ANALYSIS OF THE INFLUENCE OF AUCTION SERVICE QUALITY ON SERVICE USER SATISFACTION AT THE YOGYAKARTA STATE WEALTH AND AUCTION SERVICE OFFICE (KPKNL) YOGYAKARTA

Erwin Hanggoro Agung Nugroho¹, Muinah Fadhilah² ^{1,2}Universitas Sarjanawiyata Tamansiswa *Email: erwinsolo@gmail.com*

Abstract: This study aims to determine how much influence the quality of auction services has on service user satisfaction at the Yogyakarta KPKNL. The independent variable in this study is the quality of auction services, which includes 5 (five) dimensions namely reliability, assurance, physicality, empathy and responsiveness. While the dependent variable is service user satisfaction as measured using the appropriate measurement scale. The research method used was a survey using a questionnaire as a data collection instrument. The data obtained was analyzed using the Service Customer Satisfaction Index/CSI technique to determine the level of satisfaction of service users as a whole by taking into account the level of importance of the product or service attributes and obtaining the result that the service element in the perspective of the level of importance and satisfaction resulted in a total CSI of 187.9 or with the criteria is Very Satisfied.

Keywords: Auction service quality, service user satisfaction, KPKNL Yogyakarta, Customer Satisfaction Index (CSI), survey

1. INTRODUCTION

The Yogyakarta State Assets and Auction Service Office (KPKNL) is one of the vertical offices of the Directorate General of State Assets (DJKN) which is under and directly responsible to the Head of the Regional Office whose task is to carry out services, one of which is in the field of auctions to service users, in this case service users. (Organization and Work Procedure of Vertical Agencies Directorate General of State Assets, Ministry of Finance Regulation (PMK) Number 154/PMK.01/2021).

Service user satisfaction is a very important factor in the success of an auction. This study aims to analyze the effect of auction service quality on service user satisfaction at the Yogyakarta KPKNL. This research will focus on assessing the quality of auction services provided by the Yogyakarta KPKNL and the satisfaction of service users with these services.

In this study, the independent variable that will be used is the quality of the auction service, while the dependent variable that will be used is service user satisfaction. The assessment of the quality of the auction service will be carried out in the form of a service user satisfaction index, as well as other survey instruments such as procedures for distributing questionnaires, compiling data, and calculating the service user satisfaction index itself using an internal application that has been established by the DJKN Central Office in the form of Survey Working Papers. KPKNL (DJKN Secretariat, 2022).

The results of this study are expected to provide an overview of the quality of auction services at the Yogyakarta KPKNL and what factors influence service user satisfaction in bidding requests. Thus, it is hoped that the results of this study can become a reference for the International Journal of Economics, Business and Accounting Research (IJEBAR) <u>Peer Reviewed – International Journal</u> <u>Vol-7, Issue-2, 2023 (IJEBAR)</u> E-ISSN: 2614-1280 P-ISSN 2622-4771 https://jurnal.stie-aas.ac.id/index.php/IJEBAR

Yogyakarta KPKNL in improving the quality of services provided so as to increase service user satisfaction in submitting bids.

2. RESEARCH METHODS

2.1. Survey Methods and Data Analysis Techniques

This study uses a survey method with a quantitative approach, to measure the Auction Service Satisfaction Index (IKPL). The survey was carried out by distributing questionnaire forms to respondents using auction services referring to the Circular of the Directorate General of KN number SE-06/KN/2018 dated October 2 2018. (Directorate General of State Assets, 2018). Determination of respondents was determined according to the scope of the Yogyakarta KPKNL work area with the sampling technique using proportionate stratified random sampling (Fleetwood, n.d.), namely paying attention to the level of representation of the number of samples to the population through a random selection system. The proportion of determination of the sample as follows:

- a. Auction Buyers at 40%
- b. Auction Applicants 30%
- c. Auction Participants by 30%

The distribution of questionnaires was carried out by submitting questionnaires to selected respondents. The survey techniques carried out included:

- a. questionnaire with face-to-face interviews;
- b. questionnaires through self-filling by respondents, including those sent by mail;
- c. electronic questionnaires (e-surveys using email, or other technology and communication tools); and
- d. Questionnaire with telephone interviews (telesurvey) and/or e-conference.

