
**PUBLIC SATISFACTION LEVEL TOWARDS SERVICES
AT THE FIRE AND RESCUE DEPARTMENT OF YOGYAKARTA**

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Abstract

This research aims to determine the level of public satisfaction with the services provided by the Yogyakarta City Fire and Rescue Department. This study employs a quantitative approach and utilizes surveys as the method for data collection. The population for this research consists of institutions, communities, or individuals who receive services from the Yogyakarta City Fire and Rescue Department, while the sampling technique used is purposive sampling, which involves selecting subjects based on specific criteria or objectives. The validity and reliability of the instruments were tested using SPSS software, and the data analysis technique employed was the analysis of the Public Satisfaction Index (PSI) based on the Regulation of the Minister for Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017. The results of this research indicate that the level of public satisfaction with the services at the Yogyakarta City Fire and Rescue Department is reflected in a Public Satisfaction Index (PSI) score of 89.30, indicating a very high quality of service.

Keywords: Public Service, Community Satisfaction, Community Satisfaction Index

INTRODUCTION

Good public service is one of the main characteristics of a government's success in providing services to the community (Jubadillah, 2025). In this context, the Yogyakarta City Fire and Rescue Department plays a crucial role, particularly in safeguarding the community from the threat of fires. The responsibilities of the Yogyakarta City Fire and Rescue Department extend beyond merely preventing and managing fires; they also encompass the provision of evacuation and rescue services for people, animals, and property, as well as consulting services for fire protection installations, educational outreach, and other general information services. This indicates that to understand how well the Yogyakarta City Fire and Rescue Department serves the community, it is essential to delve deeper into how the public assesses their performance.

In the context of public service, there are several variables that influence the level of public satisfaction, including response speed, the attitude of personnel, and the effectiveness of handling situations. Fandy Tjiptono states that in service management, the quality of service is significantly affected by the interaction between service providers and consumers (Fandy Tjiptono, 2018). For instance, when a fire occurs, the response speed of firefighters upon arriving at the scene is crucial in determining the extent of damage that can be minimized. If firefighters arrive promptly, they can control the fire before it spreads further, which in turn enhances public satisfaction. Conversely, the attitude of the personnel also plays an essential role. Friendly, communicative, and professional staff can instill a sense of security among the public, whereas poor attitudes can lead to dissatisfaction.

To assess whether the community, as users of services, feels satisfied with the services provided by the Yogyakarta City Fire and Rescue Department, a study is required. In conducting this research, it is crucial to employ appropriate methods to yield accurate and reliable data. One effective approach is to conduct a survey that involves various elements of the community, particularly those who utilise the services of the Yogyakarta City Fire and Rescue Department.

The Public Satisfaction Survey (PSS) is a collection of data and information gathered through quantitative measurements of public opinion regarding the services provided by public service organizers (Manaf et al., 2023). The PSS aims to assess the performance of service units. The results will be used as a basis for formulating future policies aimed at enhancing the quality of public services. The measurement methods for the Public Satisfaction Survey (PSS) refer to the Regulation of the Minister for Administrative and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Measuring Public Satisfaction Surveys.

REVIEW OF LITERATURE

Service

According to the Indonesian Language Dictionary, "service" comes from the root word "layan," which means to assist in preparing (managing) what is needed by someone or to serve." (Centre for Language, National Department of Education, 2008))

The main characteristic of service is the aspect that is not immediately visible and involves the efforts of individuals (employees) or other resources provided by the company managing the service. According to Philip Kotler, services refer to a variety of activities or

performances that can be carried out by one party for another. Essentially, these services do not have a physical form and do not result in ownership of anything..(Philip Kotler, 2009)(Fritze et al., 2020)(Rogers, 2021)

Services possess characteristics that are intangible, inseparable, diverse, and have the potential for perishability. Each characteristic presents its own challenges and necessitates a specific approach.(Philip Kotler, 2009)

Public Service

"Public service is the activity or series of activities aimed at fulfilling the service needs in accordance with the legislation for every citizen and resident regarding goods, services, and/or administrative services provided by the organizers."(Law Number 25 of 2009 on Public Service, 2009)

