

## Analysis of the Influence of Public Service Quality Factors on Community Satisfaction

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**ABSTRACT :** Public satisfaction with state apparatus services requires good service quality. Public service activities are a manifestation and explanation of the duties and functions of government employees. This research aims to analyze the influence of public service quality factors (tangibles, reliability, responsiveness, assurance, and empathy), both partially and simultaneously on public satisfaction. The research was carried out in Tenggarong Seberang Subdistrict, Kutai Kartanegara Regency, East Kalimantan Province from September to November 2023. The sample used was 80 people. The number of samples was determined using the incidental sampling method. Data were collected through observation, in-depth interviews, and literature study. The analytical tool used is multiple linear regression analysis. The results of this research are: a) the influence of tangibles, reliability, assurance on community satisfaction has a positive and significant effect, b) the influence of responsiveness and empathy has no significant influence on community satisfaction, and c) the variables tangibles, reliability, responsiveness, assurance and empathy simultaneously has a significant effect on community satisfaction. The reliability variable is the variable that has the most dominant influence on community satisfaction.

**KEYWORDS:** Tangibles, Reliability, Responsiveness, Assurance, Empathy, Community satisfaction

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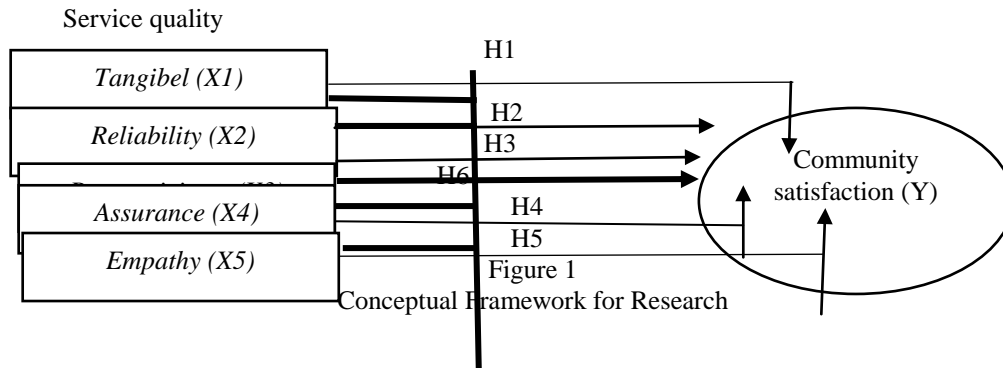
### I. INTRODUCTION

Civil servants as public servants are required to be able to improve public services that are effective, efficient and satisfying. The demand for satisfactory service cannot be separated from the development of society's needs, desires and expectations which continue to increase and become more sophisticated. The community as an object of service will always receive satisfaction if government officials as public servants can work as they should.

Public satisfaction with state apparatus services, including in Tenggarong Seberang Subdistrict, is a good quality of service. Public service activities are a manifestation and explanation of the duties and functions of government employees, such as employees at the Tenggarong Seberang Subdistrict Office, in carrying out general government and development tasks. Researchers discovered the following community service phenomena in the Tenggarong Seberang Subdistrict Office in Kutai Kartanegara Regency based on their observations: The community must wait a fair amount of time to schedule a service, and some staff members are unfriendly to the community they serve.

