

The Effect of Pelayanan Quality on Public Satisfaction at Barung-Barung Balantai

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Abstract

This study aims to examine the effect of physical evidence, reliability, responsiveness, assurance, and empathy on community satisfaction at the wali nagari barung-barung balantai office. This type of research is quantitative, the research process emphasizes the measurement of objective results using statistical analysis. The population in this study is the Barung Barung Balantai community. The total population is 2,853 people. The sampling technique used is purposive sampling which is based on certain criteria, namely the people who perform services at the wali nagari barung-barung balantai office, while the number of samples is 78 people obtained by classifying the community. The data analysis technique used multiple linear regression using the SPSS version 21.00 program. The results of this study indicate that physical evidence, reliability, responsiveness, assurance, and empathy for community satisfaction have a positive and significant effect on community satisfaction at the wali nagari barung-barung balantai office.

Keywords: Service Quality, Tangilbe, Reliability, Responsiveness, Assurance, Empathy and Community Satisfaction

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I. Introduction

The success of the service system can be measured by the level of service satisfaction in accordance with what is needed and expected by the community. According to J. Supratno (2010:17) Satisfaction is the level of a person's feelings after comparing the performance or results felt with his expectations. According to Kotler (2005:36) it is generally mentioned that satisfaction is a feeling of pleasure or disappointment of a person that arises after comparing the performance of the product with the desired result (Gaol et al., 2013).

Service delivery standards are benchmarks used to assess service quality as a commitment or promise from service providers to users to provide quality services. Satisfaction measurement is an important element in the evaluation process in order to achieve the ultimate goal of providing quality services based on the needs of the community. Service quality is a form of service provided to customers that is categorized into expectations and realities for the services received by customers or the public.

The quality of service of an activity that must be provided by the company and also employees in order to maintain the trust of customers or the community (Ulfa & Mayliza, 2013). Farid Firmansyah (2019:11) Service quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy stated or implied needs. According to Tjiptono (2001) quality is a dynamic condition related to products, services, people, nature and the environment that meet or exceed expectations. While quality service is a service that is fast, pleasant, does not contain errors and follows processes and procedures. Therefore, the quality of service is determined not only by the service provider, but also the user of the service.

There are five dimensions of service quality that can be changed as a measurement of service quality including, Physical Evidence (*Tangilbe*), Reliability (*Reability*), *Responsiveness*, Assurance and Empathy (*Empaty*). Based on research by Dhion Gama Putra (2015) variables of physical evidence service quality, reliability, responsiveness, assurance, and empathy have a major influence on community satisfaction so that each variable has an important role in influencing community satisfaction.

Government agencies are all government agencies that carry out administrative functions of government in the executive environment both at the central and regional levels. One of the main functions of the government is to organize development activities and services as a form of the general task of the government to realize the welfare of the community.

The Nagari Barung-Barung Balantai government is one of the institutions that performs administrative functions. The Office of the Wali Nagari Barung-Barung Balantai is an institution that serves the community in meeting the needs and interests of the public in nagari Barung-Barung Balantai. For the past 3 years the office of the nagari wali nagari Barung-Barung Balantai has been providing services to therakat community based on the data below:

Table 1
Data pelayanan administration in 2019-2021

No.	Letter Description	Year		
		2019	2020	2021
1	Certificate of Poverty	10	8	17

2	Introduction to SKCK	24	36	18
3	Business Certificate	15	45	13
4	Model N1	13	10	15
5	Certificate Die	5	3	5
6	Certificate Domicile	12	8	15
7	Certificate of Move	3	1	10
8	Ktp cover letter	27	14	9
Total		109	125	102

The Nagari Barung-Barung Balantai government stated that telah provides services in accordance with the procedures of service to the community. However, based on pre-research observations that researchers conducted to 10 communities with several questions, researchers found the following data:

Table 2
Pre-Observation Data on Public Satisfaction of the Nagari Guardian's Office
Barung-Barung Balantai

Information	Percentage (%)
Very Dissatisfied	1,3%
Not Satisfied	34%
Quite Satisfied	31,3%
Satisfied	23,4%
Very Satisfied	10%
TOTAL	100%

Based on tabel 2 proves pre-observation data where people feel very dissatisfied at 1.3%, dissatisfied by 34%, quite satisfied by 31.3%, satisfied 23.4% and very fasting 10%. One of the things that may cause or affect the survey numbers to experience a fairly high dissatisfied value is derived from Physical Evidence (*Tangilbe*), Reliability (*Reability*), Responsiveness (*Responsiveness*), Assurance (*Assurance*) and Empathy (*Empathy*).

