadrant.

### **Low Performance (Concentrate Here)**

The quadrant 2 labeled “concentrate here” is the fatal area. Customer assess the indicators in this quadrant is high importance and low performance. NADFC should concentrate their resources on improving service indicator in this area. There were three indicators includes complaints handling system, registration requirements and service settlement time.

Based on citizen satisfaction survey, most respondents complaining late reply and late respond form the officer. They even ask for 24 hours’ online customer service so their complaints can be handle as soon as possible. Customer also dissatisfied with registration requirements. Sometimes customer find a difficult in submitting document on registration. in addition, customers also want easier and simpler requirements. Therefor NADFC must evaluate whether it is possible to shorten and simplify these requirements especially for customers (companies) with many products that register at NADFC.

Settlement time is very important for customer, and customer always demand faster service time. To issue a registration number, first NADFC will testing and assessing quality of therapeutic products, narcotics, psychotropic, addictive substances, traditional medicines, cosmetics, complementary products, food and drug in laboratory examination. This, to make sure that there are no hazardous substances. NADFC also do a series of laboratory examination on the microbiological quality of the product. This examination process will take time a few day or even a few weeks. Its depend on the product ingredients and the production process. NADFC have to inform the customer how long all the examination process will take, and make sure that the process is on schedule. So the customer wont complaint about the service settlement time. Complaints handling system, registration requirements and service settlement time are considering ‘necessary’ for customer satisfaction. NADCF should be given the highest priority in improving those indicators.

### **Low Priority (Low Importance)**

This area corresponds to indicators with low performance assessments, but also low in importance. There are three indicators includes system, mechanism and procedure [14]; officer competence; product service. Since these indicators in this category are relatively low important, customers may not complain about poor performance on it. Customer may leave immediately when poor performance occurred in the first time or get use to with those poor performances. For public service institution providing excellent service is a must. It will affect the public trust [11]. Compare to indicators in “concentrate here” area, indicators in this quadrant may become low priority to NADFC.

The main issue in public service institution is long and unnecessary bureaucratic procedure. To avoid this, NADFC should review the system, mechanism and service procedure to make it simpler and easier for customer. Customer considering officer competence is low performance. many customer complaints about the product knowledge. All officer should have good product knowledge so they can answer and solve customer problem about NADFC service. Product service also low performance. NADFC product service is regulated by Presidential Decree and Ministry Decree. Still NADFC should pay attention on delivering the product service. NADFC also needs to ensure that existing product service met customer needs.



### **Possible Overkill**

Possible overkill quadrant defines a possible waste of resources for NADFC. The service indicator in this quadrant is support facilities. Customer consider this indicator is high performance but low importance, which implies that the NADFC is spending too much resources in minor service elements. The customer assessment indicate that the support facilities is functioning properly, the building is easily accessible, the service room is clean and comfortable. Likewise, other facilities such as toilets and waiting rooms are considered comfortable. Even though it is considered low important, support facilities are physical attribute that are clearly visible to customers. NADFC should still be maintained these facilities.

## **5. Conclusion**

The IPA diagram allow us to identify the strong and weak aspects, or improvement areas, of a service delivered by National Agency of Drug and Food Control of the Republic of Indonesia (NADFC). The service indicators in the “keep up the good work” area are service fee and officer attitudes. Based on the survey both are the most importance service indicator with high performance. Most respondent are very satisfied with service fee and officer attitudes. The service indicators in the high priority quadrant are complaint handling; registration requirements; and service settlement time. Those indicators are very importance but have weak performance. It need to improve soon in order to increase the degree of citizen satisfaction. Officer competence; product service; systems, mechanism and procedure are in the low priority quadrant. The support facilities is in the possible overkill area. The IPA can be seen as a very simple diagnose tool, oriented towards the decision making inside the organization and the implementation of specific changes, which will improve citizen satisfaction.

## **6. Recommendation**

Based on the results of this study, there were three service indicator with first priority to improve, this include complaint handling, registration requirements, and service settlement time. our recommendations to improve complaints handling, the NADFC must ensure that complaints handling procedures are well carried out by each officer. To make more efficient and effective complaints handling procedure, the NADFC may design online customer service with live chat features. It's less costly and save time both for customer and for the organization. Customer need simple and easy registration requirement. The NADFC have to evaluate each registration requirement to eliminate the unnecessary document for registration. there were some customers who don't know what document that require for registration procedure. So the information about registration requirement must be reachable by online media, phone and even by some print media such as brochures and banner. The NADFC officer also must Notify the customer immediately if there are document requirements that have not been met.

About service settlement time, all customer demanding the fastest service as possible. But since all customer are deal with food and drug issue, the NADFC needs some time to make sure that all food and drug are safe for public to consume. The ingredients check may take a few day and so is the hygiene and sanitation check. The NADFC also must check the method and processed in producing food or drugs. This may take a week. Still the NADFC have to speed up the checking process at every stage without ignoring the safety aspect of foods and drugs. The document verification processes that take less than a day. At this point the NADFC must review the service procedure to find out whether there are stages that can simplified and shortened. So it can save more time.

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