The data obtained will be processed using an internal application that has been determined by the Head Office of DJKN in the form of the KPKNL Survey Working Paper to examine the effect of the independent variable (auction service quality) on the dependent variable (service user satisfaction).

2.2. Population and Sample

In the early stages of identifying the survey population and calculating the total population (Auction Service Users) in the survey period. Data/information on the number of population (N) was obtained from the e-Auction application digital data auction register book and other appropriate documents. Population Identifier (N) in this survey with the following mechanism:

- a. The population of Auction Buyers is calculated based on the number of bidders who are determined as auction winners per survey period. If 1 (one) bidder is designated more than once as a Buyer in one survey period, then 1 (one) population is counted.
- b. The population of bidders is calculated based on the number of bidders submitting bid requests per survey period. If 1 (one) person/agency Applicant for Tender submits more than one bidding request in one survey period, 1 (one) population shall be counted.
- c. The population of bidders is calculated based on the number of bidders guaranteeing bids minus the bidders. If 1 (one) security depositor submits more than one bid security deposit, then 1 (one) population is counted.

Calculation of the number of respondents or sampling (n) using the Krejcie and Morgan Tables (Setiawan, 2007) according to the number of population during the study period:

Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)	mpel (n) Populasi (N)				
10	10	220	140	1.200	291			
15	14	230	144	1,300	297			
20	19	240	148	1.400	302			
25	24	250	152	1.500	306			
30	28	260	155	1.600	310			
35	32	270	159	1.700	313			
40	36	280	162	1.800	317			
45	40	290	165	1.900	320			
50	44	300	169	2.000	322			
55	48	320	175	2.200	327			
60	52	340	181	2.400	331			
65	56	360	186	2.600	335			
70	59	360	191	2.800	338			
75	63	400	196	3.000	341			
80	66	420	201	3.500	346			
85	70	440	205	4.000	351			
90	73	460	210	4.500	354			
95	76	480	214	5.000	357			
100	80	500	217	6.000	361			
110	86	550	226	7.000	364			
120	92	600	234	8.000	367			
130	97	650	242	9.000	368			
140	103	700	248	10.000	370			
150	108	750	254	15.000	375			
160	113	800	260	20.000	377			
170	118	850	265	30.000	379			
180	123	900	269	40.000	380			
190	127	950	274	50.000	381			
200	132 1.000 278 75.00			75.000	382			
210	136	1.100	285	1.000.000	384			

Table 1. Krejcie And Morgan Sample Table

Source: SE-06/KN/2018 DJKN Ministry of Finance of the Republic of Indonesia

2.3. Research Instruments

The instrument used in this research is a questionnaire. According to SE-06/KN/2018 dated October 2 2018, DJKN of the Ministry of Finance of the Republic of Indonesia, the questionnaire category consists of two parts, namely the first part to measure the quality of auction services which consists of 5 (five) dimensions, namely reliability, assurance, tangibles, empathy and responsiveness with a total of 7 (seven) indicators, and the second part is to measure service user satisfaction with a total of 10 (ten) indicators.

Measuring the level of satisfaction using the Customer Satisfaction Index (CSI) or User Satisfaction Index (IKP) technique is a quantitative analysis in the form of the percentage of happy (satisfied) users in a user satisfaction survey. IKP is used to determine the level of user satisfaction (level of community satisfaction) as a whole by taking into account the level of importance of product or service attributes.

Table 2: Table of Auction Service Satisfaction Index

International Journal of Economics, Business and Accounting Research (IJEBAR) <u>Peer Reviewed – International Journal</u> <u>Vol-7, Issue-2, 2023 (IJEBAR)</u> E-ISSN: 2614-1280 P-ISSN 2622-4771 https://jurnal.stie-aas.ac.id/index.php/IJEBAR

No	Element	Interest (I)	Satisfaction (P)	Score (S)
INO	Liement	Scale 1-5	Scale 1-5	$S = I \times P$
Total Score		Total (I) = $\sum_{i=1}^{n} \sum_{j=1}^{n} \sum_{i=1}^{n} \sum_{i$		Total (S) =
		$\Sigma_1 = (A)$		Σ (IxP) = (T)

Source: SE-06/KN/2018

DJKN Ministry of Finance of the Republic of Indonesia

CSI criteria
Very satisfied
Satisfied
Quite satisfied
Less satisfied
Not satisfied

