Quality of Islands-based Public Services on Community Satisfaction in The Regency of Central Maluku Indonesia

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Abstract

This study aims to analyze the effect of island-based public service quality on community satisfaction in the Central Maluku Regency. This research uses a descriptive-quantitative approach with a causal correlational type. The sampling technique was determined by purposive sampling with 20 people in five sub-districts in Central Maluku Regency, namely Banda, Saparua, Haryku, Hila, and Masohi City. Quantitative data analysis technique obtained from the questionnaire results using multiple regression analysis. The results showed that the tangible, reliability, responsiveness, assurance, and empathy dimensions simultaneously affected community satisfaction in Central Maluku Regency.

Keywords : tangible, reliability, responsiveness, assurance, empathy, community satisfaction.

INTRODUCTION

Central Maluku Regency is one of the regencies in Maluku Province, consisting of 49 islands with details of 14 inhabited islands and 35 uninhabited islands. Central Maluku is flanked by the West Seram Regency in the west and East Seram in the east. The total area of Central Maluku Regency is approximately 275,907 km2 which consists of a sea area of 264,311.43 km2 and a land area of 11,595.57 km2. The district capital is in Masohi. Some places on Seram Island (Amahai and Tehoru Districts and Masohi City). There are three sub-districts on Ambon Island (Sub-Districts of Leihitu, West Leihitu, and Salahutu) and four other sub-districts located on Lease Islands (Sub-districts of Haruku, Nusalaut, Saparua, and East Saparua).

Effective and efficient public services in the archipelago, especially Central Maluku Regency, require solution efforts, one of which is the pick-up system. Where implementing agencies such as the Population and Civil Registry Offices need to bring services closer to the sub-districts through the establishment of UPT. This idea is in line with the Regulation of the Minister of Home Affairs of the Republic of

Indonesia Number 120 of 2017 concerning the Technical Implementation Unit of the Regency/City Population and Civil Registration Service. The working area of the UPT includes 1 (one) or more sub-districts that are geographically close together. The duties of the UPT of the Population and Civil Registration Service include population registration services and civil registration services. In the case of resident registration, UPT may issue population documents, including resident biodata, KK, KIA, e-KTP, and moving certificates.

The establishment of UPTs in sub-districts needs to be carried out, especially in archipelagic areas due to remote geographical conditions, territorial waters, and difficult to reach due to the lack of infrastructure such as roads and modes of transportation. The establishment of this UPT may refer to Article 11 in conjunction with Article 12 of the Regulation of the Minister of Home Affairs of the Republic of Indonesia Number 120 of 2017 concerning the Technical Implementation Unit of the Regency/City Population and Civil Registration Service, namely (1) remote geographical conditions, difficult to reach by public transportation, and very limited access to services. Public; (2) with high population

density or mobility or exceeding the normal rate of population density or mobility ratio following the provisions of laws and regulations; and (3) which requires effective fulfillment of community service needs. To facilitate this, services at each UPT in the sub-district must be information technology-based and integrated.

The existence of the District Office as an organization tasked with serving the community has a strategic role, where the successful implementation of the main tasks and functions carried out will affect services to the community. In carrying out its parts and procedures, the District Office, through all existing potentials, strives to increase community satisfaction as service users. However, there are still many people as service users who are not satisfied with the services received.

Several studies examine community satisfaction in various contexts and dimensions. Yulianto and Yahya (2018) found that service quality dimensions affect the dignity of Trans Mamminasata service users. The exact extent of positive results was also investigated by Marimin and Mustofa (2018), Marlius (2018), Pakurar (2019), and Sukma (2020). In contrast, Dewi et al. (2019) found that the ten dimensions of service quality did not affect satisfaction, namely the dimensions of competence, access, politeness and courtesy, communication, and security. Likewise, Dewi (2020) also found five dimensions of service quality, only the actual and responsive dimensions that affect service quality. Based on this, there are still research gaps from previous studies to provide space for researchers to conduct research with dimensions of service quality as the dependent variable and community satisfaction as the independent variable.