Public service generally refers to the services provided by the government to ensure that society can live within the framework of applicable laws. The government is responsible for public services across various dimensions related to basic needs, such as the provision of healthcare, education, electricity, security, finance, environment, telecommunications, and the transport of gas and oil resources..(Bakti & Sumaedi, 2017) (Setijadi Prihatmanto et al., 2024)(Idzi & Gomes, 2022)(Umbach & Tkalec, 2022)

Quality of Service

Service excellence, or high-quality service, refers to the attitude or approach adopted by employees in delivering services to customers in a satisfactory manner. (Zygiaris et al., 2022). The objectives and benefits of service excellence can be divided into four key elements that are of utmost importance: speed, accuracy, friendliness, and convenience.(Fandy Tjiptono, 2018)

The four elements are interconnected and contribute to a positive experience for customers. Speed refers to how quickly services are delivered to customers, which is crucial in creating satisfaction. Accuracy relates to the precision and consistency in providing services, ensuring that customers feel their needs are adequately met. Friendliness reflects the manner in which staff members engage with customers during service delivery. Finally, comfort pertains to the extent to which customers feel at ease and satisfied throughout the service process.

According to Arianto, service quality can be defined as an emphasis on meeting customer needs and requirements, as well as the importance of fulfilling customer expectations in a timely manner. This service encompasses various types of offerings provided by companies to their customers during the course of business operations.(Ainun & Rinaldi, 2024).

The quality of service is influenced by expectations, the quality of processes, and the quality of outcomes.(Rinaldi, 2022). This indicates that a good quality image is not determined by the perspective of the service provider, but rather by the viewpoint of the customer. Since customers are the ones who use and enjoy the services offered by the company, they are the ones who should set the quality standards. In the context of government, the customers are the public or groups/agencies that utilise the services provided by the administration.

Based on Tjiptono's statement in (Halim & Dkk, 2021) that there are five dimensions of service quality (Destiana & Rinaldi, 2023)(Padiyar, 2022), namely:

- a) Reliability, or accuracy, is about delivering promised services efficiently, on time, and satisfactorily for customers..(Balinado et al., 2021)
- b) Responsiveness refers to the readiness of staff to assist customers and to provide prompt and responsive service (Ali et al., 2021)
- c) Assurance encompasses the knowledge, skills, ethics, and reliable character possessed by staff, safeguarding them from hazards, risks, or uncertainties (Ali et al., 2021)
- d) Empathy encompasses the ability to build relationships, communicate effectively, provide individual attention, and deeply understand the needs of each consumer (Balinado et al., 2021)
- e) Physical evidence (tangibles), encompassing physical infrastructure, equipment, workforce/employees, as well as communication tools (Mosimanegape et al., 2020)

Public Satisfaction

The level of happiness experienced by the public after receiving services, which is then compared to their expectations, is referred to as public satisfaction. (Waromi et al., 2023).(Kurniasih et al., 2023). This level of satisfaction can be measured based on how well the quality of the services perceived or achieved meets their expectations. The better the quality of the services received, the higher the level of public satisfaction will be (Taufiqurokhman et al., 2024) (Mahsyar, 2025)

According to Kotler, “satisfaction is an emotional state that arises when an individual experiences happiness or disappointment, resulting from a comparison between the performance of a product or the outcomes they perceive and the expectations they hold. If the product's performance fails to meet the existing expectations, the customer will feel dissatisfied. Conversely, if the product's performance aligns with expectations, the customer will feel satisfied. Furthermore, if the product's performance exceeds the existing expectations, the customer will experience a very high level of satisfaction or even great happiness.”(Philip Kotler, 2009)(Schiebler et al., 2025)(Bi et al., 2020)

Based on the above, it can be concluded that public satisfaction is defined as the result of an evaluation of services and experiences in using products or services.(Zhang et al., 2022). The quality of service significantly influences public satisfaction. If the public feels that the service does not meet their expectations, they are likely to become disappointed or dissatisfied. However, if the service meets expectations, satisfaction can be achieved. Furthermore, the level of public satisfaction will increase significantly if the performance of the service exceeds expectations. (Taufiqurokhman et al., 2024)(Lanin et al., 2023)

Public Satisfaction Index

To measure satisfaction levels, Philip Kotler proposed several methods for assessing customer satisfaction. One of the methods employed is periodic surveys.(Philip Kotler, 2009)(Manaf et al., 2023). The Public Satisfaction Survey (PSS) is a data collection method that pertains to the level of public satisfaction regarding their perceptions of services provided by officials in the administration of public services. In this survey, a comparison is made between the expectations and needs of the community. The PSS aims to identify the performance level of service units, which can subsequently be used as a basis for formulating policies to enhance the quality of public services in the future.

