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The Effect Of Service Quality On Public Satisfaction

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Abstract

Public satisfaction can result from successful communication. Since frequent and good communication will lead to better public happiness, effective communication will help people to learn more and understand the importance of public satisfaction in an organization. This study aims to determine the effect of service quality on community satisfaction in the Tongkuno District Office, Muna Regency. A total of 75 residents of the Tongkuno sub-district who have accessed community services at the Tongkuno sub-district office participated in this study. This study uses survey and questionnaire methods that have been evaluated for reliability and validity. Multiple regression was used to analyze the data, and it was found that community satisfaction was significantly influenced by service quality, which included physical evidence (X1), empathy (X2), reliability (X3), responsiveness (X4), and assurance (X5). In the partial analysis it was found that physical evidence (X1) had a positive but not significant effect on community satisfaction, while reliability (X3), responsiveness (X4), assurance (X5), and empathy (X2) all had a positive and significant effect

Keywords: Quality of service, tangibles, reliability, responsiveness, assurance.

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INTRODUCTION

Forms of high quality services can attract the attention of the public, good service quality is very important to maintain public satisfaction. Services that are managed properly will be able to meet the expectations of the community (Dadang Suparman et al., 2020). The distance between reality and consumer expectations for the service they receive or get is what is often referred to as service quality (Sonani & Yulia, 2021).

Service quality refers to the quality and overall characteristics of a product or service emphasizing orientation towards satisfying customer expectations to achieve fitness for use (Laisak et al., 2021). To meet customer needs, services in an organization create a characteristic known as service quality. Customers give careful consideration to the quality of service when making purchases of goods (Yuliati & Wahyuningsih, 2019). Because the dimensions and indications of service quality can vary depending on who is providing the service, this is a special phenomenon (Wijayanti & Asri, 2022). The basic principle of administering health services, namely paying attention to the wishes and demands of service consumers, must be used as a guideline to overcome this gap (Riyadin, 2019).

Community satisfaction is the main goal of public service. If the services offered meet or exceed the established service standards, this satisfaction can be achieved (Putra, 2019). According to some experts, customer satisfaction is influenced by service quality. An activity or benefit that can be provided by one party to another is service quality (Putri et al., 2018). It is essentially intangible and has nothing to do with the decision to buy something. Therefore, the service provided by an entity is an effort to build community satisfaction. This is in line with the opinion of (Lankamo, 2022) that there is a significant relationship between service quality and community satisfaction. The ability to communicate effectively can produce public satisfaction, because frequent and good communication will lead to better public happiness, effective communication will help people to learn more and understand the importance of public satisfaction in an organization.

Public satisfaction with a performance depends on the willingness of the community to review or evaluate the performance of the apparatus (Nasihah, 2020). In this study what is meant by community satisfaction is how satisfied the community is with public services, including how straightforward, how timely, how safe, how responsible, how complete the facilities and amenities are. that infrastructure, how simple access is, how compliant they are, and how convenient they are (Dimyati, 2017). Evidenced by the many public complaints, there are still some deficiencies in government public services that have not been able to provide the level of quality expected by the community (Rahmah et al., 2021). The performance of a service by

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an organization or the provision of a service by another person results in the formation of societal satisfaction (Yusrizal et al., 2018). Perceived service quality is a key determinant of public satisfaction, which is a reaction to how well public organizations function (Diana et al., 2020). The quality of public services offered affects how satisfied the community (Alfiyanto et al., 2020).

Community services in the Tongkuno District based on observations made during the pre-research showed that the people in the Tongkuno sub-district still considered that the community services carried out by the sub-district were still unsatisfactory, according to several people who were met at the Tongkuno sub-district office receiving community services stating that for management Documents such as family cards, ID cards or letters of introduction from the sub-district take a relatively long time to process and often do not match the promised turnaround time, and sometimes typing errors still occur so that the community is forced to process them again or wait longer because repairs are needed. Based on the phenomena observed at the Tongkuna District Office, Muna Regency and the results of theoretical studies and previous research, the researcher is interested in conducting research with the title "The Influence of Service Quality on Community Satisfaction in Tongkuno District, Muna Regency".

