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

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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

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:

Table 1. Krejcie And Morgan Sample Table

Populasi (N)	Sampel (n)	Populasi (N)	Sampel (n)	Populasi (N)	Sampel (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	380	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	75.000	382
210	136	1.100	285	1.000.000	384

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

No	Element	Interest (I) Scale 1-5	Satisfaction (P) Scale 1-5	Score (S) S= I x P
Total Score		Total (I) = ∑I = (Y)		Total (S) = ∑ (IxP) = (T)

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

Table 3. Customer Satisfaction Index (CSI) Value Criteria

CSI Value	CSI criteria
81% - 100%	Very satisfied
66% - 80%	Satisfied
51% - 65%	Quite satisfied
35% - 50%	Less satisfied
0% - 34%	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 feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product (Kotler, 2017).

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% X 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

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

b. Stage 2: Data processing

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.

Table 5. Results of data processing

No	Service Elements	Interests (I)	Satisfaction (P)	Total Satisfaction Index
P1	Condition	4.3	4.5	19.2
P2	Procedure	4.3	4.2	17.9
P3	Completion time	4.3	4.2	17.9
P4	Service fee	4.3	5.0	21.3
P5	Product Specification Type of Service	4.3	4.2	18.2
P6	Executor competence	4.3	4.3	18.5
P7	Executor behavior	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
Total score		42.7		187.9
IKPL			88.1	Very satisfied
IKPL conversion		4.405593979		

CSI Value	CSI criteria
81% - 100%	Very satisfied
66% - 80%	Satisfied
51% - 65%	Quite satisfied
35% - 50%	Less satisfied
0% - 34%	Not satisfied

Source: Ministry of Finance DJKN Analysis Working Paper of the Republic of Indonesia in 2022
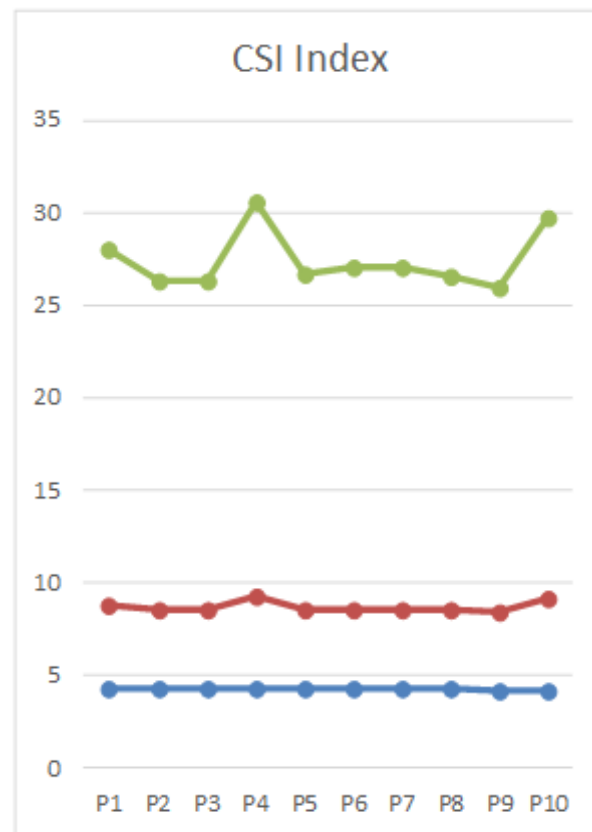
Figure 1
Service User Satisfaction Index/IKP (CSI Index)

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 services influences on the satisfaction of bidders at the Metro KPKNL. In another perspective, 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

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.

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