The Influence of Service Quality on Community Satisfaction Study of Electronic Identity Card (E-Ktp) Recording Services at the Warunggunung District Office, Lebak Regency

Jojor Sitompul[1)]; M.Indra Purwandi KN[2)]; Seno Aji Firstianto[3)]

Program Pascasarjana Universitas Pamulang, Indonesia
E-mail: [a)] humanisproccedings@gmail.com;[b)]Pratamai643@gmail.com

Abstract : The purpose of this study was to determine the effect of service quality on community satisfaction in the service of recording electronic identity cards (e-KTP) at the Warung gunung sub-district office, Lebak Regency. The research method used is the quantitative method. The analytical tool used is the t test using SPSS. While taking the sample writer using slovin sampling technique. The results of the study show that the variable service quality has a significant influence on community satisfaction, meaning that there is a significant influence between the independent variable (service quality) on the dependent variable (public satisfaction) in the service of recording electronic identity cards (e-KTP) at the sub-district office warung gunung lebak district. The results of the t test state that the significance for the influence of the service quality variable (X) is 0.000 <0.05 compared to the results of t count and t table, t count > t table = 13.620> 1.660 which means Ho is accepted and H1 is rejected

Keywords: Service Quality, Community Satisfaction

INTRODUCTION

The government as a public service provider is responsible and continues to strive to provide the best service to the community, the low quality of public services provided by the government apparatus becomes a bad image of the government in the community. Some people who have dealt with bureaucracy always complain and are disappointed with the services provided and lack of socialization of the requirements or flow of making E-KTP, as a result many service users or the community take shortcuts using the services of brokers to take care of their needs related to government bureaucracy.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Service Quality according to Tjiptono (2015:51) states that Quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed expectations. On the other hand, definitions of quality vary from the controversial to the more strategic. According to Priansa (2018: 156) states that "public satisfaction is the public's response to the discrepancy between the level of expectations they have and the actual performance they feel after utilizing public services. According to the Decree of the Minister for Administrative Reform Number: KEP/25/M.PAN/2/2004 concerning General Guidelines for Preparing Community Satisfaction Indexes for Government Agency Service Units, Community Satisfaction is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results on the opinion of the public in obtaining services from public service providers by comparing their expectations and needs.

METHODS

Quantitative research, according to Sugiyono (2019), is a method research based on the philosophy of positivism, as a scientific method or scientific because it has fulfilled scientific principles concretely or empirically, objective, measurable, rational, and systematic. Quantitative methods aim to testing a predetermined hypothesis that will be used to research on certain populations and samples, data collection using instruments research, as well as quantitative or statistical data analysis.

RESULT AND DISCUSSION

Results of validity test of service quality variables

Table 1

validity of service quality

Item	Nilai r	r Tabel	Information
1	0,750	0,306	Valid
2	0,759	0,306	Valid
3	0,795	0,306	Valid
4	0,609	0,306	Valid
5	0,778	0,306	Valid
6	0,661	0,306	Valid
7	0,602	0,306	Valid
8	0,773	0,306	Valid
9	0,683	0,306	Valid
10	0,587	0,306	Valid

Results of the validity test of community satisfaction

Table 2

validity of people's satisfaction

Item	Nilai r	r Tabel	Information
1	0,838	0,306	Valid
2	0,815	0,306	Valid
3	0,854	0,306	Valid
4	0,645	0,306	Valid
5	0,821	0,306	Valid
6	0,685	0,306	Valid
7	0,763	0,306	Valid
8	0,788	0,306	Valid
9	0,671	0,306	Valid
10	0,650	0,306	Valid
11	0,782	0,306	Valid
12	0,709	0,306	Valid
13	0,754	0,306	Valid
14	0,736	0,306	Valid
15	0,780	0,306	Valid
16	0,595	0,306	Valid
17	0,743	0,306	Valid
18	0,657	0,306	Valid

Table 3

Research Variable Reliability Test

No	Variabel	Cronbach's alpha	Information
1	Service quality (X)	0,884	Reliabel
2	Community Satisfaction (Y)	0,951	Reliabel

Based on table 3, it can be seen that the alpha coefficient of the service quality variable is 0.884>0.60 and the community satisfaction variable is 0.951>0.60, so it can be concluded

that all research instruments are reliable because the Cronbach's alpha value is greater than the alpha coefficient value of 0.60.