As in the opinion of (Sinambela, 2019), citing the opinion of several experts, public satisfaction with employee services is a feeling of being happy or unhappy with the service received by the public (Sinambela, 2019), (2019). Satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (results) against their expectations (Kotler & Keller, 2009). Various factors influence services to the community so that the expected results are obtained, namely optimal community satisfaction. Service involves many functions, one of the main problems in providing effective services is coordination so that consumer/community satisfaction can be achieved (Cravens, 1998). According to Hardiyansyah, as quoted in (Vellayati & Dwihartanti, 2018), the quality of public services is a dynamic condition related to products, services, people, processes, and the environment where the quality assessment is determined at the time the public service occurs. Service quality indicators consist of four dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Research related to the influence of service quality factors (tangible factors, reliability, responsiveness, and empathy) as research results show that there is a significant influence between public service quality variables and community satisfaction variables (Kowimbin et al., 2017), (Alfionita & Gunawan, 2020) (Alfionita & Gunawan, 2020), (Duriat & Vaughan, 2020), (Nasihah, 2020), (Waru et al., 2020), (Fahlefi, 2021), (Sonani & Yulia, 2021), (Rawis et al., 2022), and (Syamsiah S et al., 2022). Furthermore, the service quality factor does not have a significant effect on community satisfaction as research

results (Widiastuti et al., 2022). Based on the satisfaction theory explained in the previous chapter, it mainly refers to the theory as put forward by (Sinambela, 2019) and (Kotler & Keller, 2009). Likewise, referring to previous research such as research by (Widiastuti et al., 2022), (Syamsiah S et al., 2022), and (Kowimbin et al., 2017), then a research conceptual framework is prepared, as in Figure 1.



The research hypothesis is proposed referring to the conceptual framework in Figure 1.

- H1: It is suspected that tangibility has a positive and significant effect on community satisfaction
- H2: It is suspected that reliability has a positive and significant effect on community satisfaction.
- H3: It is suspected that responsiveness has a positive and significant effect on community satisfaction.
- H4: It is suspected that assurance has a positive and significant effect on community satisfaction
- H5: It is suspected that empathy has a positive and significant effect on community satisfaction
- H6: It is suspected that tangible, reliability, responsiveness, assurance and empathy simultaneously have a positive and significant effect on employee performance.

A true picture of service quality factors that influence public satisfaction is the aim of this research. The research objective in detail is to analyze the influence of public service quality factors (tangibles, reliability, responsiveness, assurance, and empathy), both partially and simultaneously on community satisfaction in Tenggara Seberang Subdistrict, Kutai Kartanegara Regency.

## II. MATERIAL AND METHOD

This research uses a quantitative research design, an inferential statistical approach. The research was carried out at the Tenggara Seberang Subdistrict Office, Kutai Kartanegara Regency, East Kalimantan Province, Indonesia from September 2023 to November 2023. The sample used was 80 people. The number of samples was determined using the incidental sampling method, namely people who were found when they needed services for a matter at the time the research was conducted. The data used were primary and secondary data. Data were collected through observation, in-depth interviews, and literature study. The instrument items were tested for validity and reliability. The test criterion is that if the r-count is greater than 0.30, then the instrument item is declared valid. Reliability test with the criterion if the Cronbach's Alpha value. > 0.60 means the instrument has good reliability and vice versa (Sugiyono, 2012). Validity and reliability tests were carried out with the help of the SPSS version 20 computer program, the results of which were that the instrument items were declared valid and reliable. Multiple linear regression analysis was carried out in order to test the proposed hypothesis. The classical economics assumption requirements test has been carried out to determine whether the model meets the requirements. The result is that the regression model meets the requirements of classical economic assumptions. The variables analyzed using multiple linear regression analysis consist of independent variables (X), including; tangibility (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) as well as the dependent variable, namely community satisfaction (Y). The t test is carried out to test the proposed hypothesis partially and the F test is carried out to test the hypothesis simultaneously. The regression equation formula is arranged as follows (Supranto, 2001) and (Gujarati, 2007).

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \dots \dots \dots (1)$$

Information:

- Y = community satisfaction
- b0 = constant
- b1,2...5 = regression coefficient for each variable
- X1 = tangibel

- X2 = reliability
- X3 = responsiveness
- X4 = assurance
- X5 = empathy
- e = residual variable

### III. RESULTS AND DISCUSSION

The analysis used in this research is multiple linear regression analysis. With the help of the SPSS version 20 computer program, the results were summarized as presented in Table 1. Based on Table 1, a multiple regression equation was then compiled to obtain the following results:

$$Y = - 0,288 + 0,279X1 + 0,297X2 + 0,125X3 + 0,235X4 - 0,021X5 \dots (2)$$

Equation (2) shows that;

The constant of - 0.288 means that if there is no change in factors (X1), (X2), (X3), (X4), and (X5), then the level of public satisfaction with the services of the Tenggara Seberang Subdistrict Head's Office is - 0.288 units.

