



STRATEGY FOR UTILIZING COMMUNITY SATISFACTION DATA TO IMPROVE PUBLIC SERVICES IN BANYUMAS REGENCY THROUGH SUSANMAS WEBSITE

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Abstract

The use of data in public service decision-making is increasingly important in the digital era. The Banyumas Regency Government through the One-Stop Investment and Integrated Services Agency (DPMPTSP) utilizes the Community Satisfaction Index (IKM) collected through the Susanmas website. In this internship program, the author is directly involved in processing IKM data as well as supervising business actors to ensure compliance with regulations. This article discusses how the strategy of utilizing community satisfaction data can improve public services and overcome the challenges that exist in the implementation of service digitization. With a data-driven approach, it is expected that public services will become more efficient, transparent, and responsive to community needs.

Keywords: Digitalization of public services, Community Satisfaction Index, DPMPTSP Banyumas, Susanmas, MBKM Internship.

Abstract

Penggunaan data dalam pengambilan keputusan layanan publik semakin penting dalam era digital. Pemerintah Kabupaten Banyumas melalui Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) memanfaatkan Indeks Kepuasan Masyarakat (IKM) yang dikumpulkan melalui website Susanmas. Dalam program magang ini, penulis terlibat langsung dalam pengolahan data IKM serta supervisi terhadap pelaku usaha guna memastikan kepatuhan terhadap regulasi. Artikel ini membahas bagaimana strategi pemanfaatan data kepuasan masyarakat dapat meningkatkan layanan publik serta mengatasi tantangan yang ada dalam implementasi digitalisasi layanan. Dengan pendekatan berbasis data, diharapkan layanan publik menjadi lebih efisien, transparan, dan responsif terhadap kebutuhan masyarakat.

Keywords: Digitalisasi layanan publik, Indeks Kepuasan Masyarakat, DPMPTSP Banyumas, Susanmas, Magang MBKM.

A. INTRODUCTION

Improving the quality of public services is one of the main objectives of local governments in providing effective and efficient services for the community. DPMPTSP Banyumas Regency has implemented service digitization through the Susanmas website as a medium for collecting community satisfaction data. This data is used to evaluate service quality and identify areas that need improvement.

However, there are challenges in managing IKM data, such as low community participation in surveys and lack of data utilization in decision making. Therefore, through the Merdeka Belajar Kampus Merdeka (MBKM) internship program, students have the opportunity to be directly involved in data processing and analysis to provide recommendations for service improvement.

This article will discuss strategies for utilizing IKM data in improving the quality of public services in Banyumas, as well as how the role of student interns in helping optimize service digitization.

B. IMPLEMENTATION AND METHODS

Merdeka Campus Independent Internship Program Activity is one of the requirements for completing the Diploma III Program at the Faculty of Economics and Business, Universitas Jenderal Soedirman. This MBKM Internship activity is proposed for fifth-semester students and aims to make students aware of the process and/or dynamics of work activities at the agency or company where

students work. and/or the dynamics of work activities at the agency or company where students MBKM Internship with the final result in the form of an MBKM Internship Report. The author participated in the internship program at DPMPTSP of Banyumas Regency and was assigned in several aspects, including processing IKM data, supervising business actors, and evaluating public service policies.

Working Days	Working Hours	Break Time
Monday – Thursday	07.00 – 15.30	11.00 – 13.00
Friday	07.30 – 15.00	11.00 – 13.00

In this internship, the author was placed in the field of control, data, and information. this field focuses on supervising business actors in Banyumas District, receiving complaints from the public regarding business actors in Banyumas District, and monitoring service satisfaction in the public service mall which data on public satisfaction with services there is recorded on the susanmas website. The description of activities during the MBKM internship at PT Shakran Kreasi Indonesia is as follows:

1. Collect and analyze IKM data from the Susanmas website.
2. Participating in field supervision of business owners.
3. Participate in public service evaluation meetings.
4. Prepare a service improvement recommendation report.
5. Assist in the management of the DPMPTSP digital information system.

6. Conduct research on data-based

public service policies.

