

THE EFFECT OF SERVICE QUALITY ON COMMUNITY SATISFACTION IN TLOGOSARI DISTRICT

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ABSTRACT

The purpose of this study was to examine and analyze the effects of partially and simultaneously the dimensions of service quality consisting of reliability, responsiveness, assurance, empathy and physical evidence on community satisfaction in Tlogosari District, Bondowoso Regency. This study uses a survey research form with a questionnaire as a data collection tool which is distributed to 75 (respondents) communities in Tlogosari District by selecting samples by accidental sampling. Testing is carried out using validity and reliability tests. Data processing was analyzed using descriptive statistics with multiple linear regression analysis techniques using SPSS 22.0. Based on the results of the study, it was concluded that there was a significant influence between reliability, responsiveness of empathy and physical evidence on the satisfaction of the people of Tlogosari District, while guarantee had no significant effect on the satisfaction of the people of Tlogosari District. Simultaneously all dimensions of service quality have a significant effect on community satisfaction in Tlogosari District.

Keywords: service quality, community satisfaction, subdistrict

INTRODUCTION

The nature of the government as a public servant in meeting the needs of the community as stated in the Decree of the Minister of State Apparatus Empowerment No. 63/KEP.M.PAN/7/2003 which states that the government in providing services to meet the needs of the community concerned in accordance with the basic rules and regulations a predetermined way (Simarmata & Saragih, 2020). As an institution, the public service of the government apparatus ensures the continuity of state administration which involves the development of service policies and management of resources originating from and for the public interest, in this case the community. This public service must also be based on the principles of professionalism

and ethics of accountability, effectiveness, efficiency, neutrality, and fairness for all service recipients.

The government must improve public services by taking into account the level of community satisfaction with the services provided. This is because service quality has a close relationship with community satisfaction (Simarmata & Saragih, 2020). This means that the higher the community satisfaction, the better the government's performance in serving the public and vice versa. Therefore, every state civil apparatus (ASN) must provide the best and responsible service so that public trust will increase to the government (Eliza, 2015). From the government side, the government as a public service provider must also have an attitude of responsibility so that it can provide the best for the community so that public trust will increase (Yayat, 2017). Aside from that,

Tlogosari District is one of the sub-districts in Bondowoso Regency which is one of the public service institutions for the surrounding community. The functions and duties of the Tlogosari District must be able to serve in meeting the administrative needs of the community in the surrounding area. Administrative services provided by Tlogosari District include population registration, civil registration, and information management related to regional development. For this reason, Tlogosari District is required to create quality services that can encourage and improve community economic activities. In addition, sub-district employees to maintain trust and satisfaction in terms of serving their administrative problems. So,

Based on the results of observations, the services provided by Tlogosari District are still not optimal, this is indicated by the number of complaints from the community. Complaints submitted by the community are related to administrative services. Administrative services such as making a certificate which still takes a long time. This situation causes a low level of public confidence in the performance of Tlogosari District employees in serving the community. This is in accordance with the statement that public services in the regions show their benefits and advantages, as well as show their weaknesses (Mouw, 2013). People always hope and want satisfaction in service, but the weakness of the bureaucratic system is the limited resources that are qualified and the regulations that make the bureaucrats seem rigid which causes a lot of public complaints (Riyadi, Hermawan, & Sumarwan, 2015). Based on this description, the purpose of this study is to analyze the effect of service quality in the Tlogosari District office on the satisfaction of the Tlogosari community in Bondowoso Regency.

Literature review

Service quality can be interpreted as all forms of efforts and activities carried out by an institution in fulfilling consumer desires and accuracy in conveying what consumers expect, among others, by the suitability of employee work standards with the services provided and the services promised and the compatibility between the services provided. accepted with what is expected by consumers (Sunyoto, 2012; Tjiptono & Candra, Strategic Marketing, 2012).