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is the difference between a person's feelings of happiness or dissatisfaction after comparing their views or impressions of how well a product (and its results) performed compared to what they anticipated (Dhion Gama Putra, Ratih Nur Pratiwi, 2020). The customer's response to checking for inconsistencies or discrepancies between the product's actual performance as perceived after use and previous expectations (or other performance criteria) is known as customer satisfaction or dissatisfaction. Metrics of customer satisfaction in his research, as follows:

1. The pleasure experienced when using goods or services
2. Goods or services obtained meet the requirements
3. Satisfying shopping journey
4. General satisfaction with the purchase of a commodity or service (Susilowati & Yasri, 2019).

Service Quality

Service quality is one indicator of how well consumers are guaranteed to be satisfied. In an effort to foster satisfaction, customers can offer an impartial evaluation

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of a service (Puspita Sari et al., 2022). The ability of the level of service offered to meet customer expectations is referred to as service quality. According to this definition, the company's ability to meet the needs and desires of customers according to their expectations determines the quality of its services (Mayasari, 2020). Customers use the five elements of service quality, benchmarks when evaluating service levels, namely:

1. Physical appearance of equipment, employees, and facilities.
2. Empathy, the client's need to provide individual attention.
3. Reliability, the ability to provide services accurately and reliably as promised.
4. Speed or responsiveness, or the ability and willingness to help customers.
5. Assurance, knowledge and courtesy of employees, and their capacity to uphold dignity and respect (Aditya Cholif Firmansyah, 2021).

The hypotheses put forward in this study are as follows, and are based on theoretical investigations and findings of previous investigations:

Hypothesis 1: Customer satisfaction is significantly and positively influenced by tangibles, empathy, dependability, responsiveness, and assurance.
Hypothesis 2: Tangibles significantly and beneficially affect customer happiness
Hypothesis 3: Customer satisfaction is positively and significantly influenced by empathy.
Hypothesis 4: Customer satisfaction is positively and significantly influenced by reliability.
Hypothesis 5: Customer satisfaction is positively and significantly influenced by responsiveness.
Hypothesis 6: Customer satisfaction is positively and significantly affected by guarantees

METHOD

This study uses associative research, namely research that aims to determine the relationship between two or more variables (Pradeep et al., 2020). As for what is connected in this study are the independent variables, namely tangible (physical evidence), empathy (empathy), reliability (reliability), responsiveness (responsiveness), and assurance (guarantee) to the dependent variable, namely community satisfaction. The population used in this study were all people in the Tongkuno sub district, Muna district, who had used community services (Agustina et al., 2019). The sample of this study is the community who use community services at the Tongkuno sub-district office, Muna Regency, as many as 75. The data analysis method used in this study is Descriptive Statistical Analysis and Inferential Statistical Analysis using Linear Regression.

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DISCUSSION

Multiple Linear Regression Analysis

Specifically, it was used to examine the simultaneous and partial effects of the independent variables on the dependent variable. To test the proposed hypothesis, multiple linear regression analysis is used in this study. The table below provides a summary of the findings from this study's multiple linear regression analysis:

Table 1. Summary of Multiple Linear Regression Analysis Results

No	Free Variables	Koefisien Regresi (β)	t_{count}	t_{Sig}
1.	Physical Evidence	0.060	0.706	0.483
2.	Empathy	0.171	2.453	0.017
3.	reliability	0.307	3.268	0.002
4.	Responsiveness	0.336	4.215	0.000
5.	Guarantee	0.217	2.415	0.018
R		= 0.855		
R Square (R^2)		= 0.731		
F_{hitung}		= 37.578		
F_{sig}		= 0.000		
Standar Error		= 0.70772		

Based on the results of multiple linear regression analysis shown in the table above, the results can be explained as follows:

1. The influence between tangible evidence, empathy, dependability, responsiveness, and certainty with community satisfaction is quite strong, shown by an R value of 0.855 close to.
2. According to the value of the coefficient of determination (R2) of 0.731, the independent variables physical evidence, empathy, dependability, responsiveness, and assurance explain or explain 73.1 percent of the variation in the dependent variable of community satisfaction. Other variables not included in the model account for the remaining 0.269 or 26.9 percent of the value.