Based on observations, it is known that community satisfaction with the quality of island-based public services in Central Maluku Regency is still low. This can be seen from the community satisfaction survey conducted in 2020 through the complaint and suggestion box, which shows that of the 375 total complaints, 72 percent relate to complaints from the public about the services provided. Among them are heirs and land ownership certificates that require a lot of requirements for 35% of the total complaints, slow population administration services for 23% of real complaints, and

certifications for complicated electricity installations for 10% of total complaints. Other complaints related to employee behavior amounted to 4% of the total complaints. This shows that most people who have received services are not satisfied with the services provided.

LITERATURE REVIEW

Community Satisfaction

Public satisfaction is an essential factor that public service providers must consider because community satisfaction can determine the level of success of the government in providing public services. It can equate community satisfaction with customer satisfaction, only differentiated on who the provider is and the motive for providing the service (Rezha, Rochman, & Siswidiyanto, 2013). Service providers in public services are employees of government agencies that carry out public service tasks following the laws and regulations that have been mandated. And recipients of public services are people, communities, government agencies, and the business world who benefit from the activity of providing public services.

Community satisfaction is a form of response to the previously perceived performance of public agencies. The level of community satisfaction is a function of the difference between perceived performance and community expectations. The assumption is that if the level of satisfaction is below expectations, people will be dissatisfied. Conversely, if the level of satisfaction is in line with expectations, the community will be satisfied. And, if the level of satisfaction exceeds expectations, the community will be delighted (Yulianto and Yahya, 2018).

Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from comparing his impression of the real/actual product performance and the expected product performance. People who are satisfied with the products/services purchased and used will return to using the products offered. Meanwhile, according to Kotler, satisfaction is how a product level is perceived under buyer expectations. Community satisfaction is defined as a product following the reality accepted by the community. Community satisfaction is measured by how much people's expectations

about products and services are under a product's performance and expectations (Anisa, 2018).

Satisfaction is a global assessment or attitude related to service excellence. Satisfaction is one of the determinants of loyalty, so it often mediates between service quality and satisfaction created from consuming activities or activities using services (Albarq, 2013).

Satisfaction is the main thing that determines the success and survival of a service organization. The more loyal customers you have, the more specific the service organization will be successful and last long. Satisfaction is obtained after a post-consumption evaluation to choose several alternatives to meet expectations. (Aliansyah et al., 2012).

Customer satisfaction is a level of customer feeling that arises from service performance obtained after the customer compares it with what is expected; if the quality of service received is good or the same as expected, the customer will feel satisfied. (Dewi et al., 2019). Customer satisfaction is a critical element in evaluating service quality by measuring how customers respond after receiving services with good service quality will automatically create satisfaction for customers. The satisfaction felt by customers because of the services provided by the company can encourage them to establish good relationships, resulting in trust that can give a positive image of the company to others. One indicator to measure customer satisfaction is how the company provides the best service s, the friendly attitude of employees in serving customers, and the willingness to provide transparent information.

Service quality is the expected level of excellence and control over the status of excellence to meet the community's wishes. It will achieve community satisfaction if the quality of services follows their needs. Quality starts from the community's needs and ends in terms of public perception, not from the perception of service providers. Public perception of service quality is a total assessment of the superiority of something given to the community (Dewi, 2020).

According to Assegaff (2019), satisfaction is a measure that reflects the structure, process, and result of services. Satisfaction is seen as a

multi-dimensional concept that involves costs, facilities, technical and interpersonal aspects, and results. Satisfaction can also be considered a relationship between expectations and experiences, where the closer to expectations, the more satisfied people are.

Service quality

Quality of service can have many different meanings in different contexts. Several scholars define service quality based on different theoretical assumptions. For example, Bitner and Hubbert define service quality as the perceived relative inferiority or superiority of an organization and its services. Parasuraman, Zeithaml, and Berry define perceived service quality as a global assessment or attitude related to service excellence and note that service quality assessments reflect the degree and direction of differences between people's perceptions and expectations (Jeoung-Hak Lee, 2011).