Source: SE-06/KN/2018

DJKN Ministry of Finance of the Republic of Indonesia

2.4. Research Procedures

This research will be conducted in the following stages:

- a. Stage 1: Collecting data by giving questionnaires to respondents consisting of Buyers, Applicants and Bidders proportionally
- b. Stage 2: Data processing by entering data into an internal application that has been determined by the DJKN Central Office in the form of a KPKNL Survey Working Paper
- c. Stage 3: Data analysis. tested using the Customer Satisfaction Index (CSI) technique or User Satisfaction Index (IKP) is quantitative analysis of the percentage of happy (satisfied) users in a user satisfaction survey. IKP is used to determine the level of user satisfaction (level of community satisfaction) as a whole by taking into account the level of importance of product or service attributes.
- d. Stage 4: Writing research report.

With this research, it is hoped that it can provide an overview of the effect of auction service quality on service user satisfaction at the Yogyakarta KPKNL. This is expected to provide recommendations for the Yogyakarta KPKNL in improving the quality of services provided so as to increase service user satisfaction in providing services through auctions.

Consumer/service user behavior is the study of consumer actions and reactions in the marketplace and the reasons behind their actions (Nupurjain, 2022). Customer/service user satisfaction according to Kotler 2017 is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of performance below expectations, customers are dissatisfied. However, if performance exceeds expectations, the customer is highly satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will be satisfied, whereas if the performance exceeds expectations, the customer will be satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product (Kotler, 2017).

https://jurnal.stie-aas.ac.id/index.php/IJEBAR

3. RESULTS AND DISCUSSION

3.1. Result

The results of the analysis of the influence of auction service quality on service user satisfaction at the Yogyakarta State Assets and Auction Service Office (KPKNL) are as follows: a. Stage 1: Data collection

From the register for auction requests as of September 2022, 697 auction requests were obtained, of which, if further investigated, there were 287 service users at the Yogyakarta KPKNL. Furthermore, this number of 287 was used as the research population. Referring to the Krejcie and Morgan tables according to the number of population during the study period, it was found that if the number of population (N) is in the population range, the lowest number of samples is taken. Of the total population (N) of 697, the number of samples (n) is 242 respondents. However, with certain considerations it was decided that the number of samples (n) was adjusted to 287 respondents.

The proportion of determination of the sample (n) as follows:

1) Auction Buyers at 40%

The number of samples (n) Auction Buyers proportionally is 40% X 287 = 115 respondents

2) Auction Applicants 30%

Proportionally, the number of samples (n) of the Bidders is $30\% \times 287 = 86$ respondents 3) Auction Participants by 30%

Proportionally, the number of samples (n) of bidders is 30% X 287 = 86 respondents Table 4. Processed Analysis of Respondent Data

