

Article

Service Quality at PT. Pos Indonesia Amuntai Post Office, Thru the Hulu Sungai Utara District Community Satisfaction Index (IKM)

Rina Emilyana¹, Junaidi², Fakhri³

^{1,2,3}Public Administration Study Program, Amuntai Institute of Administrative Sciences, Indonesia.

* Correspondence: ¹rinaemilyana@gmail.com, ²junaidi12@gmail.com, ³stiafakhrimap@gmail.com

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Abstract: This research is based on the background of how the service quality at PT. Pos Indonesia Amuntai Post Office through the Community Satisfaction Index and what factors affect the quality of service at PT. Pos Indonesia Amuntai Post Office. There are several problems faced, this is related to sending incorrect data so that people complain that the package has not arrived at its destination by the promised time limit. Based on the above, this study aims to identify and facilitate the existing service processes at PT. Pos Indonesia Amuntai Post Office. This research uses a quantitative approach with a descriptive type. Using the analysis of the Community Satisfaction Index with data results in the form of numbers. The research was conducted at PT. Pos Indonesia Amuntai Post Office from October to December 2019. The sampling technique used was nonprobability sampling with accidental sampling type. The data collection technique is done by using observation, questionnaire or questionnaire, and documentation. The results of the basic analysis show that the value of the Community Satisfaction Index (IKM) for the services of PT. Pos Indonesia The Amuntai Post Office is 3.02 with a conversion rate of 75.50. Then the performance of public services is in the category of good service quality. The conclusion in this study that there are 14 elements of service studied, environmental comfort is the element with the highest index value with the IKM value of 82.00 and is at a very good level. Meanwhile, the element with the lowest index value is the element of schedule certainty with the IKM value of 73.50 and is at a good level. Things that can affect the Community Satisfaction Index (IKM) on the service quality of PT. Pos Indonesia Amuntai Post Office internal factors in the form of interactions between organizational employees. Meanwhile, external factors that can affect service quality through the Community Satisfaction Index (IKM) are service patterns and service provision procedures, service distribution service patterns, service sales service patterns, and service delivery service patterns. How to improve the quality of service researchers suggested to PT. Pos Indonesia Amuntai Post Office as follows: improving the delivery system of goods, managing delivery of goods to arrive at the appointed time, responding to and paying attention to consumer complaints, and being careful in storing receipt numbers.

Keywords: Service Quality, Community Satisfaction Index (IKM), Public Service Performance, Postal Service Management, Customer Complaints Handling.

1. Introduction

Background

In terms of the services provided by PT. Pos Indonesia Amuntai Post Office, these can include letter and package delivery services, money transfer services, bill payments, pension withdrawals, aid money withdrawals, stamp purchases, and so on. According to

the community, PT. Pos Indonesia Amuntai Post Office is experiencing a decline. This can be seen from the number of visitors, especially in the field of letter or package delivery services, due to increasing competition from other parties. As a result, some employees have been transferred or had their salaries reduced, and PT. Pos Indonesia Amuntai Post Office itself faces various problems, including incorrect data transmission. This is due to the ticket officers incorrectly entering data into the computer, causing the public to complain that their packages haven't reached their destination by the promised deadline, even tho the packages have arrived but cannot be picked up due to data entry errors and incorrect recipient information. This has led to the public having a less-than-satisfactory perception. Therefore, as time goes on, the quality of service is being improved to meet the established targets [1], [2], [3], [4], [5].

Based on the above background of PT. Pos Indonesia (Persero), the researcher is interested in studying the Amuntai Post Office because PT. Pos Indonesia (Persero) is one of the state-owned enterprises in Indonesia. Therefore, this research proposal is titled: Service Quality at PT. Pos Indonesia Amuntai Post Office Thru the Community Satisfaction Index (IKM) of North Hulu Sungai Regency.