Quality has many different terms, from conventional to strategic. Traditional terminology regarding quality describes the characteristics of a product, such as performance, reliability, ease of use, aesthetics, and so on. Meanwhile, quality in strategic terminology means everything that can meet customer wants and needs. Service quality is all forms of activities carried out in a sustainable manner related to products, services, people, processes, and the environment to fulfill community needs following today's society's demands (Pratama, 2015).

One approach to service quality is the servqual model (service quality) developed by Parasuraman, Zeithaml, and Berry. Servqual is built based on a comparison of two main factors, namely: the customer's perception of the actual service that the customer receives (perceived usefulness) with the primary benefit that the customer expects or wants (Yulianto and Yahya, 2018). The perception of quality is the customer's assessment of the service entity.

Service quality is an abstract concept and difficult to understand. This is due to four unique characteristics of services that distinguish them from goods, namely intangible, inseparable between production and consumption, the output is not standardized, and cannot be stored. Quality must start from people's needs and end in people's perceptions. The public's perception

of the quality of the service itself is a comprehensive assessment of the community for the superiority of a service (Eliza, 2015).

Dewi (2014) suggests that the five aspects of service quality, commonly abbreviated as SERVQUAL, will be able to build excellent and satisfying quality services when applied together. It can avoid dissatisfaction by maintaining the quality of service. Continuous improvement of service quality is needed to create satisfaction. Good service quality causes satisfaction levels to increase; otherwise, poor service quality results in lower satisfaction.

Sukma and Utomo (2020) suggest that evaluation of the quality of services provided to the community can be carried out using several attributes or factors as benchmarks known as Service Quality (SERVQUAL). A complete set of service attributes can be used as criteria in assessing the quality of services provided to the community. As for the concept, the attributes or factors considered include direct evidence (tangibles), reliability (reliability), responsiveness (responsiveness), and assurance (assurance).

Service quality has a close relationship to customer satisfaction, namely the quality of providing an impetus to customers to have a strong relationship with the company. In the long term, this kind of bond allows the company to carefully understand the customer's expectations and needs. Thus, companies can increase customer satisfaction which in turn customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory quality (Efendi, 2016).

Two factors affect service quality: the expected service and the perceived service. If the scheduled service matches the perceived service, then the quality of the service concerned will be perceived as good or positive. If the perceived service exceeds the expected benefit, the service quality can be perceived as ideal. However, if the perceived service is less than the scheduled service, the service quality can be perceived as poor or negative. Destructive perceptions or dissatisfaction with customers can result in customers not being interested in using our services anymore. So that's the essential service providers must pay attention to quality in meeting customer expectations and satisfaction. (Reynaldi, 2017).

Felix (2017) explains that various researchers have developed alternative service quality concepts, such as the European and American perspectives. The European perspective states that service quality should include three dimensions such as technical quality, functional quality, and corporate image. The American perspective proposes that it can evaluate service quality on the available dimensions of quality, described by five components: tangibles, reliability, responsibility, assurance, and empathy.

METHODOLOGY

This study uses a descriptive-quantitative approach with a causal correlational type, meaning that the relationship between the independent and dependent variables is a cause-and-effect relationship. The research was carried out in Central Maluku District, especially in Banda, Saparua, Haryku, Hila and Masohi Districts. This research was carried out for 4 (two) months, from April to July 2021.

The population used in this study were all people who received services during the research period (April - July 2021) in Central Maluku Regency, especially in Banda, Saparua, Haruku, and Hila sub-districts. In this study, 20 people were taken from each of the five sub-districts in Central Maluku Regency for the first 2 (two) weeks in March and June 2021. This number already represented the characteristics of the people served. The sampling technique was determined by purposive sampling.