		Barra					Color and		-	-		-									and it	-				-
Normanne	Second Second		Citration C.	1000	Printless.	Patter (and		1.00	1.44					- 14	44	190			100					10	100	111
			Balamin.	1.00																						
			Local day 1		24.00	and in a	-	-			-			-	-	-	-	-		-	-		-		-	-
Supersonal Optimizational and the second secon						Renaultan II.				÷										-					-	-
Material Mathematical Journal Data Name Data				-	100.15	Program -			+++	++		-						-			-			-		-
Numerical Organization Partical Numerical					19411	Pagaren						_						_		-	_					
Mescenet: Investigation of the second s						PC2885																				
Baseseret1 Suggestion Suggest				11.7	24/11		- 5	1.0	1.8	1.8		1.1														
	ADDRESS OF	municipal film	Parater 1	51.7	DA/N. 7	\$1,71,716. 7																				
	Assemble (T	Ramandiana	galinda."	1.65.17				4															4			
	a second second	advantine 410.8	Calling **	- 41	24/24	Augent 1																				
Numbers II. Object with statistic of the statis of the statistic of the statis of the statistic of the						\$1,70/W *		1.1		1.									1.0							
Manufactorial Observation District District <thdistrict< th=""> District District</thdistrict<>						Budde -			1.2	1.2	1.0		-													-
Baserbox Imput Number (Perc) Imput Numer (Perc) Imput Numer (Perc) I					m.e.m.e	Second 1																		-	-	
Susceptibility Loss of the second secon					Sector 1	1.00000	-																			
Namembel M. Name Mark Market M. Name Market Name Market M. Name Market Name Markt Name Markt Name Mar					and an an	regenter.			+	÷			-				-	-	-	-				-	-	-
																								-	-	-
Networks 20. OCCS General grants Garden State of the state of							-					-	-			-		-	-		-			-	-	
Massemania II. Processing of procesing of procesing of processing of processing of processing of proce				1.1	15/11					1.41			1.0	-		1.00			1.00			1.0				
Massemania II. Processing of procesing of procesing of processing of processing of processing of proce				41	Magoter L **	190,05.7				1.4												1.1				
Neurosci 14 Construing Jurg Action All Patient Patient <	P.J. Handhood	enrichment [10	(Latinia -	41,94	D4/11	Pegend."																				
Assention III Consisting of protect All Number of protect All Number of protect All Number of protect				- 4.1 T	24/01																					
Ammenter II. Security 2110 A All All 2010 Page 1 All 2010 Page 1 All 2010 Page 1 All 2010 Page 1					24/08	dright/Tim 11				1.0																
Benerodelia II. Constraint (2) (2) (2) (2) (2) (2) (2) (2) (2) (2)					24/31	Pagent -		1.4		1.	1.1															-
					DATE .			1.1																		
Numerical II Automatical III Automatical III Automatical IIII Automatical IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII					Alexandra A														-		-				-	-
Number ID Decomplexity (APA) APA Point Point </td <td></td> <td></td> <td></td> <td></td> <td>Contraction of the local division of the loc</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td>-</td> <td>-</td> <td></td> <td></td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td>-</td> <td></td> <td></td> <td>-</td> <td></td> <td>-</td>					Contraction of the local division of the loc							-	-	-			-	-	-	-	-			-		-
Second 21 Manual Second 24				18.7	24/11							_		_				_		_	_					
Support 2.1. Ansatz 2.1.	a montante da la	previous products and			75.01	Figrigates, T																				
Support 2.1. Ansatz 2.1.	amorelar 24	biaseringhostrop	Latita *	10.767	Magther 1.*	existence 7		1.4		1.1	1.4															
Name Material III Material IIII Material IIII Material IIII Material IIIII Material IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	And Address of the International State	AL APRIL OF THE A	tani-ta -	all fair "	Magister 1 *	PAG/TH -																				
Security II. Local methods and security of the securit				41 -	million a			1.1					-													1
Name Interpretation (III) Interpretation (IIII) Interpretation (IIII) Interpretation (IIII) Interpretation (IIII) Interpretation (IIII) Interpretation (IIIII) Interpretation (IIIII) Interpretation (IIIII) Interpretation (IIIII) Interpretation (IIIIIIII) Interpretation (IIIIIIIIIII) Interpretation (IIIIIIIIIIIIIII) Interpretation (IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII					and the second second	Anna A		-			-	-	-	-			-				-	-	-	-	-	-
Second III Unit general sector 5 SL SC Product State SL SC Product State SL SC SL SL SL											-	-	-	-			-	-	-				-	-	-	-
Security 11 Investment 12 Investment 13 Investment 14 Investment																		_							-	
Bessense 23.1 Intervente of genetic T2(243) Mod Multi State (State (Stat	A 100 10 10 10 10 10 10 10 10 10 10 10 10	Learning to the R.	10010	81."	2531	DOR: *			1.0				1.00			1.00						. A.	1.1			1
Besterming 201 Index marks of grants of sectors and grants of sectors	Proceedings Inc.	hand southed	Letter 1	1.14.7	26/31	Channel				1.00																