Sources of quality that are used as determinants of service quality are a) *production quality*, namely the quality of service is determined by the cooperation between the production department and the marketing department; b) *delivery quality*, ie service quality is determined by the company's promise to consumers; c) *design quality*, i.e. service quality is determined since the first time the service is designed to meet consumer needs, d) *relationship quality*, i.e. service quality is determined by professional and social relations between the company and stakeholders (consumers, suppliers, intermediaries, government, and employees) (Tjiptono, Marketing Management, 2012).

Public satisfaction is the main factor that needs to be considered by public service providers, because community satisfaction determines the success of the government in providing public services. Service providers in this public service mean employees of government agencies who carry out public service duties in accordance with statutory regulations. The recipients of public services in this case are people, communities, government institutions and the business world, where they benefit from public service activities (Rezha, Rochmah, & Siswidiyanto, 2013).

The main determinant of community satisfaction is the public's perception of service quality. Public perception makes it possible to tell others about their experiences with the quality of services that have been used. So the quality of service and community satisfaction are important elements that must be accounted for in order to improve the goals of the company or government agency. It can be concluded that the better the quality of service perceived by the community, the higher the satisfaction they get (Sulistiyawati & Seminari, 2015).

RESEARCH METHODS

This research will be conducted in Tlogosari District, Bondowoso Regency, for 1 month from May 1 to June 1, 2021. The population in this study were people who received services in Tlogosari District from January to May as many as 376 people based on the registration book for receiving service requests. The number of community visits to get services at the Tlogosari District Kator in each month is uncertain in number. Researchers used an average calculation to determine the number of samples used in this study, which was 75. The following is the number of community visits each month based on the register book.

Table 1. Data on the Number of People who Get the Services of the Tlogosari District Office

No	Month	Number of people who visited
1	January	84
2	February	64
3	March	55
4	April	85
5	May	88
Amount		376

Source: Tlogosari District Office (2021)

The inclusion criteria in this study are:

1. People who receive services in Tlogosari District
2. Can read and write
3. Willing to be a respondent and sign an agreement to become a research respondent

The sampling technique used is accidental sampling. That is, this accidental sampling technique is carried out by taking respondents who happen to exist or are available (Soekidjo, 2015). The number of samples in this study is based on the average number of community visits to get services at the Tlogosari District Office.

RESULTS ANALYSIS

Based on the research data collected for both the dependent variable, namely community satisfaction and the independent variable, namely the quality of services processed using the SPSS 22 for Windows 13 program, it can be seen in the following table:

Table 2. Recapitulation of Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.581	.450		3,510	.001		
	Reliability	1,271	.573	.880	2.216	.030	,157	7,538
	Responsiveness	.666	.310	.461	2,146	.035	,185	7,727
	Guarantee	-.872	.541	-.582	-1.613	.111	,140	7,147
	Empathy	1,470	.493	1.053	2,981	.004	,115	8,674
	Physical Evidence	1,270	.569	.845	2.231	.029	,118	8,500

Source: Data processed on august, 2021

Based on the table above, the following multiple linear regression equation can be obtained:

$$= 1.581 + 1.271 + 0.666 - 0.872 + 1.470 + 1.270X_1X_2X_3X_3X_5$$

Based on the multiple linear regression equation, it shows the meaning and it can be explained that:

- 1,581 = Is a constant value, thus the value of this constant shows the magnitude of the value of the variable The satisfaction of the people of Tlogosari District is 1.581, meaning that if the service quality variable is equal to zero or constant, then the community satisfaction is good
- 1,271 = the magnitude of the variable coefficient reliability which has a positive value, meaning that the more reliable the quality of services provided by the officers, the higher the satisfaction of the community.
- 0.666 = the magnitude of the variable coefficient responsiveness which is positive, meaning that the higher the responsiveness of officers in providing services, the higher the satisfaction of the community.
- 0.872 = the magnitude of the variable coefficient a guarantee that has a negative value, if the guarantee is negative, it means that the guarantee is good, the lower the community satisfaction, it has not been able to increase community satisfaction.
- 1,470 = the magnitude of the variable coefficient Positive empathy means that the better the officer's empathy for the community, the better the community's satisfaction.
- 1.270 = the magnitude of the variable coefficient positive physical evidence, meaning that the better the physical evidence such as the more neat and clean the service room is, the higher the community satisfaction will be.