Quantitative data analysis technique obtained from the questionnaire results using multiple regression analysis (multiple regression analysis). Multiple linear studies of the independent variable (X) were conducted to see the effect indicated by the tangible, empathy, reliability, responsiveness, and assurance dimensions to the dependent variable (Y) indicated by community satisfaction. Before performing multiple regression testing, it must meet the regression test requirements. The general form of the model to be used is:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$

Description: Y = Community satisfaction variable

X_1 = Tangible Dimension

X2 = Dimension of empathy

X3 = Dimension of reliability

X4 = Dimension of responsiveness

X5 = Dimension of assurance

a = Constant Value

b = Regression coefficient value

RESULT AND DISCUSSION

Tangible Dimensions of Partial Community Satisfaction

The tangible dimension is positive; if the physical evidence in the 4 (four) sample sub-districts in Central Maluku Regency is increased, it will increase community satisfaction. Furthermore, the magnitude of the regression coefficient is 0.145, which means that every increase of one unit of Tangible dimension will increase to 0.145 units of community satisfaction if the other variables are constant.

The coefficient of partial determination explains the effect of each change in the independent variable (X) on changes in the dependent variable (Y). The results of data processing show that the partial coefficient (r) for the tangible dimension is 0.160. This means that the tangible dimension can explain each variation of changes in community satisfaction of 0.160 with the assumption that the other variables are constant. It shows that the tangible dimension correlates with community satisfaction of 16.0% with the assumption that the other variables do not change.

Testing the regression coefficients of the variables, then the tangible dimension (X1) is significant or not significant and testing the significance of the t price. The test was carried out with a two-way test, using a significance level of 5%. The test results obtained count for the tangible dimension of 3.152, While the magnitude of the t-table at the 5% confidence level is ± 1.972. The t-count value of the independent variable is in the rejection area of Ho; this means that the regression coefficient of the tangible dimension is not equal to 0; in other words, the coefficient of the variable is significant. It can explain the values mentioned above that partially (alone), the tangible dimension has a significant effect on community satisfaction because the t value > t table value.

The results of this study are in line with previous research conducted by Sukma and Utomo (2020), which concluded that the tangible dimension had a partial effect on the satisfaction of the reporting community at the Tengaran Semarang Police. It is also in line with Dewi's research (2020), which concludes that the tangible dimension significantly affects community satisfaction at the Posyandu under five at the Sambiloto a Posyandu, Minggiran Suryodiningratan Mantrijeron Village, Yogyakarta.

The Effect of Reliability Dimensions on Community Satisfaction Partially

The dimension of Reliability/reliability (X2) is positive; this means that if the reliability of the 4 (four) sample sub-districts in Central Maluku Regency is increased, it will increase community satisfaction. Furthermore, the magnitude of the regression coefficient of 0.080 means that every increase in one unit of the reliability dimension will increase to 0.080 units of community satisfaction if the other variables are constant.

The coefficient of partial determination explains the effect of each change in the independent variable (X) on changes in the dependent variable (Y). The data processing results show that the partial coefficient (r) for the reliability dimension is 0.142. This means that the reliability dimension can explain each variation of changes in community satisfaction of 0.142, assuming that other variables are constant. It indicates that the reliability dimension correlates with community satisfaction of 14.1% with the assumption that other variables do not change.

Testing the regression coefficients of the variables, then the reliability dimension (X2) is significant or not significant, and testing the significance of the t price. The test was carried out with a two-way test, using a significance level of 5%. The test results obtained count for the reliability dimension of 1.297, while the amount of table at the 5% confidence level is ± 1.972. it can explain the values mentioned above that partially (alone), the reliability dimension does not significantly affect people's satisfaction because the t value < t table value. The t-count value of the independent variable is in the area of acceptance of Ho; this means that the regression coefficient of the reliability dimension is equal to 0; in other words, the

coefficient of the variable is not significant. The results of this study are in line with previous research conducted by Yulianto and Yahya (2018), which concluded that the reliability dimension did not affect the satisfaction of the Trans Mamminasata users due to the unclear schedule of the Trans Mamminasata bus departure time.

Empirically, the reliability dimension does not affect community satisfaction, indicating that the indicators in this dimension are not a determining factor in increasing community satisfaction, or other words, this dimension is perceived as not very important in terms of improving the service quality. The measurement of reliability in this study is the ability of sub-district office employees in Central Maluku Regency to keep promises, pay attention to problem-solving, and perform services correctly without making mistakes.

