

Analysis of The Influence of Public Service Quality on User Satisfaction of Service in Kebonsari Village, Summersari District, Jember Regency

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ABSTRACT

This research aims to conduct testing and analysis regarding the influence of public service quality on service user satisfaction in Kebonsari Village, Summersari District, Jember. In this research, quantitative research methods were used. This research data was collected using questionnaires. Data quality testing is carried out using validity and reliability. Next, the classical assumption is tested. Research data analysis uses simple linear regression analysis, coefficient of determination, and hypothesis testing. This research provides results that the quality of public services has a significant effect on service user satisfaction.

Keywords: : Jember District, Kebonsari Village, Public Service Quality, Service User Satisfaction

INTRODUCTION

Public services are activities carried out by service managers to meet community needs and aim for community welfare. Service activities in government agencies are very important for the success of the agency's activities and goals. Public services can be assessed from every activity provided to service users. Service users can assess whether they have received appropriate service or not (Velayati, 2018). According to Hardiyansyah (2018), the Government provides three types of public services including administrative services, goods services and services. Administrative services are defined as services related to the provision of documents. Goods services relate to services that produce a variety of public goods. Services relate to services in producing public services.

Public service quality is defined as a condition that is related to work results, services, networks and the environment. The quality of public assessment is assessed when service occurs. Service quality is not only related to people, but also related to work results, networks and the environment (Hardiyansyah, 2018). Public services are a form of activity to fulfill the needs of service users provided by service agencies. Public sector agencies or organizations in providing public services should fulfill five public service indicators. Tjiptono, (1995) states that there are five indicators of public services, namely direct evidence (tangibles), reliability, responsiveness, assurance and empathy. If these indicators can be met then it can be reviewed what the quality of public services provided by an agency or organization is to service users.

The quality of public services has a huge impact on public sector organizations, because the higher the quality of services provided or it can be said to be good or in accordance with the wishes of the community, the better the organization's reputation will be (Alfionita & Gunawan, 2020). The quality of services provided can be measured through satisfaction of service users (Hayani, 2019). Service user satisfaction can be reflected in feelings of happiness or disappointment in interacting with public services, and satisfaction is also defined as a reaction or form of evaluation of service users towards services (Alfionita & Gunawan, 2020). Simarmata et al (2020) in their research stated that service user satisfaction is influenced by five indicators, namely physical evidence, reliability, responsiveness, guarantee and empathy. These results are supported by research by Tamara (2018), Disti and Ratnawili (2020), Rowena (2020), Firmansyah (2021), Laia (2021), Novitasari (2021), and Tangdiaga (2021) that the quality of public services has a significant influence on community satisfaction.

The quality of existing services still has many problems. Problems that often occur include complicated requirements, slow service, inappropriate service, unclear procedures, low quality/competence of human resources and unfriendly service behavior (Annur, 2021). This kind of situation must be an input for public sector organizations to carry out public services professionally, because public services are a problem that must be studied, especially to improve public services and public trust in the government.

One of the public sector organizations whose job is to provide services to the community or service users is Kebonsari Village, Summersari District, Jember Regency. Kebonsari Subdistrict is an agency that serves the community in arranging documents such as domicile certificates, certificates of incapacity, letters of introduction to marriage and so on. Based on field observations, there were complaints from people who had received the services provided. Examples of public complaints about services in Kebonsari Village include slow processing, unclear information regarding document processing requirements and fees requested when processing documents. This problem is very relevant to be researched and studied so that the hypothesis proposed in this research is "Does the quality of public services have a significant effect on the satisfaction of service users in Kebonsari Village?"

RESEARCH METHOD

This study uses a quantitative method with data collection techniques through the distribution of questionnaires. This study uses primary data sources. The population of this study is the users of Kebonsari Village services which are the people of Kebonsari Village with a total of 9,803. The sample of this study was determined using the Slovin formula so that the number of samples was 99 people. With sample collection using the accidental sampling technique. After the data is collected, data quality testing, classical assumption testing, simple linear regression, determination coefficient and hypothesis testing will be carried out.

ANALYSIS AND DISCUSSION

Data quality testing is carried out by validity and reliability tests. The significance value of the data validity test for all questions on both the service quality and user satisfaction variables is below the probability of 0.05. This indicates that all question items are declared valid. Meanwhile, the reliability test shows the Cronbach's Alpha results on the service quality and user satisfaction variables above 0.60. Sequentially, the Cronbach's Alpha value data for each variable is 0.608 and 0.713. This shows that the research data is reliable.