Theoretical Review

A. Previous Research

Findings

1. Septiyan Eka (2016) is a student at the Faculty of Social and Political Sciences, Sultan Ageng Tirtayasa University, Serang, with the title "Community Satisfaction Index for Health Services at Serang City Health Center" [6]. The objectives of this study are to measure the extent of the community satisfaction index at public service providers at Serang City Health Center regarding health services, to map the performance of health service providers at Serang City Health Center based on public service performance according to the perception of service users (the community), and to identify community expectations regarding health services at Serang City Health Center. The conclusion of this research analysis proves that: Health services provided at Serang City Health Center have been running well, with a community satisfaction index score of 3.17 based on 9 indicators according to PERMENPAN No. 14 of 2014, resulting in a service quality rating of "B". Based on the IKM measurement covering 9 elements listed in PERMENPAN No. 16 of 2016, this can be used as an evaluation material at Serang City Health Center to further maximize health services for the people of Serang City.

2. Zulfi Ahaditya Arif Nugraheni (2015), a student at Yogyakarta State University, whose thesis is titled "Analysis of Community Satisfaction with Public Services Based on the Community Satisfaction Index at the Mungkid District Office, Magelang Regency" [7]. Based on initial observations, several issues were found in the service department. Service facilities at the Mungkid District Office are considered inadequate, such as the absence of suggestion boxes, insufficient seating in the waiting area, and the lack of safe and comfortable parking. This can disrupt and hinder the smooth operation of security services at the Mungkid District Office, which are considered insufficient. This is also evident in the absence of parking attendants, which compromises the safety of community vehicles. The research design for this study is descriptive research because the researcher generates data in the form of a description with sentences regarding community satisfaction with services at the Mungkid District Office. This study uses the Community Satisfaction Index (IKM) analysis as outlined in the Decree of the Minister of Administrative and Bureaucratic Reform Number 25 of 2004 concerning the General Guidelines for Compiling the Community Satisfaction Index for Government Agency Service Units [8]. The data collected in numerical form will then be calculated according to the IKM calculation provisions. The conclusion from the understanding of descriptive research using IKM analysis is a study that uses IKM analysis in the form of numbers, which are then interpreted into sentences. The research results show that public satisfaction was 71.83,

indicating that the overall performance of the Mungkid District Office's services in 2015 was in the good category. With an average score of 70.00 or higher for each service element studied, and the service speed element having the lowest index score, the Mungkid District Office needs to strive to improve the speed of service provided.

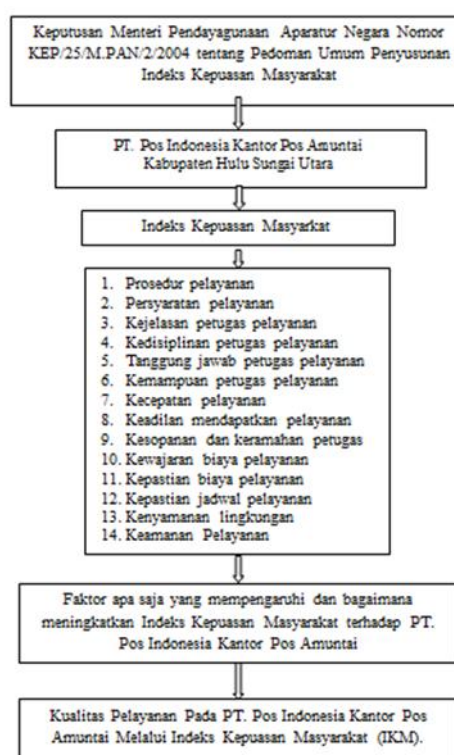


Figure 1. Framework.

2. Materials and Methods

Research Approach

This research uses a Quantitative approach.

Research Type

The research type used in this study is Descriptive research.

Population and Sample

The population in this study is the entire community that is are customers of PT. Pos Indonesia Amuntai Post Office. Considering factors that support the successful implementation of the research, sampling was conducted in this study. The sampling technique used in this study focuses on service quality through the Community Satisfaction Index at PT Pos Indonesia Amuntai Post Office using the total sampling technique.

Data Collection Techniques

The research data management was carried out as follows: observation, questionnaire, and documentation.

Scoring Techniques

This research instrument uses a rating scale with 4 measurement scales or 4 answer alternatives: STS = Strongly Disagree, TS = Disagree, S = Agree, SS = Strongly Agree.