Table 1  
Results of multiple regression analysis of the influence of the independent variable on the dependent variable, 2023

Variable	Beta Coefficient	t count	Sig. value	Information
<i>Tangibles</i> (X1)	0.279	2.487	0.015	Significant
<i>Reliability</i> (X2)	0.297	2.566	0.012	Significant
<i>Responsiveness</i> (X3)	0.125	1.013	0.314	Not significant
<i>Assurance</i> (X4).	0.235	2,319	0.023	Significant
<i>Empathy</i> (X5)	-0.021	-0.224	0.823	Not significant
Constant = - 0.288				t table = 1.661
R = 0.815				F table = 2.45
R Square = 0.664				Sig. F = 0.000
F count = 29.244				

Source: Primary data processed by researchers, 2023

The regression coefficient for the tangibles variable (X1) has a positive value of 0.279. Contains the meaning that every increase in one unit of tangibles will affect the increase in community satisfaction by 0.279 units. and conversely, if there is a decrease in tangibles by one unit, it will affect the decrease in public satisfaction by 0.279 assuming that X2, X3, X4, and X5 are constant. The regression coefficient for the reliability variable (X2) has a positive value of 0.297. Contains the meaning that every one unit increase in the Reliability factor will result in an increase in community satisfaction of 0.297 units. and conversely, if there is a decrease in Reliability by one unit, it will result in a decrease in public satisfaction of 0.297 assuming that X1, X3, X4, and X5 are constant.

The regression coefficient for the responsiveness variable (X3) has a positive value of 0.278. Contains the meaning that every one unit increase in the responsiveness factor will affect the increase in community satisfaction by 0.125 units and vice versa, if there is a decrease in the responsiveness factor by one unit, it will affect the decrease in community satisfaction in Tenggara Seberang Subdistrict, Kutai Kartanegara Regency by 0.125 with the assumptions X1, X2, X4, and X5 remains constant. The regression coefficient for the Assurance variable (X4) has a positive value of 0.235. This means that every one unit increase in the Assurance factor will affect an increase in community satisfaction by 0.235 units. And vice versa, if there is a decrease in the assurance factor by one unit, it will affect a decrease in community satisfaction by 0.235 assuming X1, X2, X3, and X5 remain constant. The regression coefficient for the empathy variable (X5) is negative at 0.021. Contains the meaning that every one unit increase in empathy will affect a decrease in community satisfaction by 0.021 units. and conversely, if there is a decrease in empathy by one unit, it will affect the increase in community satisfaction by 0.021 assuming that X1, X2, X3, and X4 are constant. Based on the results of the standardized beta values, it is known that the variables which include Tangibles (X1), Reliability (X2), Responsiveness (X3),

Assurance (X4), and Empathy (X5) simultaneously influence community satisfaction (Y). Meanwhile, the dominant variable influences the Reliability variable (X2). Based on Table 1, it is also known that the highest standardized beta value is the Reliability variable (X2) of 0.297. This means that the Reliability variable has the most dominant influence on public satisfaction with the services of the Tenggarong Seberang Subdistrict Head Office. Furthermore, it is known that the R value (correlation coefficient) is 0.815. This relationship between the dependent variable and the variables falls into the very strong category (Sugiyono, 2001).