Table 4

Correlation Analysis

Correlations		X	Y
Kualitas Pelayanan	Pearson Correlation	1	,809**
	Sig. (2-tailed)		,000
	N	100	100
Kepuasan Masyarakat	Pearson Correlation	,809**	1
	Sig. (2-tailed)	,000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

It is known that the Pearson correlation value is 0.809, meaning a strong correlation, while the significance value is 0.000 <0.05, which means it is correlated, positive correlation, so the relationship between the two variables is in the same direction.

Table 5

Analysis of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,809a	,654	,651	4,411
a. Predictors: (Constant), X				

It is known that the r2 (R Square) value is 0.654, this value is the square of the correlation coefficient or R, namely 0.809 x 0.809 = 0.654. The coefficient of determination (R Square) 0.654 is equal to 65.4%. This figure means that service quality influences customer satisfaction by 65.4%, while the remaining 34.6% is influenced by other variables.

Table 6

t test results

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	14,803	2,416		6,128	,000

Kualitas Pelayanan	1,081	,079	,809	13,620	,000

a. Dependent Variable: Y

The results of the t test state that the significance for the influence of the Service Quality variable can be seen from the significance value of 0.000 < 0.05 and can be seen from the calculated t value > t table (6.128)> (1.660) which means there is an influence

CONCLUSIONS

The relationship between service quality and community satisfaction at the Warunggunung sub-district office based on the Spearman Brown correlation value was obtained at 0.809, meaning that the relationship between service quality and community satisfaction has a positive relationship or is strongly correlated, The magnitude of the influence of service quality on community satisfaction based on the coefficient of determination value was obtained at 65.4% while the remaining 34.6% was influenced by other factors not examined by the author.

REFERENCE

Lesmana, R., & Sunardi, N. (2021). Futuristic Leadership Through PEKA Analysis Approach. *HUMANIS (Humanities, Management and Science Proceedings)*, *2*(1).

Lesmana, R., Sunardi, N., & Kartono. The Effect of Financing and Online Marketing on MSMEs Income Increasing at Intermoda Modern Market BSD City Tangerang Selatan. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(7), 25-34

Lesmana, R., Sunardi, N., Hastono, H., & Widodo, A. S. (2021). Perceived Quality Membentuk Customer Loyalty via Brand Equity pada Pengguna Smartphone Merek Xiaomi di Tangerang Selatan. *Jurnal Pemasaran Kompetitif, 4*(2), 157-167

Lesmana, R., Sutarman, A., & Sunardi, N. Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(3), 38-45

Ministerial Decree Number 25. 2004 concerning General Preparation Guidelines Satisfaction Index. Public

Priansa, D. 2018. Planning & HR Development. Bandung Alphabet.

Sugiyono (2015). Combination Research Methods (Mix Methods). Bandung: Alphabeta.

Sugiyono (2019). Statistics for Research. Bandung: CV Alfabeta

Sunardi, N. (2017). Determinan Intelectual Capital dengan Pendekatan iB-VAIC™ Terhadap Efisiensi Biaya Implikasinya Pada Profitabilitas Perbankan Syariah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, *1*(1).

Sunardi, N. (2019). Relevansi Intelectual Capital terhadap Harga dan Retun Saham di Industri Perbankan Pemerintah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, *3*(1).

Sunardi, N. (2020). Penilaian Kinerja Keuangan menggunakan Economic Value Added (EVA) dan Market Value Added (MVA) dengan Time Series Approach pada Industri Semen di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, *3*(2).

Sunardi, N., & Lesmana, R. (2020). Konsep Icepower (Wiramadu) sebagai Solusi Wirausaha menuju Desa Sejahtra Mandiri (DMS) pada Masa Pandemi Covid-19. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, *4*(1).

Sunardi, N., & Lesmana, R. (2020). Konsep Icepower (Wiramadu) sebagai Solusi Wirausaha menuju Desa Sejahtra Mandiri (DMS) pada Masa Pandemi Covid-19. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, *4*(1).

Sunardi, N., & Lesmana, R. (2020). Pelaksanaan Alokasi Dana Desa Terhadap Manajemen Keuangan Desa dalam Meningkatkan Efektivitas Program Desa Sejahtera Mandiri Di Desa Cihambulu, Kec. Pabuaran, Kab. Subang. *Jurnal SEKURITAS (Saham, Ekonomi, Keuangan dan Investasi)*, *3*(3), 277-288.

Tjiptono, F. and Chandra, G. 2015. Service, Quality and Satisfaction, 4th Edition. Yogyakarta: Andi