After the data is analyzed, the regression equation model is obtained as follows: Y = 0.060 X1+ 0.171 X2 + 0.307 X1+ 0.336 X2+ 0.217 X2. Referring to Table 4.13 and the equation above, it can be interpreted as follows:

1. The regression coefficient for the physical evidence variable (X1) is 0.060 indicating a positive or unidirectional effect of physical evidence (X1) on the community satisfaction variable (Y). These results indicate that the better the physical evidence owned by the Tongkuno sub-district office, the more satisfied the people of the Tongkuno sub-district will be.

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2. The regression coefficient for the empathy variable (X2) is 0.171 indicating a positive or unidirectional effect of the empathy variable (X2) on the community satisfaction variable (Y). These results indicate that the higher the sense of concern for the employees of the Tongkuno District office in delivering services to the community, the more satisfied the people of the Tongkuno District office will be.
3. The regression coefficient for the reliability variable (X3) is 0.307 indicating a positive or unidirectional effect of the empathy variable (X3) on the community satisfaction variable (Y). These results indicate that the higher the ability to carry out the promised services accurately and reliably, the more satisfied the people of the Tongkuno sub-district will be.
4. The regression coefficient for the responsiveness variable (X4) is 0.336 indicating a positive or unidirectional effect of the responsiveness variable (X4) on the community satisfaction variable (Y). These results indicate that the higher the willingness of the employees of the Tongkuno sub-district office to help the community and provide services quickly, the more satisfied the people of the Tongkuno sub-district office will be.
5. The regression coefficient for the guarantee variable (X5) is 0.217 indicating that there is a positive or unidirectional effect of the guarantee variable (X5) on the community satisfaction variable (Y). These results indicate that the higher the service guarantee of the Tongkuno sub-district office to help the community and provide good service, the more satisfied the people of the Tongkuno sub-district office will be.

Simultaneous Hypothesis Testing

Simultaneous hypothesis testing can be carried out using the specified F value or probability ($F_{Sig.}$). Based on the findings of the data analysis shown in Table 1. It can be explained that:

Hypothesis 1: The Effect of Physical Evidence, Empathy, Reliability, Responsif, and Assurance on Community Satisfaction.

The probability level ($F_{sig.}$) is determined by simultaneously testing the hypothesis to be 0.000. The resulting probability level ($F_{Sig.}$) is smaller than the stated significance level, α which is equivalent to 0.05. Acceptable is the research hypothesis which states that the ability of the Tongkuno sub district office to show concrete evidence, empathy, reliability, responsiveness, and assurance simultaneously have a good and significant effect on community satisfaction. Based on this, it can be concluded that the satisfaction of the people of the Tongkuno sub district office will increase along with an increase in tangible evidence, empathy, dependability, responsiveness, and assurance.

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Partial Hypothesis Testing

Statistical t-test was used in testing the partial hypothesis of this study to test the level of significance between the independent (X) and dependent (Y) variables. This t test is used to measure the prediction accuracy of the regression coefficient; the higher the t test value and the lower the significance value, the more accurate the prediction accuracy of the regression model. The following provides a partial justification for the hypothesis testing findings:

Hypothesis 2: The Effect of Physical Evidence on Community Satisfaction

The partial test results show a regression coefficient of 0.060 and a probability value (t_{sig}.) of 0.483 for the effect of physical evidence on customer satisfaction. The resulting probability value exceeds the intended significance level of 0.05. According to these findings, the premise that "physical evidence has a positive and significant effect on community satisfaction" is unfounded. This finding can be explained by showing that the community is dissatisfied regardless of how good the physical evidence of the Tongkuno sub district office is in providing services.

Hypothesis 3: The Effect of Empathy on Community Satisfaction

According to the results of the partial test, the empathy variable has a regression coefficient of 0.17 and a probability value (sig.) of 0.017. The resulting probability value is smaller than the significance level determined by α, which is equal to 0.05. These findings support the validity of the premise that "empathy has a positive and significant effect on community satisfaction". Based on this, the conclusion can be interpreted to say that the community will be more satisfied with the delivery of services if there is a greater sense of concern among the staff of the Tongkuno sub-district office.

