



Analysis Of The Community Satisfaction Index (CSI) Toward Public Services At Bengkulu City Regional Water Utility (PDAM)

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ARTICLE HISTORY

Received [22 Mei 2026]

Revised [26 Juni 2026]

Accepted [29 Juni 2026]

KEYWORDS

Community Satisfaction Index, Public Service, Service Quality, Community Satisfaction, PDAM Tirta Hidayah Bengkulu City.

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ABSTRACT

Public service delivery represents one of the government's primary functions in fulfilling citizens' basic needs and improving the relationship between the state and society. One essential form of public service is the provision of clean water managed by Regional Water Utilities (PDAM). As a public service provider, the Bengkulu City Regional Water Utility (PDAM Tirta Hidayah) is expected to deliver high-quality, effective, and citizen-oriented services. This study aims to analyze the Community Satisfaction Index (CSI) regarding public services provided by PDAM Tirta Hidayah Bengkulu City. A descriptive quantitative approach was employed in this research. Data were collected through a community satisfaction survey administered to PDAM service users using a questionnaire developed based on the Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Community Satisfaction Surveys in Public Service Delivery Units. The CSI was measured using nine service elements, namely service requirements, systems, mechanisms and procedures, completion time, costs or tariffs, service product specifications, service provider competence, service provider behavior, complaint handling, and facilities and infrastructure. The results indicate that the overall level of community satisfaction with the services provided by PDAM Tirta Hidayah Bengkulu City falls within the excellent category. Among the nine service elements evaluated, the highest scores were achieved by the elements of systems, mechanisms, and procedures and complaint handling, suggestions, and feedback, with converted index scores of 88.25 and 85.25, respectively. These findings demonstrate the clarity of service processes and the responsiveness of the service provider in addressing public complaints and feedback. Therefore, the quality of public services provided by PDAM Tirta Hidayah Bengkulu City can be considered highly satisfactory from the perspective of service users.

ABSTRAK

Pelayanan publik merupakan salah satu fungsi utama pemerintah dalam memenuhi kebutuhan dasar masyarakat serta meningkatkan hubungan antara negara dan warga negara. Salah satu bentuk pelayanan publik yang penting adalah penyediaan air bersih yang dikelola oleh Perusahaan Daerah Air Minum (PDAM). Sebagai penyelenggara pelayanan publik, PDAM Tirta Hidayah Kota Bengkulu dituntut untuk memberikan pelayanan yang berkualitas, efektif, dan berorientasi pada kepuasan masyarakat. Penelitian ini bertujuan untuk menganalisis Indeks Kepuasan Masyarakat (IKM) terhadap pelayanan publik yang diberikan oleh PDAM Tirta Hidayah Kota Bengkulu. Penelitian ini menggunakan pendekatan deskriptif kuantitatif. Data dikumpulkan melalui survei kepuasan masyarakat terhadap pengguna layanan PDAM dengan menggunakan kuesioner yang disusun berdasarkan Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia Nomor 14 Tahun 2017 tentang Pedoman Penyusunan Survei Kepuasan Masyarakat pada Unit Penyelenggara Pelayanan Publik. Pengukuran IKM dilakukan berdasarkan sembilan unsur pelayanan, yaitu persyaratan pelayanan, sistem, mekanisme dan prosedur, waktu penyelesaian, biaya atau tarif, spesifikasi jenis pelayanan, kompetensi pelaksana, perilaku pelaksana, penanganan pengaduan, serta sarana dan prasarana. Hasil penelitian menunjukkan bahwa tingkat kepuasan masyarakat terhadap pelayanan yang diberikan oleh PDAM Tirta Hidayah Kota Bengkulu berada pada kategori sangat baik. Di antara sembilan unsur pelayanan yang dievaluasi, unsur sistem, mekanisme, dan prosedur serta penanganan pengaduan, saran, dan masukan memperoleh nilai tertinggi dengan nilai indeks konversi masing-masing sebesar 88,25 dan 85,25. Temuan ini menunjukkan adanya kejelasan dalam proses pelayanan serta tingginya responsivitas penyelenggara layanan dalam menangani keluhan dan masukan masyarakat. Dengan demikian, kualitas pelayanan publik yang diberikan oleh PDAM Tirta Hidayah Kota Bengkulu dapat dinilai sangat memuaskan dari perspektif pengguna layanan.