Partial Statistical Test (t-test)

This test is to see to what extent the influence of reliability, responsiveness, assurance, empathy and physical evidence variables partially on the community satisfaction variable. Based

on the results of processing using SPSS version 22 for Windows 13, the results of the t-test are obtained, the results of which are summarized in the following table:

Table 3 Recapitulation of t Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.581	.450		3,510	.001		
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	Physical Evidence	1,270	.569	.845	2.231	.029	,118	8,500

Source: Data process on august, 2021

a. Reliability(X_1)

The t-count value for the reliability variable is 2.216, while for the 5% distribution t-table value is 1.666, then the t-count is $2.216 > 1.666$ t-table. This means that H_0 is rejected and H_a is accepted, then the reliability variable has a significant positive effect and is strengthened by a significant value of $0.030 < 0.05$, meaning that the reliability variable has a partial effect on the satisfaction of the people of Tlogosari District, so it can be concluded that H_1 can be accepted.

b. responsiveness(X_2)

The t-count value for the responsiveness variable is 2,146, while for the t-table value of 5% distribution of 1.666, then the t-count $2,146 >$ t-table 1.666. This means that H_0 is rejected and H_a is accepted, then the responsiveness variable has a significant positive effect and is strengthened by a significant value of $0.035 < 0.05$, meaning that the responsiveness variable has a partial effect on the satisfaction of the people of Tlogosari District, so it can be concluded that H_2 can be accepted.

c. Assurance (X_3)

The t-count value for the guarantee variable is -1.613, while for the t-table value of 5% distribution of 1.666, then the t-count $-1.613 <$ t-table 1.666. This means that H_0 is accepted and H_a is rejected, then the guarantee variable has a negative and insignificant effect, reinforced with a significant value of $0.111 > 0.05$ means that the guarantee variable has no partial effect on the satisfaction of the people of Tlogosari District, so it can be concluded that H_3 can be rejected.

d. Empathy(X_4)

The t-count value for the empathy variable is 2,981, while for the t-table value of 5% distribution of 1.666, then the t-count $2,981 >$ t-table 1.666. This means that H_0 is rejected and H_a is accepted, then the empathy variable has a significant positive effect and is strengthened by a significant value of $0.004 < 0.05$, meaning that the empathy variable has

a partial effect on the satisfaction of the people of Tlogosari District, so it can be concluded that H4 can be accepted.

e. Tangible (X_5)

The t-count value for the physical evidence variable is 2.231, while for the t-table value of 5% distribution of 1.666, then the t-count $2.231 > t\text{-table } 1.666$. This means that H_0 is rejected and H_a is accepted, then the physical evidence variable has a significant positive effect and is strengthened by a significant value of $0.029 < 0.05$, meaning that the physical evidence variable has a partial effect on the satisfaction of the people of Tlogosari District, so it can be concluded that H5 is acceptable.

Simultaneous Statistical Test (F-test)

Simultaneous test or F test is a joint test to test the significant effect of variables service quality to the satisfaction of the people of Tlogosari District. Then the results of the F-test can be seen in the following table:

Table 4 Statistical Test Results (F-test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,400	5	8,680	36.551	.000a
	Residual	16,386	70	.237		
	Total	59,787	75			

Source: Data process on august, 2021

Statistical testing using the F test method, $F_{\text{count}} 36.551 > F_{\text{table}} 2.22$ where the significant level obtained is $0.000 < 0.05$, then H_0 is rejected and H_a is accepted, if it is concluded that the research hypothesis H6 Accepted, which means that there is an influence on service quality on community satisfaction in Tlogosari District.

