

**NATIONAL AGENCY OF DRUG AND FOOD CONTROL
Directorate of Inspection and Certification of Traditional
Medicines, Cosmetics, and Complementary Products**

**Final Report
CUSTOMER SATISFACTION SURVEY
Year 2015**



Compiled by

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FOREWORD

Thank God we pray to Allah SWT, the One Almighty God for His blessings, guidance, and success so that we managed to finish the "Customer Satisfaction Survey of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products of the National Agency for Drug and Food Control."

The Customer Satisfaction Survey of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products from NADFC measured the level of user satisfaction in the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products. The levels of user satisfaction are expressed in the Customer Satisfaction Index (IKP).

The survey was carried out through a face-to-face interview method with the service users of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products using a questionnaire. The results of the interviews with the service users were put in the questionnaire by the interviewer. The questionnaire used was exclusively designed for the purpose of measuring the satisfaction levels of customers of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products. The total number of respondents as the NADFC's service users who filled out the questionnaire was 105 companies, 57 of which did it through electronics and 48 did it manually. The respondents using electronics consisting of 7 companies filing applications for the Certificate of Export (SKE) and 50 companies filing applications for the Certificate of Import (SKI). The respondents doing the questionnaire manually comprised 10 companies filing applications for the SKE, and 24 companies filing applications for the SKI, 14 companies filing applications for Good Manufacturing Practice for Cosmetics (CPKB), and Good Manufacturing Practice for Traditional Medicines (CPOTB).

From the entire data of the respondents, analysis was made on the primary data obtained. Based on the result of the processing and analysis of survey data, it could be formulated a recommendation for improving service quality of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products of the NADFC.

We express our gratitude to all who supported and contributed to the carrying out of this work. We realize that the results of this survey are still far from perfect. For that, we expect to receive suggestions and criticisms for the improvement of the survey in the future.

Bogor, November 27, 2015

PT. Wahana Data Utama

1.1. Conclusions

1. In the implementation of the Customer Satisfaction Index (IKP) survey of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products of the NADFC, Year 2015, the number of distribution of respondents obtained:

Type of Respondents	Total		Total
	Electronically	Manually	
Importing Companies (SKI)	24	50	74
Exporting Companies (SKE)	10	7	17
Manufacturer Companies (CPKB / CPOTB)	14	-	14
TOTAL	48	57	105

2. As a whole, Customers Satisfaction Index (IKP) of the Directorate Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products of the NADFC, Year 2015, was 75.58, had good service performance. That means that customers were satisfied with the managing of services at the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics, and Complementary Products of the NADFC.
3. The IKP value this year increased from 2014 with a value of 69.03 increased to the value of 75.58 in 2015. This means that the community's overall satisfaction with the service of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementaries Product of the NADFC increased in 2015. This is due to improved service delivery in the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementaries Product of the NADFC that was immediately felt by customers.

4. The IKP value of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementaries Product of the NADFC, Year 2014, based on the customers' category was as follows:

No	Groups of Respondents	1-100 Scale	Service Quality	Service Performance
1	SKI	74.25	B	Good
2	SKE	76.13	B	Good
3	CPOTB dan CPKB	74.71	B	Good
Overall		75.58	B	Good

5. Based on the *Gap Analysis* and *Importance Performance Analysis (IPA)*, there is one indicator that should be of particular concern, namely the Duration of Service. This indicates that the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementaries Product of the NADFC has a great opportunity to improve the quality of services provided. This is due to high expectations and interests of customers. The fact in the field shows that the performance for time indicators of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementaries Product of the NADFC meet the rules.

1.2. Recommendations

Based on a few points of the conclusions of this activity, some suggestions to improve the service quality of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics and Complementary Products of the NADFC can be proposed as follows:

1. In general, the service quality of Directorate of Inspection and Certification of Traditional Medicines, Cosmetics, and Complementary Products already satisfied customers. Nevertheless, based on the gap analysis and IPA analysis, the indicator that should be a priority for improvement in the future is the **duration for service completion**.

Generally, the expectations of customers/service users are a faster service process. For that, there are four (3) steps that can be taken to improve the speed of service, namely: (1) simplifying the SOP; (2) optimizing the service process by utilizing information technology, such as uploading documents electronically to

meet the request of service manually done; and (3) increasing motivation, competence and work speed of the executive officers.

2. It is suggested that in the future there should be an FGD (Focused Group Discussion) between the Directorate of Inspection and Certificate of Traditional Medicines, Cosmetics and Complementary Products and service users. The FGD is organized to (1) socialize the products and service procedures of the Directorate of Inspection and Certificate of Traditional Medicines, Cosmetics and Complementary Products of the NADFC; (2) review the service that customers have received; and (3) collects customers' desires/expectations of service quality of the Directorate of Inspection and Certificate of Traditional Medicines, Cosmetics and Complementary Products.
3. It is expected that in the future comparative studies across Ministries/Agencies in the management of public services, so that there are benchmarks in the public services. This activity is done in order to implement quick win program launched by the government.
4. It is suggested that the Agency have leaflets/banners/x-banners, interactive and engaging (e.g. graphics) that includes dissemination of the Directorate of Inspection and Certification of Traditional Medicines, Cosmetics, and Complementary Products of the NADFC, such as (1) products services (2) a flowchart of maintenance services procedures, and (3) a timeline of services.