Data Analysis Techniques

This study uses the IKM data analysis technique in accordance with KEPMENPAN Number 25 of 2004 concerning the General Guidelines for the Preparation of the Community Satisfaction Index for Government Agency Service Units [8]. Data analysis techniques were carried out using the Community Satisfaction Index (IKM) value, which was calculated using the Weighted Average Value of each service element. Data research management is carried out as follows: editing, tabulation, analysis of MSMEs, and interpretation

3. Results and Discussion

A. Discussion

1. Service Procedures of PT. Pos Indonesia Amuntai Post Office

The service procedures of PT. Pos Indonesia Amuntai Post Office is described in the following statements, specifically regarding the ease of procedures/service flow stages at the Amuntai Post Office. The research results indicate that the service procedures at the Amuntai Post Office are easy to obtain. This can be seen from the IKM (Community Satisfaction Index) value for service procedures, which is 3.24, with an IKM conversion value of 81.00.

2. Service Requirements of PT. Pos Indonesia Amuntai Post Office

The service requirements of PT. Pos Indonesia Amuntai Post Office is described based on whether the required conditions meet the services desired by the community. The results of this study show that the service requirements of the Amuntai Post Office are in accordance with the type of service desired by the community. This can be seen from the IKM (Community Satisfaction Index) value for service requirements, which is 3.1, with an IKM conversion value of 77.50. Based on the research results above, it shows that the service requirements of the Amuntai Post Office are already good. Therefore, efforts need to be made to continuously maintain the ease of service requirements at the Amuntai Post Office.

3. Clarity of Service Officers at PT. Pos Indonesia Amuntai Post Office

The clarity of service officers at PT. Pos Indonesia Amuntai Post Office is described in statements regarding the presence or certainty of service officers. The research results indicate that the clarity of service officers at the Amuntai Post Office is good. This can be seen from the IKM (Community Satisfaction Index) value for the clarity of service officers, which is 3.04, with an IKM conversion value of 76.00. Based on the research results above, it shows that the clarity of service officers at the Amuntai Post Office is good. However, there are some communities that still consider officers who are not in their respective places. Based on the description, efforts need to be made to continuously increase the presence of service personnel at the Amuntai Post Office.

4. Discipline of Service Officers at PT. Pos Indonesia Amuntai Post Office

The discipline of service officers at PT. Pos Indonesia Amuntai Post Office is described in statements regarding the seriousness of service officers in providing service. The research results show that the discipline of the Amuntai Post Office service officers is already good. This can be seen from the IKM (Community Satisfaction Index) value for the discipline of service officers, which is 3.04, with an IKM conversion value of 76.00. Based on the research results above, it shows that the discipline of the Amuntai Post Office service officers is already good. However, some members of the public still consider the officers' discipline to be lacking in the service process. Based on the description, efforts need to be made to continuously improve the discipline of service personnel at the Amuntai Post Office.

5. Responsibilities of PT. Pos Indonesia Amuntai Post Office Service Officers

The responsibilities of PT. Pos Indonesia Amuntai Post Office service officers are detailed in statements regarding the extent of their responsibility and the clarity of their authority. The research results indicate that the responsibilities of service officers at the Amuntai Post Office are good. This can be seen from the IKM (Community Satisfaction Index) value for service officer responsibilities, which is 3.02, with an IKM conversion value of 75.50. Based on the research results above, it shows that the responsibilities of service officers at the Amuntai Post Office are good. However, some people still consider the officers to be less responsible in the service process, such as delivering packages late.

Based on the description, efforts need to be made to continuously improve the responsibility of service officers at the Amuntai Post Office while providing services to the public [9], [10], [11].

6. Service Officer Capabilities at PT. Pos Indonesia Amuntai Post Office

The capabilities of service officers at PT. Pos Indonesia Amuntai Post Office is described in statements regarding the service officers' expertise in providing services to the public. The research results show that the service officers at the Amuntai Post Office have good abilities. This can be seen from the IKM (Community Satisfaction Index) score for service officer clarity, which is 3.22, with an IKM conversion score of 80.50. Based on the research results above, it shows that the service staff at the Amuntai Post Office have good abilities. Therefore, efforts need to be made to continuously maintain and improve the service staff's abilities at the Amuntai Post Office.