The classical assumption test conducted in this study is the normality and heteroscedasticity test. The one sample kolmogorov Smirnov test is used in the normality test. The significance value obtained is 0.200, which is above 0.05, so it can be interpreted that the research data is normally distributed. Furthermore, the second classical assumption test is the heteroscedasticity test using the glejser test. The significance value in the glejser test is 0.155. This value is greater than 0.05, which means that there is no heteroscedasticity.

Table 1. Results of Simple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	17,068	3,806
Quality	,461	,108

Source: Data Processed, 2024

The simple linear regression analysis table uses the SPSS version 22 program, so the formula is as follows:

$$Y = 17,068 + 0,461 x$$

Based on the simple regression equation, the following conclusions can be drawn:

- The coefficient of 17.068 means that the consistent value of the public satisfaction variable is 17.068
- The regression coefficient for the service quality variable is 0.461. This means that when the Service Quality variable increases by 1 unit, the Service Quality will also increase by 0.461.

Table 2. t-test Result

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	17,068	3,806			4,484	.000
Total_X	,461	,108	,399		4,282	.000

Source: Data Processed, 2024

Based on the table above, the influence of Service Quality on User Satisfaction obtained a significance value of 0.000 less than 0.05 or <0.05, so H_1 is accepted, this proves that Public Service Quality has a significant influence on User Satisfaction of Public Service Services.

Table 3. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,399 ^a	,159	,150	2,488

Source: Data Processed, 2024

Based on the above test, the R Square value of 0.159 or 15.9% is rounded up to 16%, which means that the influence of the Public Service Quality variable on the Service User Satisfaction variable is 16%.

The results of the hypothesis test using SPSS can be used to decide whether service quality has a significant effect on service user satisfaction in Kebonsari Village, Summersari District, Jember Regency. It is known that if an agency provides high service quality, the level of service user satisfaction will also be higher in Kebonsari Village, Summersari District, Jember Regency.

This study is in accordance with the grand theory used, namely stakeholder theory. The quality of service provided by Kebonsari Village, Summersari District is a form of activity that provides benefits to service users (stakeholders) so that if the service provided is in accordance with expectations, the community will be satisfied. Providing good service and in accordance with the wishes of service users can have a positive impact on the authority of the agency.

According to Tjiptono, (1995) explains that the satisfaction of service users can be measured by indicators of public services, including the first direct evidence (tangibles), based on the questionnaire, direct evidence indicators include office conditions and office conditions have a good assessment from the community, but not a few also consider that the condition of the office is not good, this can be an evaluation in improving office conditions. Second is reliability, based on the questionnaire, reliability indicators include the ability and accuracy of officers in providing services have a fairly good assessment, but one person thinks that the service provided is less accurate. These results indicate that Kebonsari Village has provided accurate services, but some people's opinions regarding less accurate services can be used as an evaluation to improve existing

services. Third is responsiveness, based on the questionnaire, responsiveness indicators include employee responses in responding to consumers, have a good assessment, meaning that Kebonsari Village has given a good response to the community. Fourth is assurance, based on the questionnaire, assurance indicators include knowledge, skills and professionalism in carrying out their duties have a good assessment from service users so this needs to be maintained. The fifth is empathy, based on the questionnaire, the empathy indicator includes employee concern for the desires of service users, which has a good assessment.

The satisfaction of service users in Kebonsari Village, Summersari District, Jember Regency has been carried out well according to existing indicators, so it can be said that Kebonsari Village has provided quality public services. Public complaints about services can be used as corrections for improvement and evaluation of its services. This evaluation can be carried out periodically by looking at the assessment of the community, in addition, provision and training are provided to officers so that they can provide the best service to the community.

CONCLUSION

Based on the description of the research results and discussion, it can be seen that the quality of public services has a significant effect on the satisfaction of service users. This means that when the level of service quality provided is higher, the level of satisfaction of service users is also higher. This is due to five indicators, namely direct evidence (tangibles), reliability, responsiveness, assurance, and empathy. Satisfaction seen from the perception of service users is about what has been felt about the service that has been provided. If the service provided is lower than expected, it means that service users are not satisfied, while if the quality of service provided is the same as expected, the quality of service provided can be said to be good.

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