This phenomenon shows that the low quality of service in providing services at the Nagari Barung-Barung Balantai Guardian's Office has resulted in a fairly high percentage of the level of dissatisfaction. This means that the Nagari Barung-Barung Balantai Guardian's Office is suspected to have not provided services according to the needs and expectations of the community. With this phenomenon, the author seeks to know the response of the community to the quality of service at the Nagari Barung-Barung Balantai Guardian's Office in order to maintain quality.

According to Martul (2004) it is stated that the quality of service in the form of physical condition is a form of real service quality that provides appreciation and forms a positive image for each individual he serves and becomes an assessment in determining the ability of the service developer to utilize all his abilities to be seen physically, both in using service tools and equipment, the ability to innovate and adopt technology, and show a performance display that is capable, authoritative and has high integrity as a form of work achievement shown to the person who gets the service.

Mailani Ulfa and Riri Mayliza (2013) in the research title of the Effect of Service Quality and Customer Satisfaction on Customer Loyalty of Pdam Kota Padang stated that *tangilbe* (physical evidence) has a positive and significant effect on customer loyalty. Dzurrotin Nasihah (2020) in the title The Effect of Service Quality on Community Satisfaction at the SAMSAT Pati Office, proves that there is a significant influence between physical evidence on community satisfaction.

H1: It is suspected that there is a positive and significant influence of physical evidence (*Tangible*) on the community's wali Nagari Barung Barung Balantai Office.

Felix, (2017) said that *sannya reliability* is reflected in sharing superior services that are committed in a timely manner and can master problems well. *Reliability* is the ability of an organization, institution or employee to share services swiftly and appropriately.

Fahmi Rezha (2013) in the title Analysis of the Effect of Public Service Quality on Community Satisfaction (Study on Electronic Identity Card (E-KTP) Recording Services in Depok City) stated that Community satisfaction can be significantly influenced by Reliability. From the results of this test, it proves that partially the reliability variable (X2) has a positive and significant influence on community satisfaction. As well as a study conducted by Dhion Gama Putra (2015) in the title The Effect of Service Quality on Community Satisfaction (Study on the Population and Civil Registration Service of Blitar City), stated that the reliability variable showed a positive and significant influence on community satisfaction .

H2: It is suspected that there is a positive and significant influence of *reliability* on public satisfaction at the Nagari Barung Barung Balantai Guardian's Office.

According to Tjiptono (2006), expressing that *responsiveness* is the desire of staff to help the community and provide services with responsiveness. Responsiveness can mean the level of response, initiative, and agility of staff in helping the community and providing fast services, which includes the speed with which staff handle transactions and the agility and patience of handling in the process of consuming services. Members of government agencies should pay attention to specific promises to the public.

Nia Sonani and Iis Anisa Yulia (2021) entitled The Effect of Service Quality on Community Satisfaction in the Population Administration Service Section which states this research shows that the variable responsiveness affects community satisfaction. Ina Kartika Sari (2020) The Effect of Service Quality on Patient Satisfaction at the Urug Health Center, Kawalu District, Tasikmalaya City, stated that Responsiveness has a positive and significant influence on patient satisfaction.

H3: It is suspected that there is a positive and significant influence of *responsiveness* on public satisfaction at the Nagari Barung Barung Balantai Wali Office.

According to Supriyanto and Ernawaty (2010: 302) *assurance* is the ability of service providers to arouse public trust in the services offered. Meanwhile, menurut Tjiptono (2012: 175) regarding the knowledge and politeness of staff and their ability to cultivate trust and community confidence (confidence).

Jarot Prianggono and Heru Andrian (2010) entitled The influence of community quality in the metro jaya police that there is an influence that is in the strong category between the Variable of Assurance or Assurance and the Variable of Community Satisfaction. Alfi Syahri Lubis & Nur Rahman Andayani (2018) in the title The Effect of Service Quality on Customer Satisfaction of Pt. Sucofindo Batam where the results show that the guarantee (*assurance*) is positive and has significance on satisfaction customer.

H4: It is suspected that there is a positive and significant influence of *assurance* on public satisfaction at the Nagari Barung Barung Balantai Trustee's Office.

Empathy according to Lupiyoarin (2008) empathy is to give sincere and individual or personal attention given to society by trying to understand the wishes of society itself.