The Effect of Responsiveness Dimension on Community Satisfaction Partially

The Responsiveness dimension has a positive sign; if the employees at the office of 4 (four) sample sub-districts in Central Maluku Regency are quick to respond, it will increase community satisfaction. Furthermore, the magnitude of the regression coefficient is 0.035, meaning that every increase in one unit of the responsiveness dimension will increase to 0.035 units of community satisfaction if the other variables are constant.

The coefficient of partial determination explains the effect of each change in the independent variable (X) on changes in the dependent variable (Y). The data processing results show that the partial coefficient (r) for the responsiveness dimension is 0.0340. This means that the responsiveness dimension can only explain each variation of changes in community satisfaction of 0.034 with the assumption that the other variables are constant. The responsiveness dimension correlates with community satisfaction of only 3.0% with the belief that the other variables do not change.

Testing the regression coefficients of the variables, then the dimension of responsiveness (X3) is significant or not significant, and testing the significance of the t price. The test was carried out with a two-way test, using a significance level of 5%. The test results were obtained to account for the responsiveness

dimension of 0.377, while the amount of table at the 5% confidence level is ± 1.972. it can explain the values mentioned above that partially (alone), the responsiveness dimension has no significant effect on people's satisfaction because the t value < t table value. The t-count value of the independent variable is in the area of acceptance of Ho; this means that the regression coefficient of the responsiveness dimension is equal to 0; in other words, the coefficient of the variable is not significant. The results of this study are in line with previous research conducted by Wardani et al. (2018), which concluded that the variables of work behavior and personal traits as measurement indicators on the responsiveness dimension did not have a significant influence on community satisfaction at the Malang City Public Works and Spatial Planning Service.

The dimension of responsiveness in this study is the willingness of employees to provide services and help immediately. The indicators are services that are easy to understand, accurate, fast and responsive, willing to help the community, and sensitive to community problems. Empirically, the dimension of responsiveness does not affect community satisfaction, indicating that the indicators on this dimension are not a determining factor in increasing community satisfaction; in other words, this dimension is perceived as not very important in improving the service quality.

The Influence of Assurance Dimensions on Community Satisfaction Partially

The assurance dimension is marked positive; if the community feels safe and secure in receiving services in the 4 (four) sample sub-districts in Central Maluku Regency, it will increase community satisfaction. Furthermore, the regression coefficient of 0.137 means that every increase of one unit of assurance dimension will increase to 0.137 units of community satisfaction if other variables are constant.

The coefficient of partial determination explains the effect of each change in the independent variable (X) on changes in the dependent variable (Y). The data processing results show that the partial coefficient (r) for the assurance dimension is 0.241. It indicates that the assurance dimension has a 23.1% correlation with community satisfaction assuming the other variables do not change. This means that the

assurance dimension can explain any variation in changes in community satisfaction of 0.241 with the assumption that the other variables are constant.

Testing the regression coefficients of the variables, then the assurance dimension (X4) is significant or not significant, and the significance test of the t price is carried out. The test was carried out with a two-way test, using a significance level of 5%. The test results obtained a count for the assurance dimension of 2,412, while the table's magnitude at the 5% confidence level is ± 1.972. it can explain the values mentioned above that partially (alone), the assurance dimension has a significant effect on community satisfaction because the t value > t table value. The t-count value of the independent variable is in the rejection region of Ho; this means that the regression coefficient of the assurance dimension is not equal to 0; in other words, the coefficient of the variable is significant. The results of this study are in line with previous research conducted by Sukma and Utomo (2020), which concluded that the assurance dimension had a partial effect on the satisfaction of the reporting community at the Tengaran Semarang Police. It is also in line with Dewi's research (2020), which concludes that the assurance dimension significantly affects community satisfaction at the Posyandu under five at the Sambiloto A Posyandu, Minggiran Suryodiningratan Mantrijeron Village, Yogyakarta.