Hypothesis 4: The Effect of Reliability on Community Satisfaction

Based on the partial test findings, the reliability variable achieves a regression coefficient of 0.307 and a probability value (sig.) of 0.002 for each observation. The resulting probability value is smaller than the specified significance level (α), which is equal to 0.05. These findings support the validity of the premise that "reliability has a positive and significant effect on community satisfaction". Based on this, this conclusion can be explained by saying that the more precise and reliable the employees of the Tongkuno sub district office are able to provide the promised services, the more satisfied the clients of the Tongkuno sub-district office will be.

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Hypothesis 5: The Effect of Responsiveness on Community Satisfaction

Based on the partial test results, it can be seen that the responsiveness variable has a regression coefficient of 0.336 and a probability value (sig.) of 0.000. The resulting probability value is smaller than the specified significance level (α), which is equal to 0.05. These findings support the validity of the premise that "responsiveness has a positive and significant effect on community satisfaction". This finding can be explained by the fact that the community will be more satisfied if the staff at the Tongkuno sub district office are more willing to help the community by providing excellent service.

Hypothesis 6: Effect of Guarantee on Community Satisfaction

The guarantee variable has a regression coefficient of 0.217 and a probability value (sig.) of 0.018, according to incomplete test results. The resulting probability value is smaller than the specified significance level (α), which is equal to 0.05. These findings support the validity of the premise that "guarantee has a positive and significant effect on community satisfaction". This supports the result that the community will be happier with the Tongkuno sub-district office's commitment to provide quality services, with higher guarantees.

CONCLUSION

Based on the research findings and subsequent discussion, the following conclusions can be drawn: 1) The satisfaction of the residents of Tongkuno District is significantly and positively influenced by tangible evidence, empathy, dependability, responsiveness, and certainty. This shows that more tangible evidence, empathy, dependability, responsiveness, and better guarantees will increase the level of satisfaction of the residents of Tongkuno District. 2) Physical Evidence partially has a positive and significant effect on the satisfaction of the people of the Tongkuno sub district. This means that the cleanliness of physical facilities, the tidiness of the appearance of employees, and the up-to-date (modern) physical facilities owned by the Tongkuno sub-district office which are getting better will make the people of the Tongkuno sub-district more satisfied. 3) Empathy partially has a positive and significant effect on the satisfaction of the people of the Tongkuno sub-district. This means that personal attention by employees, easily accessible information from the Tongkuno sub-district office, and serious attention to the needs of the community, will make the people of the Tongkuno sub-district more satisfied. 4) Reliability partially has a positive and significant effect on community satisfaction in the Tongkuno sub-district. This means that the better the Tongkuno District office is in providing good services from start to finish, the more accurate the handling or administration of

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records/documents, and the more appropriate the services provided are as promised, the more satisfied the people of Tongkuno District will be. 5) Responsiveness partially has a positive and significant effect on the satisfaction of the people of Tongkuno District. This means that the better the employee's willingness to provide fast service, the better the employee's willingness to help people's difficulties quickly, and the better the employee's free time to respond to community requests quickly will make customers more satisfied. 6) Guarantee partially has a positive and significant effect on the satisfaction of the people of Tongkuno District. This means that the reputation of the Tongkuno District office is guaranteed, the competency (ability) of the employees of the Tongkuno District office in the field of services provided and the friendliness of the employees of the Tongkuno District office in providing services.

The results of this study indicate that the physical evidence variable has proven to have no effect on community satisfaction, therefore it is suggested that the Tongkuno sub-district office needs to make even better improvements related to physical evidence in the form of facilities and infrastructure as a support in delivering services to the Tongkuno sub-district office to the community, especially the most recent physical facilities perceived by respondents in service to the community. This study found that responsiveness proved to have the strongest influence in increasing the satisfaction of the Tongkuno sub-district community, so it is hoped that the Tongkuno sub district office needs to increase the responsiveness of its employees in providing services, especially for indicators of employee time to respond quickly to community requests.

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