The Public Satisfaction Index (PSI) is an instrument used to measure the level of satisfaction among the public regarding the services provided by government institutions.

According to the Regulation of the Minister of Administrative and Bureaucratic Reform Number 14 of 2017, the PSI is defined as a figure that indicates the degree of public satisfaction with the quality of public services. This index plays a crucial role as it offers a clear picture of the quality of service received by the public and serves as a basis for institutions to make improvements.(Regulation of the Minister of Administrative and Bureaucratic Reform Number 14 of 2017 on Guidelines for the Preparation of Public Satisfaction Surveys, 2017)

RESEARCH METHOD

The approach in this research design is quantitative. The quantitative research method is based on the philosophy of positivism. This approach is used to analyse a specific population or sample by collecting data using research tools. The data analysis process is conducted quantitatively or statistically, with the aim of testing previously established hypotheses (Soegiyono, 2013) (Mony & Rinaldi, 2024)

The population in this study consists of institutions/organisations or all members of the community that are connected to or receive direct services from the Yogyakarta City Fire and Rescue Department. Each respondent is provided with a questionnaire containing 9 questions related to the services offered by the Yogyakarta City Fire and Rescue Department. The questionnaire is a data collection technique that requests respondents to answer a series of written questions or statements (Soegiyono, 2013) (Mohanty et al., 2024) (Fatmayanti & Susantri, 2023),

Each question from the above questionnaire is accompanied by four responses, rated from 1 to 4 according to the Likert scale. Data collection in the form of this questionnaire can be conducted via Google Forms or through direct completion of the printed version of the questionnaire at the department when receiving services.

RESULTS AND DISCUSSION

Testing the Validity and Reliability of Instruments

Validity testing is an essential part of the research process to ensure that research findings genuinely reflect the intended phenomenon.(Putranto, 2024) The validity test of the instrument can be observed in the following image:

Figure 1.

Results of Instrument Validity Testing

Correlations		X1	X2	X3	X4	X5	X6	X7	X8	X9	X
X1	Pearson Correlation	1	.693**	.583**	.360**	.585**	.544**	.575**	.518**	.492**	.793**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X2	Pearson Correlation	.693**	1	.578**	.399**	.504**	.548**	.567**	.548**	.527**	.792**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X3	Pearson Correlation	.583**	.578**	1	.338**	.632**	.493**	.589**	.592**	.531**	.789**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X4	Pearson Correlation	.360**	.399**	.338**	1	.382**	.426**	.365**	.336**	.408**	.555**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X5	Pearson Correlation	.585**	.504**	.632**	.382**	1	.531**	.627**	.556**	.556**	.791**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X6	Pearson Correlation	.544**	.548**	.493**	.426**	.531**	1	.542**	.565**	.540**	.760**
	Sig. (2-tailed)										
	N	320	320	320	320	320	320	320	320	320	320

	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X7	Pearson Correlation	.575**	.567**	.589**	.365**	.627**	.542**	1	.557**	.599**	.798**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X8	Pearson Correlation	.518**	.548**	.592**	.336**	.556**	.565**	.557**	1	.548**	.771**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	320	320	320	320	320	320	320	320	320	320
X9	Pearson Correlation	.492**	.527**	.531**	.408**	.556**	.540**	.599**	.548**	1	.762**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	320	320	320	320	320	320	320	320	320	320
X	Pearson Correlation	.793**	.792**	.789**	.555**	.791**	.760**	.798**	.771**	.762**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	320	320	320	320	320	320	320	320	320	320

** Correlation is significant at the 0.01 level (2-tailed).

The number of respondents involved in this study is 320 individuals. Using a significance level set at 5%, a table value of r was obtained at 0.1093. Through the analysis illustrated in the image above, it can be observed that the calculated r value for all the elements under investigation is indeed higher than the predetermined table value of r. Therefore, it can be concluded that the instruments used in this research have been tested and are deemed valid.