The Effect of Empathy Dimension on Community Satisfaction Partially

The dimension of empathy/empathy (X5) is positive; if the office employees of 4 (four) sample sub-districts in Central Maluku Regency show high compassion, then community satisfaction will increase. Furthermore, the magnitude of the regression coefficient is 0.159, meaning that every increase in one unit of empathy dimension will increase to 0.159 units of community satisfaction if the other variables are constant.

The coefficient of partial determination explains the effect of each change in the independent variable (X) on changes in the dependent variable (Y). The data processing results show that the partial coefficient (r) for the empathy dimension is 0.199. It shows that the empathy dimension correlates with community satisfaction of 19.9% , believing that the other

variables do not change. This means that the empathy dimension can explain any variation in changes in community satisfaction of 0.199 with the assumption that the other variables are constant.

Testing the regression coefficients of the variables, then the dimension of empathy (X5) is significant or not significant and testing the significance of the t price. The test was carried out with a two-way test, using a significance level of 5%. The test results obtained count for the dimension of empathy is 1,968, While the amount of table at the 5% confidence level is ± 1.960. It can explain the abovementioned values that partially (alone), the empathy dimension significantly affects people's satisfaction because of the t value > t table value. The t-count value of the independent variable is in the rejection area of Ho; this means that the regression coefficient of the empathy dimension is not equal to 0; in other words, the coefficient of the variable is significant. The results of this study are in line with previous research conducted by Yulianto and Yahya (2018), which concluded that the empathy dimension partially affects community satisfaction. It is also in line with Dewi's study (2020), which concludes that the measurement of empathy has a significant effect on community satisfaction at the Posyandu for toddlers at the Sambiloto A Posyandu Minggiran Suryodiningratan Mantrijeron Village, Yogyakarta.

The Influence of Tangible Dimensions, Reliability Dimensions, Responsiveness Dimensions, Assurance Dimensions, and Empathy Dimensions on Simultaneous Community Satisfaction

The influence of actual dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions, and empathy dimensions on community satisfaction can be seen simultaneously from the $R2$ value of 0.784, which shows that together, tangible dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions, and empathy dimensions affect community satisfaction by 77.2%. The rest is influenced by other variables, not in the research model. This is evidenced by the calculated F value of 67,212 > F table on df (5)(94) of 2,352; So it can conclude that Ho is rejected and Ha is accepted, which means that the tangible, reliability, responsiveness,

assurance, and empathy dimensions for community satisfaction are simultaneous.

This study indicates that the five variables, namely the tangible dimension, the reliability dimension, the responsiveness dimension, the assurance dimension, and the empathy dimension, when interacting with each other, will significantly increase community satisfaction. In the sense that the quality of service is shown by good physical evidence, has reliability, responsive and empathetic employees, and the community gets guarantees for service, then community satisfaction will increase. Vice versa. This is in line with Pakurar et al. (2019) under the research title "The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector." The results showed that the dimensions of TERRA's service quality (tangible, empathy, reliability, responsiveness, assurance) affected customer satisfaction at the Jordanian National Bank. The implication is that community satisfaction impacts quality services, namely services that combine five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. This is done in synergy because it is proven that, partially, there are dimensions that have no effect, namely the dimensions of reliability and responsiveness.

CONCLUSION

Based on the results and discussion in the previous chapter, the following conclusions are obtained:

1. The tangible dimension partially affects community satisfaction in Central Maluku Regency.

2. The reliability dimension has no partial effect on community satisfaction in Central Maluku Regency

3. The responsiveness dimension has no partial effect on community satisfaction in Central Maluku Regency.

4. The assurance dimension has a partial effect on community satisfaction in Central Maluku District

5. The dimension of empathy partially affects the people's satisfaction with Central Maluku Regency.

6. Tangible dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions, and empathy dimensions have a simultaneous effect on community satisfaction in Central Maluku Regency

Based on the conclusion, it is recommended that Central Maluku Regency pay attention to service quality dimensions in synergy and strive to improve continuously and sustainably because it has been proven to affect community satisfaction.

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