7. Service Speed of PT. Pos Indonesia Amuntai Post Office

The service speed of PT. Pos Indonesia Amuntai Post Office is described in statements regarding the target time for services to be completed within the specified timeframe. The research results show that the service speed of the Amuntai Post Office is not good. This can be seen from the IKM (Community Satisfaction Index) value for the clarity of service officers, which is 3, with an IKM conversion value of 75.00. Based on the research results above, it shows that the clarity of service officers at the Amuntai Post Office is already good. Therefore, efforts need to be made to continuously improve the responsibility of service officers at the Amuntai Post Office while providing services to the public.

8. Justice in Receiving Services from PT. Pos Indonesia Amuntai Post Office Justice in receiving services from PT. Pos Indonesia Amuntai

The Post Office is described in statements regarding non-discriminatory service based on social class or status. The research results show that fairness in receiving services from the Amuntai Post Office is good. This can be seen from the IKM (Community Satisfaction Index) value for fairness in receiving services, which is 3.04, with an IKM conversion value of 76.00. Based on the research results above, it shows that fairness in receiving services from the Amuntai Post Office is good. However, some people still consider fairness in receiving services to be lacking. Based on this description, efforts need to be made to continuously improve fairness in receiving services at the Amuntai Post Office.

9. Politeness and Friendliness of PT. Pos Indonesia Service Officers at the Amuntai Post Office

The politeness and friendliness of PT. Pos Indonesia service officers at the Amuntai Post Office are described in statements regarding the officers' attitudes and behavior in providing services to the public. The research results show that the politeness and friendliness of the Amuntai Post Office officers are good. This can be seen from the IKM (Community Satisfaction Index) value for the politeness and friendliness of service officers, which is 3.26, with an IKM conversion value of 81.50. Based on the research results above, it shows that the politeness and friendliness of the Amuntai Post Office service

officers are very good. However, it is necessary to maintain the level of politeness and friendliness of service officers at the Amuntai Post Office.

10. Fairness of Service Costs at PT. Pos Indonesia Amuntai Post Office

The fairness of service costs at PT. Pos Indonesia Amuntai Post Office is explained in statements regarding the affordability of service costs for the public. The research results show that the fairness of service costs at the Mungkid District Office is good. This can be seen from the IKM (Community Satisfaction Index) value for service cost fairness, which is 3, with an IKM conversion value of 75.00. Based on the research results above, it shows that the fairness of service costs at the Amuntai Post Office is good. However, some people still consider the service costs to be inadequate. Therefore, the cost of services must always be adjusted to the type of service provided.

11. Certainty of Service Costs at PT. Pos Indonesia Amuntai Post Office

The certainty of service costs at PT. Pos Indonesia Amuntai Post Office is detailed in a statement regarding the suitability of service costs with the predetermined service costs. The research results show that the certainty of service costs at the Amuntai Post Office is good. This can be seen from the IKM value for service staff clarity, which is 2.96, with an IKM conversion value of 74.00. Based on the research results above, it shows that the certainty of service costs at the Amuntai Post Office is good, so it needs to be maintained or further improved.

12. Certainty of Service Schedule for PT. Pos Indonesia Amuntai Post Office

The certainty of the service schedule for PT. Pos Indonesia Amuntai Post Office is described in a statement regarding the conformity of service time with the predetermined service schedule. The research results show that the certainty of the Amuntai Post Office's service schedule is good. This can be seen from the IKM (Community Satisfaction Index) value for service schedule certainty, which is 2.94, with an IKM conversion value of 73.50. Based on the research results above, it shows that the service schedule certainty of the Amuntai Post Office is good. However, some people still consider the service time to be less than satisfactory with the service schedule. Therefore, it is necessary to increase service schedule certainty and maintain the accuracy of service schedules for the public, such as timely package delivery.