Biological Dial Internet Dial Dial <thdial< th=""> Di</thdial<>	4 manufer 258 1	and descent of the	Spanic	11								1.1	11	1								1.1		1.1		
Pressure 22.1. pre-tax except pre-tax except pre-tax (1) Part (1)																										
Biological Dial Operation Constraint Section (1)************************************																					-					
Herescond Construction Construction <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td></td>								-																		
Model State Description Control and State Description Control								-					-						-							
Americane (1) Processing (2) Processi	And the second second second										-	-				-										
Second 2010 Units And Sectory Dynamic 30 Column Column Column Co							_			-	-	-	-	-		-		-			-					
Hypersonance 201 Operating 2014 (a) Operating 2014 (b) Operating									_	_	_	-	-	_			_	_	_							
Massessential III. Operation of the second systems Call Action Call Actin																										
Beausticate Anti-Interactingtion T2/A11 Page 16.4 C <thc< th=""> C <thc< th=""> C</thc<></thc<>	#100A041282	n.e.e. 71 (19. 705)	25-21.53			107000-01		1.1	-	1.1	100					1.1		1.00		- 1-	1.1	1.1			1.1	
Streament 2010 Text Internating problem (1) Page 2010 (2)	algorided (B)	photo and a CONTRACT	mail, same	31 Tarba	UNIA	Class serves																				
Hespectral III Control concentration of the second of the se	410 Frank 262	the first second second	na yamu	41	DA/11	Pegeson a																				
Bessender 246. California Control Contecontre Contecontrol Control Control Contecontece Control Contro	essentian 268	ter sheatedly	mail entry	1.187	04/51	Pegges at a							1.0		1.1											
Appropriate Line Control (Control (Contro) (Control (Control (Control (Control (Contro) (Control (Control (04/91	WOMEN THE																1.1			10.0	
Description III Information processing All lists Parallel All lists Parallel All lists Parallel All lists Parallel All lists All lists<																						1.1				
Massimolog 200. Constrained State (1) 422-31 DOUTS (2) Constrained State (2)					tons -																	1				-
Hyperbolic 201 Control (Control (Contro) (Control (Control (Contro) (Control (Control (Co				. 41	04/11								1								1.0	1.2				
Messense 27. A Defined 25 (proc) 45. Open (eff. 15) (p					Contra -		-					1						-		1						
Neuroscienzi (1) Autoritational Report (1) Ultradiational Report (1) Ultradiatio																			_						-	
Descense Distribution					HTRUCK (1)	officer of		-	-	-	-				-	-	-	-	-						-	
Beginstering III: Description (III) Description (III) <thdescription (iii)<="" th=""> Description (IIII)</thdescription>					And in the local	all some a	_							-		-		_	_						_	
Deprocessor TVL proofs of developments of the Model Proof of the Model					VM8									-		-										-
Suppose (1) Intercepted grant and Model and (11) South South <td></td> <td>1.1</td> <td></td> <td></td> <td></td> <td></td>																						1.1				
Message ID Comparison of a control of a con		panets address?	Parts 1.4			Westware		121	1			2													1.1	1
Message ID Comparison of a control of a con		tertorio his da	141110	10.141-0	Disease chile 1	Seamo																				
Americanoli 20 Application (English) Ap				100	04/01	Sugaran a				1.1									10			1.1				
System State State <t< td=""><td>WHICH DESIGNATION OF THE OWNER, T</td><td></td><td></td><td></td><td>24/11</td><td></td><td></td><td></td><td>-</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></t<>	WHICH DESIGNATION OF THE OWNER, T				24/11				-																	1
Number 27 Description 1342/011 Op/D00 Package Package </td <td></td> <td></td> <td></td> <td>1.24</td> <td>Quana.</td> <td></td>				1.24	Quana.																					
Pressential 201 Control - Statistical Mathematical Mathematitedea Mathematical Mat					1014													-								
Bargerstein 20. Units All Directory 0 -0 <th-< td=""><td></td><td></td><td></td><td></td><td></td><td>and rites of</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th-<>						and rites of																				
Descention 241 Interaction												-														
Telephone III International Contraction of the second seco										-	-		-	-					-							
Response de jorste endergeneren et (1)(1)) metre al control de la se la control de la				58	magine (G)					-		-	-	-				-	-	-		1.1				
																							1.1			
																							1.1			
Reserved III Internet of the 2000 Protocol C C C C C C C C C C C C C C C C C C C	attention (at	state of the local dist.	diam'r	48 00/1	1944	******	-													1					1.1	
Anaentes 28 Superior Strategy and State 1 Process State Stat				4.0	0451	PROFILE		100	1		1.1			1					100			1.1			10.1	-
Reserved 20 Successionary Silver Sectors				24	2444																					