C. RESULTS AND DISCUSSION

The utilization of Community Satisfaction Index (IKM) data in Banyumas provides various significant benefits in improving public services. One of the main benefits is operational efficiency, where digitization allows data processing to be done more quickly and accurately. With a digital system, the data collection and analysis process can be automated, reducing the time needed to obtain relevant information. This not only speeds up the government's response to community needs, but also improves the quality of services provided.

In addition, the digitization of SMI data also contributes to increased transparency in public services. The public can now easily access survey results and see service improvements that have been made by the government. This creates trust between the government and the public, as the public feels involved in the process of evaluating and improving services. In addition, decision-making accuracy is improved, as data collected in real-time provides more precise information for policy planning. Finally, digitization also enables optimization of supervision, making it easier for the government to monitor the performance of public services and ensure that the service standards set can be met properly. Thus, the utilization of IKM data through digitization not only increases efficiency, but also strengthens accountability and transparency in the delivery of public services.

The utilization of IKM data in Banyumas brings various benefits for improving public services, including:

Aspect	Description
Operational Efficiency	Digitalization enables faster and more accurate data processing.
Increased Transparency	The public can see the survey results and service improvements made.
Accuracy in Decision	Making Data collected in real-time helps in more precise policy planning.
Optimization of Monitoring	Makes it easier for the government to monitor the performance of public services.

While digitization brings great benefits, some obstacles need to be overcome, such as:

Challenges	Proposed Solution
Low Public Participation	Educational campaigns and socialization of the importance of the IKM survey.
Lack of Data Utilization	Optimization of analytics system for more informative data presentation.
Limited Digital Infrastructure	Development of a more user-friendly platform.
Lack of Skilled	Training and competency

Human Resources	improvement for DPMPTSP employees.
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D. CLOSING

Before we take stock of the results of this internship, it is important to understand that the successful implementation of digitalization in public services depends not only on technology, but also on the readiness of human resources and community participation. Data collected from IKM can be a strong foundation for public policy, but its utilization still faces various challenges that need to be addressed with the right strategy.

In addition, coordination between various stakeholders, including local governments, businesses, and communities, is a key factor in optimizing digital-based services. Digitalization is not only about service automation, but also about building a more inclusive and participatory system for all parties involved.

CONCLUSION

The utilization of IKM data through the Susanmas website is a strategic step in improving public services in Banyumas Regency. Data digitization allows local governments to be more responsive in adjusting policies based on community needs.

However, there are still challenges such as low community participation in the survey and limitations in data analysis. By optimizing the digital system and educating the community, the effectiveness of IKM data utilization can be improved.

RECOMMENDATION

To improve the effectiveness of the utilization of Index of Community Satisfaction (IKM) data in public services in Banyumas Regency, several steps need to be taken. First, the local government should increase educational campaigns and socialization to the community regarding the importance of the IKM survey. With a better understanding, community participation in filling out the survey will increase, so that the data obtained is more representative and accurate. In addition, optimizing the analytics system also needs to be done by developing a dashboard that is more intuitive and easy to use by policymakers, so that data analysis can be done more effectively and efficiently.

Furthermore, strengthening digital infrastructure is an important aspect in supporting the smooth management of SMI data. The government needs to ensure that the Susanmas website is more user-friendly and can be accessed easily by all levels of society. In addition, increasing the competence of DPMPTSP employees in digital data management through continuous training is needed so that they are able to analyze and utilize data more optimally. Finally, collaboration with universities and academics is also a good strategy to support the development of data-based public service innovations and accelerate digital transformation in services to the community. Based on the findings in this internship, some recommendations that can be implemented by DPMPTSP Banyumas include:

1. Increase Educational Campaigns: Wider socialization

of the benefits of the IKM survey for the community.

2. Analytic System Optimization: Develop a more intuitive analytical dashboard for policy makers.
3. Digital Infrastructure Strengthening: Ensure that the Susanmas website system is more user-friendly and accessible to all levels of society.
4. Training for Employees: Increased employee competency in digital data management.
5. Collaboration with Universities: Increase cooperation with academics in the development of public service innovations.

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