Following the validity test, the next step is to conduct a reliability test. The reliability test is a method used to assess how consistent the questionnaire is. This questionnaire serves as an important indicator of specific variables or constructs that are intended to be measured. By performing the reliability test, researchers can ensure that the instruments they are using yield stable and dependable results across various conditions. This test aids in determining whether the questionnaire can be effectively utilised to gather the necessary data for the ongoing study. The results of the reliability test are illustrated in the following figure:

Figure 2.
Results of the Reliability Test
Case Processing Summary

		N	%
Cases	Valid	320	100.0
	Excluded ^a	0	.0
	Total	320	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

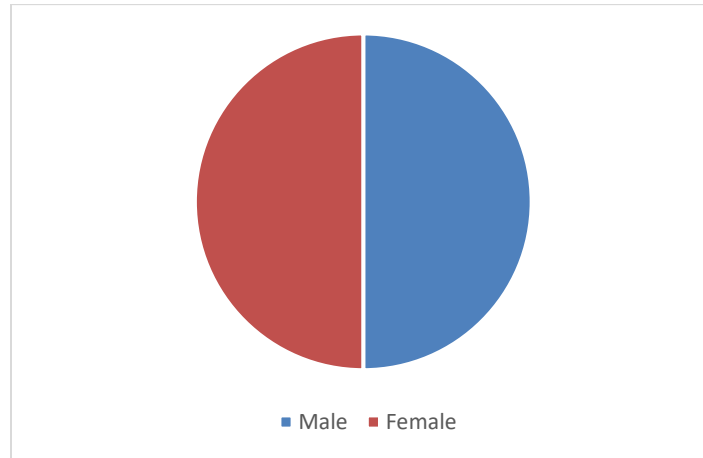
Cronbach's Alpha	N of Items
.909	9

From the data presented above, the Cronbach's Alpha value is 0.909. An instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70; thus, we can conclude that the instrument used has passed the reliability test.

Respondent Profile

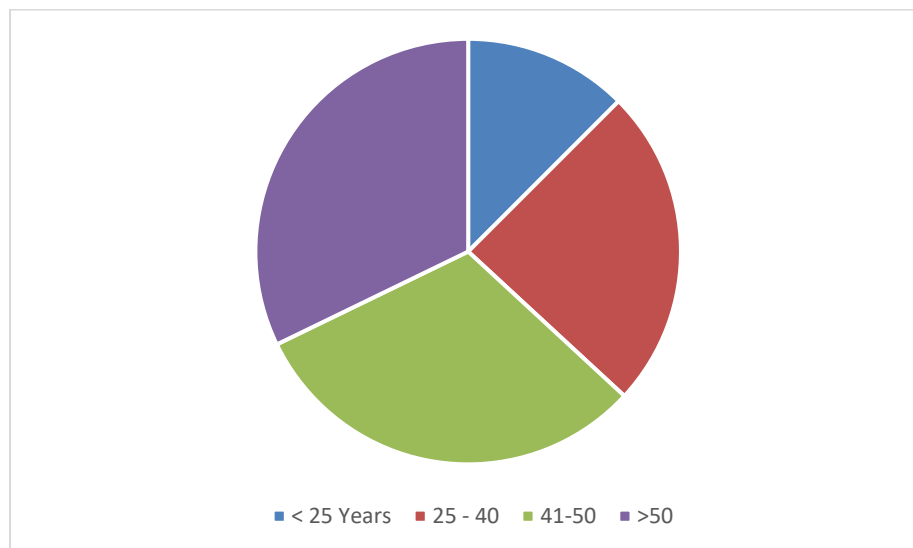
The profile of the respondents consists of 320 individuals, categorised by gender, comprising 160 males (50%) and 160 females (50%), as illustrated in the following figure:

