

## IMPACT AND QUALITY OF PUBLIC SERVICES ON COMMUNITY SATISFACTION

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### Abstract

*This research aims to analyze the impact of the quality of public services on community satisfaction in the Kute Panang District, Central Aceh Regency. The survey method was used to distribute questionnaires to 127 respondents to represent the people who live in the area. The data that has been collected is then processed, presented, and analyzed using non-parametric Chi-Square statistics with a significance level  $\alpha = 0.05$ . The research results showed that the quality of public services with indicators of physical evidence, empathy, reliability, responsiveness, and guarantees positively and significantly affected public satisfaction. However, it was still found that 40.94% of the public rated the quality of service as "not good" and "not good" so community satisfaction felt less than expected for 18 respondents or 0.41%. For this reason, the quality of service in this sub-district area still needs to be improved through increasing physical evidence, empathy, reliability, responsiveness, and comprehensive guarantees.*

**Keywords:** *Impact, quality of service, community satisfaction.*

### INTRODUCTION

Public services face various policy problems, especially regarding public services, while public services are a basic need and welfare of society. Public service is one of the important tasks of the government, namely serving the community to fulfill their needs by statutory regulations. Services that are so popular among the public are called public services, namely activities or series to meet service needs by statutory regulations for every citizen and resident

for goods, services, and/or administrative services provided by public service providers (Article 1 Paragraph (1) Law Number 25 of 2009 concerning Public Services)(Dewi & Suparno, 2022).

(Dwiyanto, 2021) Defines public services as: a series of activities carried out by the public bureaucracy to meet the needs of citizen users. Then Moenir (2010) stated that public service is an effort carried out by a group persons or bureaucracy to assist the community in achieving a certain goal. (Rianti & Tuti, 2018)

The fulfillment of public services is regulated based on regulations made by the government with the main aim of meeting the basic needs and welfare of the community. This means that the state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which is the mandate of the 1945 Constitution of the Republic of Indonesia. Further in Article 1 paragraph (5) and paragraph (6) of Law Number 25 of 2009 concerning Public Services (Wiranata & Kristhy, 2022) It is stated that public service executors, hereinafter referred to as executors, are officials, employees, officers, and every person who works in an organizing organization whose task is to carry out an action or series of public service actions. The community is all parties, both citizens and residents as individuals, groups, and legal entities who receive the benefits of public services, both directly and indirectly. The objectives of public services are (1) the realization of clear boundaries and relationships regarding the rights, responsibilities, obligations, and authority of all parties related to the implementation of public services; (2) the realization of a proper public service delivery system by the general principles of good governance and corporations; (3) fulfillment of public service delivery by statutory regulations; and (4) the realization of legal protection and certainty for the community in the provision of public services (Article 3 of Law Number 25 of 2009 concerning Public

Services) (Titania, 2023).

To achieve the goal of quality public services, there is a need for standardization (benchmarks) which are used as guidelines for service delivery and as a reference for assessing service quality as an obligation and promise of organizers to the public in the context of quality, fast, easy, affordable and regular services. (Mardiyanto & Ismowati, 2017) (Yansyah, 2019), (Nuriyanto, 2014) and (Numberi et al., 2023) There are at least 14 components of service standards, namely legal basis; condition; systems, mechanisms, and procedures; settlement period; fees/tariffs; service products; facilities, infrastructure and/or facilities; implementing competency; internal supervision; handling complaints, suggestions, and input; number of executors; service guarantee which provides certainty that services are carried out by service standards; guarantee of service security and safety in the form of a commitment to provide a sense of security, freedom from danger and risk of doubt; and evaluating the performance of implementers (Article 21 of Law Number 25 of 2009 concerning Public Services) (Titania, 2023). Besides that, (Tjiptono, 2022); (Erlianti, 2019); (Pasolong, 2019) stated that there are 5 dimensions in assessing service quality, namely physical evidence tangible, empathy empathy, reliability, responsiveness, and guarantees assurance. Service standardization is needed to produce quality services, and quality services will produce public satisfaction, namely an emotional response to the evaluation of the consumption experience of a product or service (Putri, 2022), (Tjiptono, 2000) states that satisfaction is an attitude that decided based on the experience gained. In the context of public services, community satisfaction is influenced by the quality of service from government officials, both at village, sub-district, district, provincial, and central levels. The public can feel happy, satisfied, or disappointed because of the state of physical evidence, empathy, reliability, responsiveness, and guarantees from the

government apparatus.