13. Environmental Comfort at PT. Pos Indonesia Amuntai Post Office

The environmental comfort of PT. Pos Indonesia Amuntai Post Office services is described in statements regarding the condition of the facilities and infrastructure at the service location. The research results show that the environmental comfort of the Amuntai Post Office service is good. This can be seen from the IKM (Community Satisfaction Index) value for environmental comfort, which is 3.28, with an IKM conversion value of 82.00.

Based on the research results above, it shows that the service environment conditions at the Amuntai Post Office are very good. Therefore, the arrangement, neatness, and cleanliness of the Amuntai Post Office environment must always be maintained to support the service process [12], [13], [14].

14. Service Security of PT. Pos Indonesia Amuntai Post Office

The service security of PT. Pos Indonesia Amuntai Post Office is described in a statement regarding the guaranteed level of security in the service environment. The research results show that the service security of Amuntai Post Office is good. This can be seen from the IKM (Community Satisfaction Index) value for service security, which is 3.1, with an IKM conversion value of 77.50. Based on the research results above, it shows that the service security of Amuntai Post Office is good. However, some communities still consider the service security to be insufficient. This is because security guards are not always present at their posts or on duty. Therefore, the safety of the public while receiving services needs to be continuously improved.

B. Factors Influencing the Community Satisfaction Index (IKM) Regarding Service Quality.

Therefore, the factors that can influence the Community Satisfaction Index (IKM) regarding the quality of service at PT. Pos Indonesia Amuntai Post Office can be identified as follows: factors influencing the Community Satisfaction Index can include interactions between organizational employees, which play a very important role in the harmony of working relationships. However, Amuntai Post Office faces obstacles in the form of incorrect data entry, caused by counter staff incorrectly entering data into the computer. This leads to complaints from the public that their packages/letters have not reached their destination within the promised timeframe, as well as service patterns and procedures for providing services, service patterns for distributing goods, service patterns for selling goods, and service delivery patterns. Another factor that can influence service quality through the Community Satisfaction Index (IKM) is the frequent delays and untimely delivery of packages or letters, which leads the public to choose services other than the Amuntai Post Office. If this continues to be allowed, there will be a decline, as reflected in the current public opinion. Therefore, there needs to be meticulousness in the service provision procedures, service distribution patterns, and service delivery patterns to further improve and be more careful in working, as this greatly affects the quality of service [15].

4. Conclusion

Conclusion

1. Based on the calculation of the Community Satisfaction Index (IKM) referring to KEPMENPAN Number KEP/25/M.PAN/2/2004, the index value obtained is 75.50, which falls within the interval of 62.51 – 81.25, indicating that the quality of public services is at the "B" level. This shows that the overall service performance of PT. Pos Indonesia Amuntai Post Office in 2019 is included in the good category. There were 14 service elements studied, with environmental comfort being the element with the highest index value, scoring an IKM of 82.00 and being at the very good level. Meanwhile, the element with the lowest index value was schedule certainty, with an IKM of 73.50, which is at a good level.
2. Factors that can influence the Community Satisfaction Index (IKM) regarding the quality of service at PT. Pos Indonesia Amuntai Post Office includes internal factors such as interactions between employees within the organization. External factors that can influence service quality through the Community Satisfaction Index (IKM) are service patterns and procedures for providing services, service patterns for distributing goods, service patterns for selling goods, and service delivery patterns.

Suggestions

Based on the conclusions of the research above, the researcher offers the following suggestions to PT. Pos Indonesia Amuntai Post Office:

1. To the head of PT. Pos Indonesia Amuntai Post Office, it is necessary to optimize employee performance and service quality in the future to improve further.
2. To the service manager, it is necessary to manage counter services, such as implementing an appropriate queuing system for queue numbers.
3. To the Prostrans manager, it is necessary to inspect the sorting of letters and conduct more thorough spot checks on domestic package postage payments received from the counter.
4. To the staff employees at PT. Pos Indonesia Amuntai Post Office, it is necessary to be more careful when entering data so that delivered goods arrive within the specified time.
5. To the delivery personnel, please be careful in storing the tracking numbers so that the work can be more effective and efficient.

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