Figure 3.
Respondent profile by gender



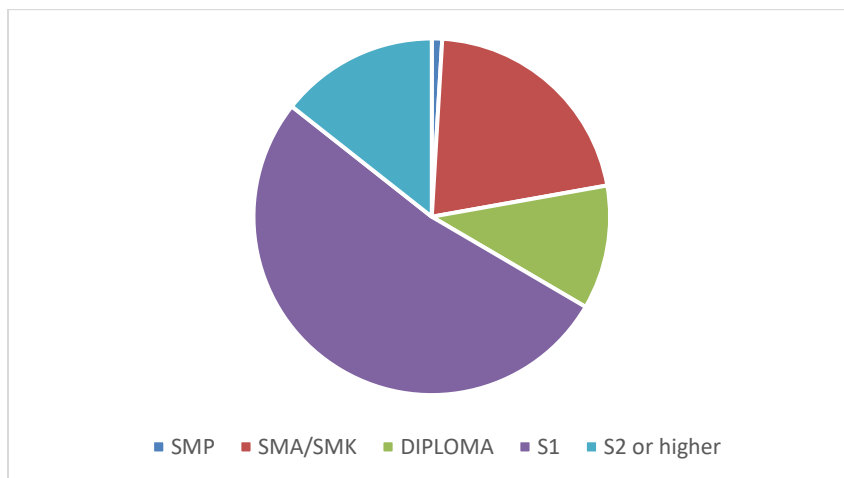
The profile of respondents based on age is as follows: there are 40 individuals (12.50%) aged under 25 years, 78 individuals (24.38%) aged between 25 and 40 years, 99 individuals (30.94%) aged between 41 and 50 years, and 103 individuals (32.19%) aged over 50 years.

Figure 4.
Respondent Profile Based on Age



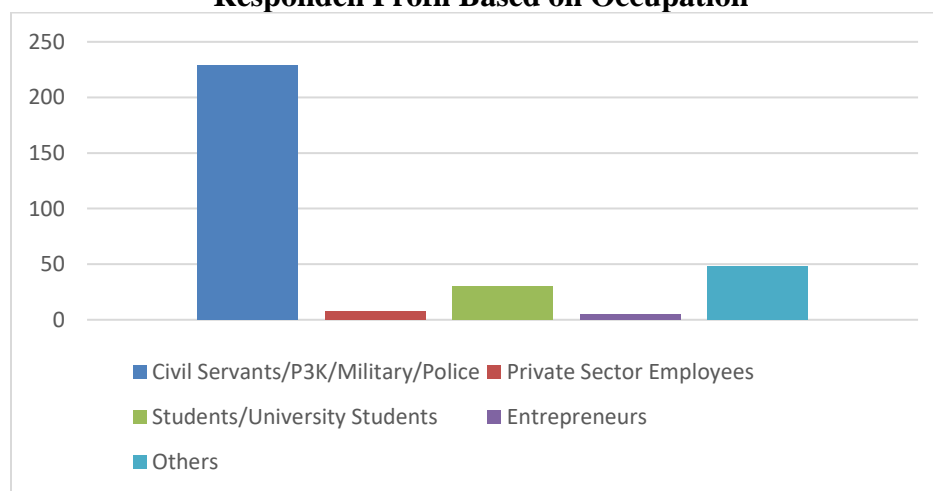
Furthermore, the profile of respondents based on their level of education reveals that there are 3 individuals with a junior high school education (0.94%), 68 individuals with a senior high school/vocational education (21.25%), 36 individuals with a diploma (11.25%), 167 individuals with a bachelor's degree (52.19%), and 46 individuals with a master's degree or higher (14.38%).

Figure 5.
Respondent Profile Based on Education Level



The following respondent profile based on occupation can be seen in the image below:

Figure .6
Responden Profil Based on Occupation



From the image above, we can present the number of respondents with occupations as follows: civil servants/P3K/TNI/POLRI total 229 individuals (71.56%), private sector employees 8 individuals (2.50%), students 30 individuals (9.38%), self-employed 5 individuals (1.56%), and others amounting to 48 individuals (15%).