Linda Nur Susila (2010) entitled analysis of the effect of the quality of village office services on the satisfaction of the people of the sub-district guard village of Jebres, Surakarta City, concluded that empathy has a positive and significant effect on service quality. This is also in line with Nova I E Tamara's research (2018) entitled The Effect of Service Quality on The Satisfaction of the Lower Kawangkoan Community of West Amurang District in Minahasa Regency, that empathy has a positive and significant influence to the satisfaction of society.

H5: It is suspected that there is a positive and significant influence of *empathy* (*Empathy*) on public satisfaction at the Nagari Barung Barung Balantai Wali Office.

II. Material and Method

This type of research is quantitative research using descriptive methods. The source of data from primary data is in the form of questionnaires. Sampling in this study used metode purposive sampling. which establishes certain considerations or

standards that must be met by the samples used in this study. The criteria for selecting samples in this study are as follows:

1. The total number of Barung-Barung Balantai community is 2,853 people.
2. There are 1,874 people aged 17-70 years, so there are about 976 people who do not meet the criteria.
3. The community that has performed services in the last 6 months is 157 people.
4. The people who settled in Barung-Barung Balantai were 78 people.

Table 3
Sampel Respondent

No.	Criterion	Sum
1	The total number of the barung-barung balantai community	2.853
2	Sample reduction criterion 1: A society that is not 17-70 years old.	(976)
3	Sample reduction criterion 2: People who have not done service in the last 6 months.	(1,714)
3	Sample reduction criterion 3: People who did not settle or move from Barung-Barung Balantai	(85)
TOTAL		78

Based on the results of the sample calculation above, the number of samples obtained was rounded to 78 respondents or the public.

III. Results and Discussion

Multiple Linear Regression Analysis

Data analysis and hypothesis testing in this study used multiple linear regression, to test the extent of the Effect of Service Quality on Community Satisfaction at the Office of The Guardian of Nagari Barung Barung Balantai.

Table 10
Multiple linear regression analysis

Bound Variables	Constants and Free Variables	Regression Coofisients	Significant
Community	Constant (a)	2,086	0,392

Satisfaction (Y)	Physical Evidence (X1)	0.204	0,027
	Reliability (X2)	0.273	0,004
	Responsiveness (X3)	0.381	0,003
	Warranty (X4)	0.308	0,012
	Empathy (X5)	0.297	0,028

Sumber: Primary data processed 2022

From table 10, it can be seen that the model of the regression equation obtained is:

$$Y = 2.086 + 0.204X1 + 0.273X2 + 0.381X3 + 0.308 X4 + 0.297X5 + e$$

From the equation above, it can be concluded: The constant has a positive value of 2.086. This means that if Physical Evidence (*tangible*), Reliability (*reliability*), Responsiveness (*responsiveness*), Guarantee (*assurance*) and Empathy (*emphaty*) are valued at 0 then Community Satisfaction is of constant value of 2,086. The value of the Physical Evidence variable (X1) is 0.204 meaning that the Physical Evidence regression coefficient shows a positive direction. This means that if physical evidence increases by one unit, community satisfaction will increase by 0.204 units. The value of the reliability variable (X2) is 0.294 meaning that the Reliability coefficient shows a positive direction. This means that if the reliability increases by one unit, community satisfaction will increase by 0.294 units. The value of the variable (X3) is 0.273 meaning that the coefficient of responsiveness shows a positive direction. This means that if the responsiveness increases by one unit, community satisfaction will increase by 0.273 units. The value of the collateral variable (X4) is 0.308 meaning that the guarantee shows a positive direction. This means that if the guarantee increases by one-unit, public satisfaction will increase by 0.308 units. The value of the emapti variable (X5) is 0.297 meaning that the Empathy coefficient shows a positive direction. This means that if compensation increases by one unit, community satisfaction will increase by 0.297 units.

Hypothesis Test

Partial Test Results (t)

Uji hypothesis in this study used test t by knowing the influence of each independent variable partially on the dependent variable. From the results of calculations using SPSS version 21.00 in table 8 can be described as follows:

Table 11
Statistical Test Results t (Partial Test)

Free Variables	T-Table	T-count	Sig.	Conclusion
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Physical Evidence (X1)	1,993	2,253	0.027	H ₁ accepted
Reliability (X2)	1,993	2,980	0.004	H ₂ accepted
Responsiveness (X3)	1,993	3,083	0.003	H ₃ accepted
Warranty (X4)	1,993	2,569	0.012	H ₄ accepted
Empathy (X5)	1,993	2,244	0.028	H ₅ received