Based on Table 1, it is also known that the coefficient of determination ( $R^2$ ) is 0.664. Basically, the coefficient of determination aims to measure how far the model's ability is to explain variations in the dependent variable. An  $R^2$  value that is close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable. The  $R^2$  value is 0.664 (66.4%), meaning that 66.4 percent of community satisfaction is influenced by tangibles (X1), reliability (X2), responsiveness (X3), assurance (X4), and empathy (X5). Meanwhile, the remaining 33.6 percent is influenced by other factors outside this model.

**Influence of Tangibles (X1) on Community Satisfaction (Y):** Research findings show that tangibles have a positive and significant effect on community satisfaction at the Tenggarong Seberang Subdistrict Office, Kutai Kartanegara Regency, East Kalimantan Province. This means that tangibles have a significant effect on increasing community satisfaction. The real, physical form of actualization used by the employees of the Tenggarong Seberang Subdistrict Head Office can be felt by people who want services. The perceived service is in the form of the appearance of the officers in serving the community, the comfort of the place where the service is provided, the ease of the service process, the discipline of the officers in carrying out the service, the ease of access for customers in requesting services, and the use of assistive devices in the service. This is in accordance with the research results which show all indicators including; ease of service process, service completion time, certainty of service costs/tariffs, officer competency, officer behavior, complaint handling, suggestions, input, and valuable facilities and infrastructure support tend to be positive.

This research is in line with (Kowimbin et al., 2017) research entitled *The Influence of Public Service Quality on Community Satisfaction. A Study in Kairagi Weru Village, Paal Dua District, Manado City*. The results of the research are that the influence of the independent variable on the dependent variable has a significant effect, both simultaneously and partially. This research is also in line with the research results of (Rawis et al., 2022), (Waru et al., 2020), (Syamsiah S et al., 2022). This research is different from (Sofiyani et al., 2023).

**The Effect of Reliability (X2) on Community Satisfaction (Y):** The research results show that the influence of reliability on community satisfaction has a positive and significant effect. The speed of officers in providing services to the community is highly expected and is one of the service promises in serving the community. Reliability is also called the service provided as promised quickly, accurately and on time. Referring to the Service Operational Standards regarding speed of service time, people should not wait for a long time. Based on the results of respondents' answers, the officers' abilities and knowledge, officers' accuracy in serving the community, officers' independence, officers' ability to use tools in the service process, as well as high mastery and professionalism of work tended to be positive answers. The community feels that the officers serving are reliable and capable so that the community feels satisfied with the services provided.

The results of this research were in line with the results of (Nasihah, 2020) research entitled *The Effect of Service Quality on Community Satisfaction at the Pati SAMSAT Office*. The results of this research are also in line with the research results of (Kowimbin et al., 2017), (Syamsiah S et al., 2022).

**The Influence of Responsiveness (X3) on Community Satisfaction (Y):** The research results show that the influence of responsiveness on community satisfaction has a positive but not significant effect. This is indicated by the calculated t value being smaller than the t table value and the significance value being greater than 0.05 ( $0.314 > 0.05$ ). The positive influence of responsiveness on community satisfaction can be seen from the answers of respondents who tend to answer positively. Basically, people expect to respond quickly to every customer who wants to receive service. Likewise, employees are expected to carry out services quickly, provide services in a timely manner, carry out services carefully, and respond to all public complaints. This has been stated positively by the community regarding the services provided, but it is not yet significant. Therefore, better efforts are needed in the future towards the responsiveness of officers. The public will feel respected and appreciated if officers pay attention to their wishes, create a comfortable atmosphere, and are responsive to community problems. Officers must be able to know the wants and needs of the community, provide solutions to

problems that the community complains about. The results of this research show that there is no significant influence between the responsiveness variable on people's satisfaction. This is sometimes caused by service that is not on time. This research is in line with the research results of (Sofiyana et al., 2023) the results of his research were that the responsiveness dimension had a positive, but not significant, effect on community satisfaction in Loa Janan District, Kutai Kartanegara Regency. This research is different from the research results of (Kowimbin et al., 2017) and (Syamsiah S et al., 2022).