Source: Ministry of Finance DJKN Analysis Working Paper of the Republic of Indonesia in 2022

b. Stage 2: Data processing

35% - 50%

0% - 34%

By entering data into the internal application that has been determined by the DJKN Central Office in the form of the KPKNL Survey Working Paper to be tested using the Customer Satisfaction Index (CSI) technique or the User Satisfaction Index (IKP) which is a quantitative analysis in the form of the percentage of users who are happy (satisfied) in a user satisfaction survey. IKP is used to determine the level of user satisfaction (level of community satisfaction) as a whole by taking into account the level of importance of product or service attributes.

			2		
No	Se	rvice Elements	Interests	Satisfaction	Total Satisfaction
			(I)	(P)	Index
P1	Condition		4.3	4.5	19.2
P2	Procedure		4.3	4.2	17.9
P3	Completion ti	ne	4.3	4.2	17.9
P4	Service fee		4.3	5.0	21.3
P 5	Product Specif	fication Type of Service	4.3	4.2	18.2
P6	Executor com	petence	4.3	4.3	18.5
P 7	Executor beha	vior	4.3	4.3	18.5
P8	Service notice		4.3	4.2	18.1
P9	The handling	of complaints	4.2	4.2	17.6
P10	Facilities and	infrastructure	4.1	5.0	20.7
	Tota	l score	42.7		187.9
	IK	PL		88.1	Very satisfied
	IKPL co	onversion		4.40559397	9
(CSI Value	CSI criteria			
81	1% - 100%	Very satisfied]		
6	6% - 80%	Satisfied	1		
5	1% - 65%	Ouite satisfied	7		

Table 5. Results of data processing

Source: Ministry of Finance DJKN Analysis Working Paper of the Republic of Indonesia in 2022

Less satisfied

Not satisfied

International Journal of Economics, Business and Accounting Research (IJEBAR) <u>Peer Reviewed – International Journal</u> <u>Vol-7, Issue-2, 2023 (IJEBAR)</u> E-ISSN: 2614-1280 P-ISSN 2622-4771 https://jurnal.stie-aas.ac.id/index.php/IJEBAR



Service User Satisfaction Index/IKP (CSI Index)

c. Stage 3: Data analysis

The data is tested using the Customer Satisfaction Index (CSI) technique or the User Satisfaction Index (IKP) which is a quantitative analysis in the form of the percentage of happy (satisfied) users in a user satisfaction survey. IKP is used to determine the level of user satisfaction (level of community satisfaction) as a whole by taking into account the level of importance of product or service attributes.

Table 6. Yogyakarta KPKNL IKPL 2022								
IKPL	88.1	Very satisfied						

Source: Ministry of Finance DJKN Analysis Working Paper of the Republic of Indonesia in 2022 The value of auction service satisfaction index (IKPL) of 88.1 indicates that users of auction services are very satisfied with the performance of auction services. The number of respondents was 287 people.

d. Stage 4: Writing research report

With this research, it is hoped that it can provide an overview of the effect of auction service quality on service user satisfaction at the Yogyakarta KPKNL. This is expected to provide recommendations for the Yogyakarta KPKNL in improving the quality of services provided so as to increase service user satisfaction in providing services through auctions. The results of the research are then submitted to the management level one level above as material for study and organizational review in the context of service improvement.

3.2. Discussion

The following is a more detailed discussion of the research results:

a. The effect of auction service quality on service user satisfaction

This study shows that the quality of auction services has a significant effect on service user satisfaction. This means that the better the quality of the auction service provided by the Yogyakarta KPKNL, the higher the level of service user satisfaction with the service. Factors that contribute to the quality of auction services include the transparency of Service Fees followed by the completeness of service Facilities and Infrastructure and clarity of information on service requirements for auction requests. This research also supports previous research in 2021 by Ayu Ida Permata Sari entitled "The Effect of Quality of Auction Services Via the Internet (E-Auction) on Satisfaction of Auction Applicants at the Metro KPKNL" where in the concluding part of the scientific work it is stated that the quality of internet auction service user satisfaction is very important in maintaining the reputation of the service institution. Thus, improving the quality of auction services can have a positive impact on the image and reputation of the Yogyakarta KPKNL in the eyes of service users and society in general.

b. Implications of research results

The results of this study have important implications for the Yogyakarta KPKNL. In order to increase the satisfaction of service users, it is necessary to improve the quality of the auction services provided. One way that can be done is to improve the auction process, including improving the quality of information about auction products, as well as increasing the efficiency and speed of the auction process. In addition, the Yogyakarta KPKNL also needs to improve the quality of services provided, both in terms of speed, friendliness and professionalism in serving service users.

c. Research limitations

This research has several limitations that need to be considered. First, this research was only conducted at the Yogyakarta KPKNL, so the results cannot be directly generalized to other similar institutions in different areas. Second, this study only measures the effect of the auction service quality variable on service user satisfaction, so it does not consider other factors that might affect service user satisfaction, such as auction item prices, auction reputation, and so on. Therefore, further research can be carried out by involving more respondents from various institutions and taking into account other factors that might affect service user satisfaction.