Observing the spatial conditions and location of Kute Panang District, as well as the existence of residents who have the right to receive public services by the mandate of Law Number 25 of 2009 concerning Public Services, is thought to be a very complex challenge for public service providers in achieving service quality by implementing service standardization. Which will ultimately affect the satisfaction of people who receive the benefits of public services. In connection with this issue, it is necessary to conduct a study on the influence of public service quality on community satisfaction in Kute Panang District, Central Aceh Regency, to obtain better service quality in the future (Dirkareshza et al., 2021).

## **RESEARCH METHODS**

This research was conducted in Kute Panang District, Central Aceh Regency, with a population in 2023 of 8,630 people, spread across 16 villages with definitive status (BPS Central Aceh Regency, 2023). The survey method was used in this research on 127 community members who received public services, where samples were drawn proportionally from each village of  $\pm 8$  people with data collection techniques using questionnaires. The questions asked in the questionnaire consist of open and closed questions (Mania, 2008),(Marquis et al., 2023) Open questions were asked for the identity of the respondent, while closed questions were asked to express the respondent's attitude toward the 4 dimensions of service, namely physical evidence, empathy, reliability, responsiveness and guarantee, where each dimension was asked 5 statements with as many alternative answers to each statement. 5 categories, namely very bad, not good, not good, good, and very good. Meanwhile, alternative answers to community satisfaction consist of 3 categories, namely less than community expectations, the same as community

expectations, and more than community expectations. This means that the number of attitude statements submitted is 25 statements which is expected to be representative in representing the population. Considering that service quality in this study consists of 4 categories (4 dimensions) and community satisfaction consists of 3 levels (satisfied, dissatisfied, and dissatisfied), the associative problems proposed in this study were analyzed using non-parametric statistics, namely the Chi-test. Square (Ling, 2014), with the following formulation:

$$\chi^2 = \sum_{i=1}^k (f_o - f_e)^2$$

Where:  $\chi^2$  = *Chi-Square value* with degrees of freedom  $df = (b-1) (k-1)$ ;  $f_o$  = *observation frequency*;  $f_e$  = *frequency of expectations*;  $b$  = *number of rows*;  $k$  = *number of columns*. Testing was carried out at a significance level of  $\alpha = 0.5$  with the decision criterion being probability  $\chi^2 < 0.05$ , it can be concluded that there is an influence of service quality on community satisfaction in Kute Panang District, Central Aceh Regency. (Nuryadi et al., 2017)

**RESULTS AND DISCUSSION**

The research results show that respondents' assessments of the quality of public services are based on the 4 service indicators used in this research, namely physical evidence, empathy, reliability, responsiveness, and assurance, presented in Table 1 below:

**Table 1**  
**Respondents' assessment of the quality of public services in Kute Panang District, Central Aceh Regency**

No	Respondent Rating	Service Dimensions					Service Quality
		Physical Evidence	Empathy	Reliability	Responsive	Guarantee	

		<b>ness</b>					
1.	Very Not good	1	11	10	7	5	0
2.	Not good	11	12	5	9	13	7
3.	Less Good	20	33	25	35	19	45
4.	Good	74	64	76	66	76	69
5.	Very good	21	7	11	10	14	6
Number of Respondents		127	127	127	127	127	127

*Source: Primary data*

In Table 1 above, it can be seen that 69 respondents, or 54.33% of the total number of respondents gave a "good" assessment of the quality of public services in Kute Panang District, Central Aceh Regency, while a "very poor" assessment was not found in this research. This assessment is because the majority of respondents have a good perception of the 4 public service indicators proposed, namely physical evidence, empathy, reliability, responsiveness, and guarantee. In addition, the current condition of society has seen a very dynamic development, the level of life in the community is getting better, which is an indication of the empowerment experienced by the community (Thoha, 2005) and (GUSMAN, 2017). This finding is in line with the research findings of (Duriat & Vaughan, 2020), (Kurniawan et al., 2023) which state that descriptively the quality of population administration services in Bayongbong District is quite good. Likewise, (Suryantoro & Kusdyana, 2020), (Cendana & Oktariyanda, 2022) research results show that the quality of public services at the North Sumatra Province Regional Secretariat Office, which is measured from 14 service elements, is generally based on the specified criteria, including in the good category. Furthermore, the satisfaction of the people of Kute Panang District who received the benefits of public services expressed their hope for the future based on the benefits of public services they have experienced so far, presented in Table 2 below:

**Table2**  
**Community Satisfaction Attitudes towards Public Services in Kute Panang District, Central Aceh Regency**

<b>No</b>	<b>Community Satisfaction</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
1.	Less than Community Expectations	18	14,20
2.	Same as Community Expectations	69	54,30
3.	More Than Society's Expectations	40	31,50
Number of Respondents		127	100,00

*Source: Primary data*

Most of the respondents who received the benefits of public services in the Kute Panang District area stated that their attitude was "the same as the community's expectations" which means that respondents were satisfied with the public services they had received so far. This finding is in line with research by (Hidayattullah, 2017) and (KASIHTA, 2021) which found that the community was satisfied with the services provided by the Pasirjambu sub-district in the reliability aspect regarding reliability in handling every public complaint.