INTRODUCTION

Public service delivery is one of the government's primary responsibilities in fulfilling citizens' basic needs and promoting public welfare. The quality of public services serves as an important indicator of institutional performance because it directly affects community satisfaction as service users. Therefore, public service providers are required to deliver services that are effective, transparent, responsive, and oriented toward community needs.

One of the most essential public services is the provision of clean water managed by Regional Water Utilities (PDAM). As public service providers, PDAMs are responsible for ensuring that services meet established standards and satisfy community expectations. Service quality can be evaluated through the Community Satisfaction Index (CSI), as stipulated in the Regulation of the Minister of

Administrative and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Community Satisfaction Surveys in Public Service Delivery Units.

Despite continuous efforts to improve service quality, several issues related to public service delivery remain evident at PDAM Tirta Hidayah Bengkulu City. Public complaints indicate concerns regarding unequal service delivery, limited responsiveness of service personnel, and differences in the treatment of service users. These issues may affect the overall level of community satisfaction with the services provided.

Therefore, this study aims to analyze the Community Satisfaction Index (CSI) of public services at PDAM Tirta Hidayah Bengkulu City based on nine service elements, namely service requirements, systems, mechanisms and procedures, completion time, costs or tariffs, service product specifications, service provider competence, service provider behavior, complaint handling, and facilities and infrastructure.

LITERATURE REVIEW

Public Service

Public service refers to activities carried out by government institutions or service providers to fulfill community needs in accordance with applicable regulations. According to Sinambela (2017), public service is the fulfillment of community needs by public institutions as part of their responsibility to citizens. The quality of public service is considered an important indicator of organizational performance because it directly influences the satisfaction level of service users.

In the context of clean water provision, regional water utilities (PDAM) are responsible for delivering effective, efficient, and community-oriented services. Therefore, evaluating service quality is essential to ensure that public expectations are adequately met.

Community Satisfaction

Community satisfaction refers to the level of satisfaction experienced by service users after comparing their expectations with the actual performance of the service received. According to Kotler and Keller (2018), satisfaction occurs when service performance meets or exceeds user expectations, while dissatisfaction arises when performance falls below expectations.

In the public sector, community satisfaction serves as an important indicator of service effectiveness and organizational performance. Higher levels of community satisfaction generally reflect better service quality and greater public trust in service providers.

Community Satisfaction Index (CSI)

The Community Satisfaction Index (CSI) is an instrument used to measure the level of community satisfaction with public services. Based on the Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017, CSI is measured through nine service elements, namely service requirements, systems, mechanisms and procedures, completion time, costs or tariffs, service product specifications, service provider competence, service provider behavior, complaint handling, and facilities and infrastructure.

The CSI serves as an evaluation tool for assessing public service quality and identifying areas for service improvement. A higher CSI score indicates a higher level of community satisfaction with the services provided.

METHODS

Type of Research

The type of research in this study is descriptive, which can be defined as a problem-solving process that involves investigating the current state of the research subjects and objects based on observable facts or as they actually are. Sugiyono (2015:11) states that the descriptive research method aims to obtain and present facts clearly and accurately. This study employed a quantitative descriptive approach to analyze the level of community satisfaction with public services provided by PDAM Tirta Hidayah Bengkulu City. The research was conducted at PDAM Tirta Hidayah Bengkulu City, located on Hibrida XV Street No. 81, Sidomulyo, Bengkulu City. Data were collected through a survey of PDAM service users.

Sampling Methods

The study population consisted of PDAM service users. Respondents were selected using an accidental sampling technique, in which individuals encountered during the survey and meeting the study criteria were included as participants. Based on the total number of service users visiting PDAM during



the previous month (100 individuals), a sample of 80 respondents was determined using the Morgan and Krejcie formula.