**Effect of Assurance (X4) on Community Satisfaction (Y):** The research results show that the effect of assurance on community satisfaction is positive and significant. As the results of respondents' answers tend to be positive regarding the statement that the officer provides a guarantee of timely service, the officer provides a guarantee of legality in the service, and the officer provides a guarantee of cost certainty in the service. Employees must provide quality service so that people feel comfortable and do not hesitate in getting service. Employees who provide services must have the ability and have received training and must even be able to prove their abilities through the skills they have, the diploma they have so that the public is confident that the employee is competent in their field.

The results of this research are in line with the research results of (Kowimbin et al., 2017) the title of the research is 'The Influence of Public Service Quality on Community Satisfaction, a Study in Kairagi Weru Village, Paal Dua District, Manado City. The results of the research are that the effect of assurance on community satisfaction has a positive and significant effect. The results of this research are also in line with the results of (Nasihah, 2020) research. The results of this research are different from the research results of (Widiastuti et al., 2022) and also different from the research results of (Syamsiah S et al., 2022).

**Effect of Empathy (X5) on Community Satisfaction (Y):** The research results show that the effect of empathy on community satisfaction is not significant ( $\alpha$  value  $0.823 > 0.05$ ). Based on the results of respondents' answers to questions about whether the employees serving put customers' interests first, whether the officers serve with a friendly attitude, whether the officers serve with a polite attitude, whether the officers serve in a non-discriminatory manner, and whether the officers serve and respect each community. Based on the answers, respondents tended to answer positively. In contrast to the results of this analysis, the respondents' answers did not show significant results. Therefore, efforts to increase officer empathy towards the community should always be realized. Officers must pay attention to the community and care about complaints from the community. The sub-district head should invite his staff to always care about the community. As the highest leader, you must be able to see and feel how to improve the quality of service and one of them is caring and understanding what the community wants. According to Parasuraman, empathy includes ease in relationships, good communication, attention and understanding people's needs. This research is different from the results of (Waru et al., 2020) their research is entitled The Influence of Public Service Quality on Community Satisfaction in Owning an Electronic KTP in Cempaka Baru Village.

**The Influence of Public Service Quality on Community Satisfaction Simultaneously:** The research results show that the independent variable is the quality of public service dimensions; Tangibles, reliability, responsiveness, assurance, and empathy have a significant effect on community satisfaction. This is shown by the calculated F value being greater than the F table ( $29.24 > 2.45$ ) and the significance value is 0.000. Even though there were partial research results on the dependent variables responsiveness and empathy showing insignificant results, together the independent variables have a significant effect on the dependent variable.

The findings of this research are in line with the research results of (Syamsiah S et al., 2022). The results of the research are that the simultaneous influence of tangibles, reliability, responsiveness, assurance and empathy on community satisfaction in Paletang District, Pinrang Regency has a positive and significant effect. This research is also in line with the results of (Fahlefi, 2021) research.

#### **IV. CONCLUSION**

Based on the results of the research and discussion, several things can be concluded, namely that there is a very strong relationship and influence between the independent variable and the dependent variable, which is indicated by the value of  $R = 0.8156$  and  $R^2 = 0.664$ . Furthermore, referring to the research objectives, it can be concluded several things as follows: a) the influence of tangibles, reliability, assurance on community satisfaction has a positive and significant effect, b) the influence of responsiveness and empathy has no significant influence on community satisfaction, and c) the variable tangibles, reliability, responsiveness,

assurance, and empathy simultaneously have a significant effect on community satisfaction. The reliability variable was the one that had the most dominant influence on community satisfaction. In connection with the research findings, the recommendation that can be given is for leaders to encourage and motivate officers to increase responsiveness in serving the community. Likewise, leaders should always remind officers to put the interests of community service first, to serve with a friendly attitude, to serve with a polite attitude, to serve in a non-discriminatory manner, and to serve and respect each community.

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