Sumber : Primary data processed 2022

Based on the t test table in the table above, the following analysis can be carried out: a. Hypothesis (H1)

The physical evidence variable (X1) had a positive effect on the satisfaction of the Nagari Barung-Barung Balantai Guardian's Office Society with a t-count value greater than the t-table ($2.253 > 1.993$) with a significance value smaller than the alpha value ($0.027 > 0.05$) with demikian it can be concluded Ho was rejected and H₁ was accepted.

b. Hypothesis (H2)

The reliability variable (X₂) positively affects the satisfaction of the Nagari Barung-Barung Balantai Guardian's Office Community with a t-count value greater than the t-table ($2,980 > 1,993$) with a significance value smaller than the alpha value ($0.004 > 0.05$) thus it can be concluded Ho was rejected and H₂ was accepted.

c. Hypothesis (H3)

The responsiveness variable (X₃) positively affected the satisfaction of the Nagari Barung-Barung Balantai Trustee Office Community with a t-count value greater than the t-table ($3,080 > 1,993$) with a significance value smaller than the alpha value ($0.003 > 0.05$) thus it can be concluded Ho was rejected and H₃ was accepted.

d. Hypothesis (H4)

The guarantee variable (X₄) had a positive effect on the satisfaction of the Nagari Barung-Barung Balantai Guardian's Office Community with a t-count value greater than the t-table ($2.569 < 1.993$) withn significance values greater than the alpha value ($0.012 > 0.05$) with demikian it can be concluded Ho was rejected and H₄ was accepted.

e. Hypothesis (H5)

The empathy variable (X₅) had a positive effect on the satisfaction of the Nagari Barung-Barung Balantai Guardian's Office Community with a t-count value

greater than the t-table ($2.225 > 1.993$) with a significance value smaller than the alpha value ($0.028 > 0.05$) thus it can be concluded H_0 was rejected and H_5 was accepted.

The Effect of Physical Evidence (*Tangible*) on Public Satisfaction at the Office of The Guardian of Nagari Barung Barung Balantai

Based on the tests that have been carried out, it was found that physical evidence had a positive and significant effect on public satisfaction at the Nagari Barung Barung Balantai Guardian's Office, this is in accordance with the first hypothesis (H_1).

Physical evidence is important in the service to be able to give a good impression in terms of physical appearance to be able to make the people who come feel comfortable. Physical evidence in the nagari guardian's office such as the appearance of service personnel, modern equipment and a spacious waiting room must be owned by the Wali Nagari Barung-Barung Balantai Office so as to increase public satisfaction. The better the physical evidence possessed; the more people's satisfaction will increase.

This is reinforced by previous research, namely Dhion Gama Putra (2015) proving that initially the physical evidence variable has a significant positive influence on the community satisfaction variable (Y). Thus, H_1 is accepted because it has a positive and significant effect on community satisfaction.

The Effect of *Reliability* on Public Satisfaction at the Office of the Wali Nagari Barung Barung Balantai

Based on the results of hypothesis tests in this study, it shows that reliability has a positive and significant effect on public satisfaction at the Office of the Wali Nagari Barung Barung Balantai. The results of this study correspond to the second hypothesis (H_2).

The results of this study are in accordance with the second hypothesis (H_2), namely reliability (realibility) has a positive and significant effect on community satisfaction. This means that if the staff provides services that are in accordance with what is expected by the community by providing good service during the first impression to the community, service procedures are not convoluted and services are swift and appropriate, this will provide and increase community satisfaction with the service they feel at the Office of the Wali Nagari Barun-Barung Balantai.

The results of this study are strengthened by previous research conducted by Fahmi Rezha (2013) stated that community satisfaction can be significantly influenced by Reliability. From the results of this test, it proves that partially the reliability variable (X_2) has a positive and significant influence on community satisfaction. As well as research conducted by Dhion Gama Putra (2015) states that reliability variables show a significant influence on community satisfaction.

The Effect of *Responsiveness* on Community Satisfaction at the Office of The Guardian of Nagari Barung Barung Balantai

Based on the results of research and data processing that has been carried out, it can be seen that *responsiveness* has a positive and significant influence on public satisfaction at the Office of the Wali Nagari Barung Barung Balantai which can be seen from the t-count value greater than the t-table with a significance value smaller than the alpha value thus it can be concluded that the third hypothesis (H3) is accepted.