Data Collection Methods

Primary data were collected through a questionnaire developed in accordance with the Regulation of the Minister of Administrative and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Community Satisfaction Surveys in Public Service Delivery Units. Responses were measured using a five-point Likert scale to evaluate nine service elements: service requirements, systems, mechanisms and procedures, completion time, costs or tariffs, service product specifications, service provider competence, service provider behavior, complaint handling, and facilities and infrastructure.

Data Analysis Methods

Data were analyzed by calculating the Community Satisfaction Index (CSI) based on nine service elements: service requirements, systems, mechanisms and procedures, completion time, costs or tariffs, service product specifications, service provider competence, service provider behavior, complaint handling, and facilities and infrastructure. The CSI score was calculated using a weighted average method in accordance with the guidelines of Regulation Number 14 of 2017 and subsequently converted into service quality categories to determine the overall level of community satisfaction.

In the CSI calculation, there are 9 elements or indicators that are evaluated. Each service element has the same weighting, according to the following formula:

$$\text{Bobot nilai rata-rata tertimbang} = \frac{\text{Jumlah bobot}}{\text{Jumlah unsur}} = \frac{1}{9} = 0,11$$

To calculate the CSI value, a weighted average approach is used, based on the following formula:

$$\text{CSI} = \frac{\text{Total dari nilai persepsi perunsur} \times \text{Jumlah bobot}}{\text{total unsur yang terisi}} \times \text{nilai penimbang}$$

25–100: The assessment results above are converted using a base value of 25, according to the following formula:

$$\text{IKM Unit Pelayanan} \times 25$$

RESULTS

Analysis of the Community Satisfaction Index (CSI)

To facilitate the interpretation of the CSI assessment within the 25–100 range, the weighted average score (Σ weighted NRR) above is converted using a base value of 25, according to the following formula:

$$\begin{aligned} \text{CSI conversion value} &= \Sigma \text{ weighted NRR} \times 25 \\ &= 3.11 \times 25 \\ &= 77.65 \end{aligned}$$

Next, the converted Community Satisfaction Index (CSI) score for PDAM Tirta Hidayah in Bengkulu City is categorized according to service quality based on the index shown in Table 1 below:

Table 1. Analysis of the Community Satisfaction Index (CSI) PDAM Tirta, Bengkulu City

Perceived Value	CSI Interval Value	CSI Conversion Interval Value	Service Quality	Service Unit Performance
1	1,00 – 1,75	25 – 43,75	D	Not Good
2	1,76 – 2,50	43,76 – 62,50	C	Not Very Good
3	2,51 – 3,25	62,51 – 81,25	B	Good
4	3,26 – 4,00	81,26 – 100,00	A	Very Good

Source: KEPMENPAN Nomor KEP/25/M.PAN/2/2004

Based on the service quality categorization in Table 1 above, PDAM Tirta Hidayah in Bengkulu City achieved a Community Satisfaction Index (CSI) conversion score of 77.65. The performance of PDAM

Tirta Hidayah's service units in Bengkulu City falls under service quality grade "B," classified as "GOOD." When viewed from each component of the Community Satisfaction Index, which refers to the service quality categorization in Table 1, the CSI scores for each service component can be seen in Table 2 below:

Table 2. CSI Conversion Values for PDAM Tirta Hidayah, Bengkulu City

No	Elements of Service	CSI Score	Conversion CSI	Quality of Service	Performance
1	Requirements	3,09	77,25	B	Good
2	Systems, mechanisms, and procedures	3,53	88,25	A	Very Good
3	Completion time	3,24	81	B	Good
4	Costs/Fees	2,94	73,5	B	Good
5	Products, Service Specifications	3,21	80,25	B	Good
6	Staff Competencies	2,86	71,5	B	Good
7	Staff Behavior	3,25	81,25	B	Good
8	Complaint Handling, Facilities, and Feedback	3,41	85,25	A	Very Good
9	Facilities and Infrastructure	2,71	67,75	B	Good
Sum of Values		27,756	28.24	706	
Average		3,08	3,13	78,44	Good

Source: Processed of SME Data, 2025

Based on Table 2, Among the nine service elements evaluated, systems, mechanisms, and procedures achieved the highest score, with a CSI value of 3.53 and a converted score of 88.25, placing it in the Very Good (A) category. In addition, complaint handling, suggestions, and feedback also achieved a Very Good (A) rating with a converted score of 85.25. Conversely, facilities and infrastructure obtained the lowest score, with a CSI value of 2.71 and a converted score of 67.75, although it remained within the Good (B) category.