From Table 1 and Table 2, there is an indication that on the one hand the majority of respondents assess the quality of service as "good", and on the other hand the majority of respondents express an attitude of "satisfaction" (the same as the community's expectations) with the service they receive. This means that there is a positive influence between service quality and community satisfaction. To test the significance of this influence, a Chi-Square test will be carried out at the level of significance  $\alpha = 0.05$  with a degree of freedom of  $(3-1) (4-1) = 6$  (because there were no respondents who rated it "very bad") at various levels of community satisfaction. The contingency table is obtained as follows:

**Table 3**  
**Contingency Table for Public Service Quality and Community Satisfaction in Kute Panang District, Central Aceh Regency**

Count		Service Quality * Community Satisfaction Crosstabulation			
		Less Than Community Expectations	Same as Community Expectations	More Than Society's Expectations	Total
Service Quality	Not good	1	6	0	7
	Less Good	7	31	7	45
	Good	10	31	28	69
	Very good	0	1	5	6
Total		18	69	40	127

*Source: Primary data, (processed with SPSS).*

Next, the results of the Chi-Square test are at the level of significance  $\alpha = 0.05$  with a degree of freedom of  $df = (3-1) (4-1) = 6$  stated in Table 4 below:

**Table 4**  
**Chi-Square Test Results for Public Service Quality and Community Satisfaction in Kute Panang District, Central Aceh Regency**

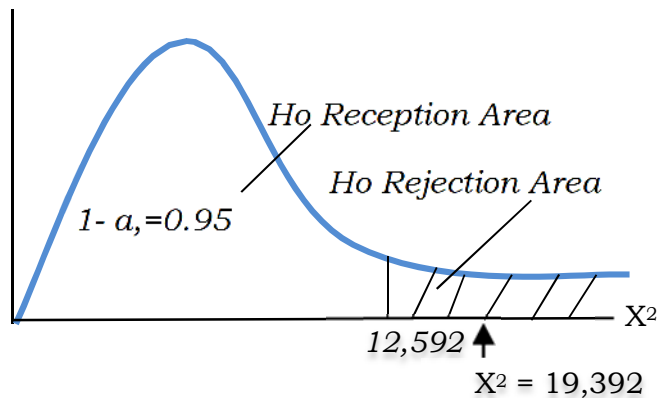
Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19,392 <sup>a</sup>	6	,004
Likelihood Ratio	21,853	6	,001
Linear-by-Linear Association	10,703	1	,001
N of Valid Cases	127		

a. 6 cells (50,0%) have an expected count less than 5. The minimum expected count is 85.

*Source: Primary data, (processed with SPSS).*

**Figure 1.**

Chi-Square Test Results (the number 12.592 is obtained from the Chi-Square Table with  $df = 6$  dan  $\alpha = 0,05$ )



The Chi-Square Test results as presented in Table 4 and Figure 1 show that the Chi-Square value was obtained  $\chi^2 = 19.392 > 12.592$  with Asymptotic Significance (2-sided) of 0.004, smaller than 0.05. This means that there is a significant positive influence of service quality on community satisfaction in Kute Panang District, Central Aceh Regency. This finding is in line with (Teniro et al., 2022) and (Setiawan et al., 2019) who stated that there is a close relationship between service quality and community satisfaction as seen from the coefficient obtained at 72.7%. Partially, it shows that the significant value of the influence of service quality on community satisfaction is  $0.042 < 0.05$  and the t-count is  $2.648 > t$  table 1.665, so  $H_0$  is rejected and  $H_a$  is accepted. Then (Alfionita & Gunawan, 2020) concluded that 62% of the contribution to community satisfaction is influenced by service quality, and the remaining 38% of community satisfaction can be motivated. Furthermore (Rochmah & Rosy, 2022) summarized the results of their research that the quality of public services and service facilities has a positive and significant effect on community satisfaction.

## CONCLUSION

The quality of public services with indicators of physical evidence, empathy, reliability, responsiveness, and guarantees has a positive and significant effect on public satisfaction based on the Chi-Square test with a significance level  $\alpha = 0.05$ . However, it was still found that 40.94% of the public rated the quality of service as "not good" and "not good" so community satisfaction felt less than expected for 18 respondents or 0.41%. For this reason, the quality of service in this sub-district area still needs to be improved through increasing physical evidence, empathy, reliability, responsiveness, and comprehensive guarantees.

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