The third hypothesis (H3) is accepted where staff what if staff provide services The certainty of the time of delivery of services is clearly informed to the community, prompt or fast service from staff, staff who are always willing to help the community and staff are quick to respond to community requests quickly then this can increase public satisfaction with the quality of service at the Nagari Barung-Barung Balantai Guardian's Office.

The results of this study are also in line with previous research, namely Nia Sonani and Iis Anisa Yulia (2021) entitled The Effect of Service Quality on Community Satisfaction in the Population Administration Service Section which states this research shows that the variable responsiveness affects community satisfaction.

The Effect of *Assurance (Insurance)* on Public Satisfaction at the Office of the Wali Nagari Barung Barung Balantai

Based on the research and tests that have been carried out, it can be concluded that the fourth hypothesis that states the *guarantee* variable has a positive and significant effect on community satisfaction at the Nagari Barung Barung Balantai Guardian's Office.

The fourth hypothesis (H4) is accepted where guarantees are something that is in order to create public trust in the institution, where knowledge, ability, and decency are important for community satisfaction. The better the guarantees provided, the more public satisfaction with the Nagari Barung-Barung Balantai Guardian's Office will increase.

Where this research is in line with the previous research of Jarot Prianggono and Heru Andrian (2010) entitled the influence of community quality in the metro jaya police that there is an influence that is in the strong category between the Variable of Guarantee or Assurance and the Variable of Community Satisfaction.

The Effect of *Emphaty (Empathy)* On Public Satisfaction at The Office of Wali Nagari Barung Barung Balantai

Based on the tests that have been carried out, it can be concluded that Empathy has a positive and significant effect on community satisfaction at the Nagari Barung Barung Balantai Guardian's Office where the t-test shows positive coefesien

results which means empathy has a positive effect and significantly affects community satisfaction.

The results of the fifth hypothesis (H5) were accepted where the staff of the office of Wali Nagari Barung-Barung Balantai needed to increase empathy. This variable is a form of staff concern for the community. service staff are sought to be able to understand what the community needs. In the eyes of the community, the attitude of the staff who pay attention by establishing an interactive (continuous) relationship to the community makes the community feel more valued and feel the closeness between the community and the staff of the Nagari Barung-Barung Balantai Guardian's Office.

The results of this study are in line with previous research conducted by Linda Nur Susila (2010) entitled analysis of the effect of the quality of village office services on the satisfaction of the people of jagalan sub-district jebres sub-district, Surakarta city concluded that empathy has a positive and significant effect on service quality. This is also in line with Nova I E Tamara's research (2018) entitled The Effect of Service Quality on The Satisfaction of the Lower Kawangkoan Community of West Amurang District in Minahasa Regency, that empathy has a positive and significant influence on the satisfaction of society.

IV. Conclusion

Based on the results of the research that has been carried out, the following conclusions can be drawn:

1. The physical evidence partially had a positive and significant effect on public satisfaction at the office of Wali Nagari Barung-Barung Balantai. Therefore, the better the physical appearance and providing comfort for the community, it can increase public satisfaction at the office of Wali Nagari Barung-Barung Balantai .
2. The reliability variable partially has a positive and significant effect on public satisfaction at the office of Wali Nagari Barung-Barung Balantai. Therefore, if the staff provides good service during the first impression to the community, the service procedures are not convoluted and the service is swift and appropriate, this will provide and increase the satisfaction of the community with the service they feel at the Nagari Barun-Barung Balantai Guardian's Office.
3. The partial response variable has a positive and significant effect on public satisfaction at the office of Wali Nagari Barung-Barung Balantai. This means that if the staff provides immediate or fast service from the staff, staff who are always willing to help the community and staff are quick to respond to community requests quickly, this can increase public satisfaction with the quality of service at the Nagari Barung-Barung Balantai Guardian's Office.

4. The partial guarantee variable has a positive and significant effect on public satisfaction at the office of Wali Nagari Barung-Barung Balantai. That is, guarantees are something that is in order to create public trust in the institution, where knowledge, ability, and politeness are important for community satisfaction. The better the guarantees provided, the more public satisfaction with the Nagari Barung-Barung Balantai Guardian's Office will increase.
5. The empathy variable partially has a positive and significant effect on public satisfaction at the office of Wali Nagari Barung-Barung Balantai. This means that if the staff pays attention by establishing interactive (continuous) relationships to the community, making the community feel more valued and feel the closeness between the community and the staff of the Nagari Barung-Barung Balantai Guardian's Office, community satisfaction will also increase.

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