Coefficient of Determination

The coefficient of determination is used to determine the ability of the independent variable in explaining the dependent variable. The amount of determination can be seen in R Square and expressed in percentages. The following is a measure of the contribution of the variables of reliability, responsiveness, assurance, empathy and physical evidence to community satisfaction (Y) which is presented in the following table:

Table 5. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852a	.726	.706	.51979809

Source: Data process on august, 2021

The value of the coefficient of determination or Adjusted R Square is 0.706 or equal to 70.6%. This means that the service quality variables consisting of reliability, responsiveness, assurance, empathy, and tangible together have an effect on Community Satisfaction in Tlogosari District by 70.6% while the rest ($100\% - 70.6\% = 29.4\%$) is influenced by other variables not examined.

INTERPRETATION

Based on the test results, it is concluded that reliability has a significant effect on community satisfaction in Tlogosari District. In this study, which focuses on service procedures, timeliness, staff readiness and effective communication, it has a positive effect on community satisfaction in receiving services.

Based on the results of the overall answers regarding the indicators of the reliability variable, most of the responses agreed to the question/statement item regarding the reliability of the Tlogosari Bondowoso District Office service. Tlogosari sub-district does not charge fees for the processing of public personal documents such as legalizing ID cards or family cards.

In line with Marhadika's research, 2012, indicated by the average value of respondents' responses on all aspects of reliability of 3.74. This condition shows that respondents consider the ability of the District to have the ability to provide the promised services immediately, accurately and satisfactorily and have been carried out well.

Based on the test results, it is concluded that responsiveness has a significant effect on community satisfaction in Tlogosari District. An examination of the attitude of the officers, communication skills and transparency of the service flow shows that most of the responsiveness (X2) of service providers is very good, namely 54.7%.

From the results of the overall answer on the indicator of the responsiveness variable, most of the responses agreed to the question/statement item regarding the service responsiveness of the Tlogosari Bondowoso District Office. The Tlogosari community appreciates the response of sub-district employees in providing explanations and services to community complaints. This is able to foster a sense of community satisfaction with the services provided by the Tlogosari District Office. In line with Anisa's research, 2018, it is concluded that Responsiveness partially and significantly influences Community Satisfaction

Based on the test results, it is concluded that assurance has no significant effect on community satisfaction in Tlogosari District. The results of the study found that most of the Assurance dimensions (X3) provided by service officers were very good, namely 52%. However, from the analysis test, it was found that the guarantee had no significant effect on community satisfaction.

From the results of the overall answer on the indicator of the assurance variable, most of the responses agreed to the question/statement item regarding the service assurance of the Tlogosari Bondowoso District Office. The community feels that the officers only focus on the services that the community wants without providing further explanations regarding the flow of services related to community needs. For example, in the management of the deed of sale and purchase of land, the officer does not explain in a coherent manner until the deed is completed. The officer only explained the procedures at the Tlogosari District Office.

This has led to a crisis of public confidence in sub-district institutions. Because it shows that the District Office employees do not understand the needs of the community. In line with the results of Anisa's research, 2018, which concludes that the null hypothesis (H_0) is accepted and (H_a) is rejected, it can be concluded that the assurance partially has no effect and is not significant on Community Satisfaction.

Based on the test results, it is concluded that Empathy has an effect on community satisfaction in Tlogosari District. This is supported by the response of officers in providing services, open communication and good response to any questions from the public.

From the results of the overall answers on the empathy variable indicators, most of the responses agreed to the question/statement item regarding the service empathy of the Tlogosari

Bondowoso District Office. The attitude of employees is able to foster public trust and satisfaction with the services provided.

According to Parasuraman quoted by Tjiptono, it gives personal attention to consumers and has comfortable operating hours. In line with the results of research by Marhadika, 2012. The last test also shows that the empathy variable has a significant and positive effect on the satisfaction of people who use services in Kenjeran District, Surabaya.

Susila, 2010, this study aims to determine the effect of service quality on community satisfaction in the East Tanjungpinang sub-district office. There is a significant influence between the services provided by the Kelurahan Office on community satisfaction, either partially or simultaneously. From the results of the study it was found that Empathy has the most dominant influence compared to other variables, this means that the community places more emphasis on the attention of the individual officers, the community is happier if the officers want to listen to complaints, understands the wishes of the community so that all problems can be resolved properly.