4. CONCLUSION

Based on the results and discussion previously described, several conclusions can be drawn regarding the effect of auction service quality on service user satisfaction at the Yogyakarta KPKNL. *First*, the quality of auction services has a positive effect on service user satisfaction at the Yogyakarta KPKNL. This can be seen from the 10 (ten) service elements in the perspective of the level of importance and satisfaction resulting in a total satisfaction index/CSI score of 187.9 or with the CSI criteria Very Satisfied. *Second*, the dominant service aspect/element providing the maximum level of satisfaction to service users is related to transparency of Service Fees followed by the completeness of service facilities and infrastructure and clarity of information on service requirements for tender requests. This can be seen from the three types of service elements that are in the CSI value range of 81% -100% (CSI Criteria = Very Satisfied). *Third*, the results of this study can be input for the Yogyakarta KPKNL to improve the quality of

International Journal of Economics, Business and Accounting Research (IJEBAR) <u>Peer Reviewed – International Journal</u> <u>Vol-7, Issue-2, 2023 (IJEBAR)</u> E-ISSN: 2614-1280 P-ISSN 2622-4771

https://jurnal.stie-aas.ac.id/index.php/IJEBAR

auction services. In this case, the Yogyakarta KPKNL needs to pay attention to aspects of professionalism of officers, responsiveness to the needs of service users, guarantees of safety and quality of goods sold, and empathy in providing services to service users.

In this conclusion, some suggestions for further research can also be added, such as adding variables that can affect service user satisfaction, such as price, promotion, and quality of available information. In addition, future research can involve respondents from a wider area to produce stronger generalizations.

REFERENCES

- Direktorat Jenderal Kekayaan Negara. (2018). Surat Edaran. Survei Kepuasan Pelayanan Lelang. DKI Jakarta, DKI Jakarta, Indonesia: DJKN.
- Fleetwood, D. (n.d.). *Stratified Random Sampling: Definition, Method and Examples*. Retrieved from https://www.questionpro.com/blog/stratified-random-sampling/
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan program SPSS*, Edisi Keempat, Badan Penerbit Universitas Diponegoro, Semarang.
- Kotler, P. (2017). *Marketing Management*. Jakarta: Prenhallindo.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Upper Saddle River, NJ: Prentice Hall.
- Nupurjain. (2022). *Theory of Consumer Behaviour*. Retrieved from https://www.geeksforgeeks.org/: https://www.geeksforgeeks.org/theory-of-consumerbehaviour/
- Organisasi *Dan Tata Kerja Instansi Vertikal Direktorat Jenderal Kekayaan Negara*. (Peraturan Kementerian Keuangan (PMK) Nomor 154/PMK.01/2021). Retrieved from https://jdih.kemenkeu.go.id/: https://jdih.kemenkeu.go.id/in/dokumen/peraturan/06037f5a-71e4-411b-25a5-08d9a28943b1
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40.
- Sekretariat DJKN. (2022). *Pelaksanaan Survei Internal Kepuasan Pengguna Layanan DJKN* 2022. Retrieved from office.kemenkeu.go.id: https://office.kemenkeu.go.id/nadine/preview/mejaku
- Setiawan, N. (2007). Penentuan Ukuran Sampel Memakai Rumus Slovin dan Tabel Krejcie-Morgan: Telaah Konsep dan Aplikasinya. Retrieved from http://pustaka.unpad.ac.id/: http://pustaka.unpad.ac.id/wp-

content/uploads/2009/03/penentuan_ukuran_sampel_memakai_rumus_slovin.pdf

Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Cetakan ke17, Penerbit Alfabeta, Bandung.

Tjiptono, F. (2011). Pemasaran Jasa, Bayumedia, Malang.

Tjiptono, F. (2014). Service management: Mewujudkan layanan prima (5th ed.). Yogyakarta: Andi Offset.