Overall, three service elements were classified as Very Good, namely systems, mechanisms and procedures; service provider behavior; and complaint handling, suggestions, and feedback, while the remaining six elements were categorized as Good.

DISCUSSION

This study aims to assess the services provided by PDAM Tirta Hidayah in Bengkulu City based on public satisfaction, as measured using the Community Satisfaction Index analysis. The results show that the services provided by PDAM Tirta Hidayah in Bengkulu City fall into the "good" category, with a score of 78.44.

This is indicated by a Community Satisfaction Index (CSI) value of 3.13 across the 9 (nine) CSI components and a converted CSI value of 78.44. The indicator with the highest CSI score was "systems, mechanisms, and procedures," with a CSI score of 3.53 and a converted CSI score of 88.25. Meanwhile, the indicator with the lowest CSI score was "facilities and infrastructure," which received a CSI score of 2.71 and a converted CSI score of 67.75.

The findings indicate that the public services provided by PDAM Tirta Hidayah Bengkulu City generally meet community expectations and fall within the Good service quality category. The overall CSI score of 78.44 suggests that service users are generally satisfied with the services provided. This result reflects the organization's ability to implement public service standards effectively.

The highest-rated service element was systems, mechanisms, and procedures. This finding suggests that respondents perceived the service procedures as clear, accessible, and easy to understand. Clear service procedures contribute significantly to service efficiency and facilitate users in obtaining the services they need.

Furthermore, complaint handling, suggestions, and feedback received a very good rating, indicating that the organization is responsive in addressing public complaints and accommodating community input. Effective complaint management is an important factor in strengthening public trust and improving overall satisfaction with public services.



Despite the positive results, facilities and infrastructure received the lowest score among the nine service elements. This finding implies that improvements in physical facilities and supporting infrastructure are still needed. Enhancing service facilities and creating a more comfortable service environment may contribute to higher levels of community satisfaction in the future.

CONCLUSION

1. Among the nine service elements assessed at PDAM Tirta Hidayah Bengkulu City, the highest Community Satisfaction Index (CSI) scores were achieved by systems, mechanisms, and procedures with a converted score of 88.25, followed by complaint handling, suggestions, and feedback with a score of 85.25, both of which were classified as Very Good. Other service elements, including service provider behavior (81.25), completion time (81.00), service product specifications (80.25), service requirements (77.25), costs and tariffs (73.50), and service provider competence (71.50), were classified as Good. Meanwhile, facilities and infrastructure received the lowest score of 67.75, although it remained within the Good category.
2. The findings indicate that systems, mechanisms, and procedures as well as complaint handling, suggestions, and feedback represent the strongest aspects of public service delivery at PDAM Tirta Hidayah Bengkulu City, as reflected by their Very Good service quality ratings and converted CSI scores of 88.25 and 85.25, respectively.

SUGGESTION

1. PDAM Tirta Hidayah Bengkulu City should maintain and continuously improve the quality of its public services to ensure sustained community satisfaction.
2. The service elements that achieved the highest CSI scores, namely systems, mechanisms, and procedures as well as complaint handling, suggestions, and feedback, should be maintained and further strengthened. In addition, clear information regarding service fees and charges should be made easily accessible to service users.
3. Since facilities and infrastructure received the lowest CSI score among the nine service elements, PDAM Tirta Hidayah Bengkulu City should prioritize improving and upgrading service facilities to enhance service effectiveness and user comfort.
4. Increasing the number of service personnel may help improve service efficiency and reduce waiting times for customers.
5. Efforts should be made to shorten service completion times and ensure that services are delivered more efficiently while complying with established service standards.
6. PDAM Tirta Hidayah Bengkulu City should provide clear and accessible service information, including service procedures, requirements, fees, and processing times, through information boards or other communication media available to the public.

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