Based on the test results, it was concluded that tangibles had an effect on community satisfaction in Tlogosari District. This study which focuses on facilities and infrastructure as well as supporting facilities in providing comfort to the people who visit the sub-district, it was found that most of the dimensions of Tangible (X5) provided by service officers were very good. According to Parasuraman, regarding the attractiveness of the physical facilities, complete equipment/equipment, and the materials used by the company are clean, and the appearance of the employees is neat.

From the results of the overall answers on the indicators of the tangible variable, most of the responses agreed to the question/statement item regarding the physical evidence of the service of the Tlogosari Bondowoso District Office. The community assesses the appearance of the employee showing that the employee cares about himself so that the community feels that they will be given good service. Because the appearance of the employee is the first assessment before the public applies for services. This shows that the appearance of employees fosters a sense of satisfaction in the community of Tlogosari District

This is in line with Alfa Sakinata Marhadika's 2012 research. Respondents considered that the facilities and physical conditions provided by Kenjeran District were supportive and adequate in serving them. The average respondent's response related to the reliability possessed by the Kenjeran District, Surabaya stated that they were satisfied.

Based on the test results it is concluded that there is an influence on the quality of service on community satisfaction in Tlogosari District. Based on research data shows the high and low levels of community satisfaction are influenced by the high and low quality of services provided. The quality of service determines the satisfaction of the community with the services provided. Five dimensions of service, especially in sub-district services including Reliability, Responsiveness, Assurance, Empathy, and Tangible are things that cannot be separated and can significantly affect satisfaction with the community. A person's perception is often different from his behavior, the attitude of being satisfied or dissatisfied with a product or service is often unrelated between his perception and the reality of his attitude. According to Kotler, consumer satisfaction with the overall service will be positive and have a large influence on their interest in using the same service, if consumers feel service with high quality, namely the service they get is the same or higher than expected. The behavior of someone who repeats the service he has felt shows a response that is influenced by attitudes, beliefs, knowledge about how to take advantage of a situation to achieve goals. In line with Heru Herwanto's (2015) research, this study uses 9

indicators of community satisfaction. If we look closely at the calculation results, the dimensions of tangible (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) have a very strong influence on satisfaction.

CONCLUSION

From the description of the discussion, it can be concluded Service Quality Variables consisting of Reliability, Responsiveness, Empathy, and Tangible partially have a significant effect on community satisfaction in Tlogosari District, but Assurance have no significant effect on community satisfaction. The service quality variable simultaneously affects community satisfaction in Tlogosari District by 70.6% while the remaining 29.4% is influenced by other variables not examined.

IMPLICATION

Based on the conclusions that have been stated above, that there is a positive and significant relationship between reliability, responsiveness of empathy and physical evidence with the satisfaction of the people of Tlogosari District, while the guarantee does not have a significant effect on the satisfaction of the people of Tlogosari District. This shows that the quality of service greatly determines the increase in community satisfaction.

In the dimension of Reliability (X1) measurement focuses on service procedures, timeliness, readiness of officers and effective communication have a positive effect on people's satisfaction in receiving services. The second dimension is responsiveness, in this case the measurement of the attitude of sub-district employees, communication skills and transparency of service flow shows that most of the responsiveness (X2) of Tlogosari sub-district employees is very good. The third dimension is assurance, which is a variable that has no significant effect on community satisfaction. Tlogosari District has explained both verbally and posted on the bulletin board how the procedure or flow of document processing. However, people tend to ignore the availability of information regarding procedures for managing personal documents. So that people feel that the assurance of the availability of blanks or documents that people need is always not available or there are technical obstacles that are felt to be hampering. So that people find it difficult to take care of the documents needed. The fourth dimension is Empathy. The implications related to this dimension are the response of Tlogosari District employees in providing services, open communication and responding well to every question by the community. The last dimension measuring community satisfaction is tangible in this case related to facilities and infrastructure or supporting facilities at the Tlogosari District Office.

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