After the tabulation and processing of data from the questionnaires, the following data have been obtained as shown in the table below:

Table 1.
Results of Tabulation and Data Processing of the Questionnaire

Service Elements	U1	U2	U3	U4	U5	U6	U7	U8	U9	Total
Total Value of Each Element	1126	1157	1136	1240	1137	1159	1158	1126	1153	10392
Number Filled	320	320	320	320	320	320	320	320	320	320
NRR/per Element	3,52	3,62	3,55	3,88	3,55	3,62	3,62	3,52	3,60	32,48
Weighted Value	0,11	0,11	0,11	0,11	0,11	0,11	0,11	0,11	0,11	0,11
PSI Result	0,39	0,40	0,39	0,43	0,39	0,40	0,40	0,39	0,40	3,57

Base Multiplier	25	25	25	25	25	25	25	25	25	25
PSI Value for Each Element	87,97	90,39	88,75	96,88	88,83	90,55	90,47	87,97	90,08	

Source: Primary Data Processing

Description:

- U1 : Compliance with Service Requirements
- U2 : Service Procedures
- U3 : Completion Time
- U4 : Service Costs
- U5 : Compliance with Service Outcomes
- U6 : Staff Competence
- U7 : Staff Behaviour
- U8 : Facilities and Infrastructure
- U9 : Follow-up Mechanism

Based on the table above, we can observe the PSI values for each element as well as the PSI value for the Fire and Rescue Service of Yogyakarta City, which can be simplified in the following table:

Table 2.
PSI for each element and PSI Service Unit

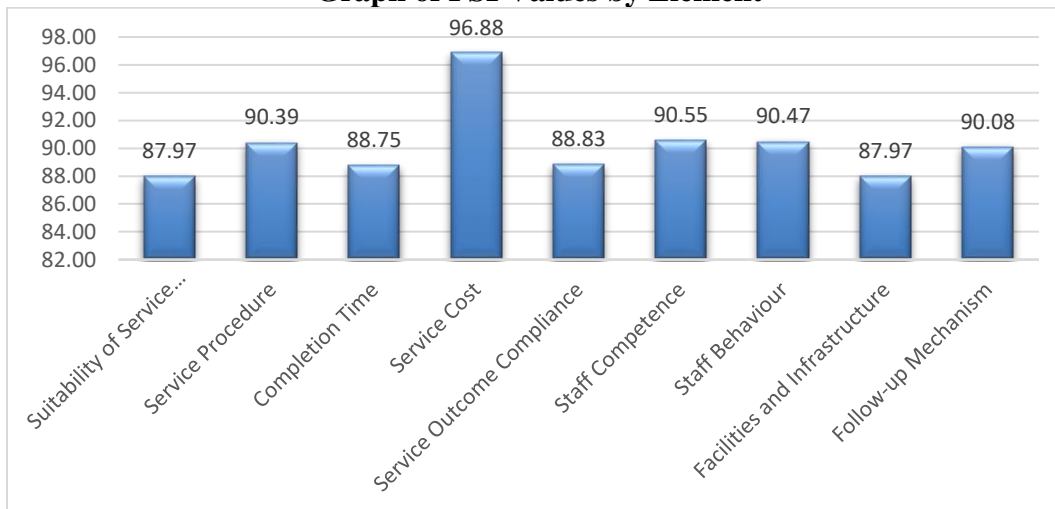
Service Elements	U1	U2	U3	U4	U5	U6	U7	U8	U9
PSI Value for Each Element	87,97	90,39	88,75	96,88	88,83	90,55	90,47	87,97	90,08
Category	Good	Very Good	Very Good	Very Good	Very Good	Very Good	Very Good	Good	Very Good
PSI Service Unit	89,30, Quality of Service Very Good								

Source: Primary Data Processing

From the table above, we can understand that the Public Satisfaction Index (PSI) for services provided by the Yogyakarta City Fire and Rescue Department is 89.30, indicating a very good quality of service.

The PSI values for each component can be presented in the following image:

Figure 7.
Graph of PSI Values by Element



From the image above, we can observe that although the Public Satisfaction Index (PSI) is very good, two elements require further attention: the first element is the Suitability of Service Requirements, and the eighth element is Facilities and Infrastructure.

CONCLUSION

Based on the analysis of data from the public satisfaction survey regarding services at the Yogyakarta City Fire and Rescue Department, it is concluded that the Public Satisfaction Index (PSI) stands at 89.30, indicating a very good level of service quality. However, there are still two elements that require more attention.

The first element, "Suitability of Service Requirements," refers to the criteria that must be met when managing certain types of services, both technical and administrative. Moving forward, it is essential to simplify bureaucratic procedures and requirements to facilitate access for the public.

The second element, "Facilities and Infrastructure," involves providing or enhancing facilities, equipment, service areas, and other supporting elements to optimise service delivery to the community.

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