

Community Satisfaction: Overview of the Service Quality of the Kedondong Raye Village Office, Banyuasin III District, Banyuasin Regency

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Abstract. This study expects to decide the impact of administration quality in Kedondong Raye Town, Banyuasin III Locale, Banyuasin Regime on local area fulfillment. This examination is a quantitative exploration that takes information through library exploration and field research by taking an example of 100 inhabitants. The information assortment was completed utilizing a survey with a Likert scale. The logical strategy utilized in this study is a basic relapse examination technique with the SPSS 16 application. The outcomes in light of the (t test) show that help quality essentially affects local area fulfillment with an importance worth of $0.000 < 0.05$. The aftereffect of the Coefficient of Assurance test results got RSquare of 0.199. This shows that the reliant variable of local area fulfillment of 19.9% is impacted by the free factor of administration quality,

Keywords: service quality; community satisfaction.

1 Introduction

In this period of globalization, one of the enormous difficulties looked by the public authority, particularly nearby legislatures, is the manner by which to show proficient device, have a high hard working attitude, upper hand, and the capacity to stick to regulatory morals in doing their obligations and works and can satisfy the yearnings of the local area. This challenge is sensible thinking about that exactly individuals in the areas believe government authorities in completing their obligations should work ideally which at last can offer the best support for the local area and can work on the nature of execution and the nature of administrations that will be given to the local area. Administration is an action or series of exercises that are undetectable (can't be contacted) that happen because of communications among buyers and workers or different things given by specialist co-ops that are expected to tackle shopper/client issues [1]. Administration quality is the degree of flawlessness expected and command over the degree of flawlessness to meet client desires and likewise in reliable assistance will find states of equivalent treatment for all shoppers both in regards to season of chance and administration arrangement [2], [3].

Consumer loyalty is one of the fundamental drivers that associates organizations and clients in the long haul. While discussing fulfillment or disappointment, it comprises of specific sensations of delight or dissatisfaction that come from an examination between the presentation of an item with individual longings [4].

Great help is vital in keeping up with administration quality on the grounds that a decent type of administration can draw in the consideration of the local area. The type of

administrations that are overseen well is supposed to measure up to the assumptions of the local area, on the grounds that the local area plays a major part in contrasting guidelines of fulfillment and quality assessment, local area fulfillment is an examination between local area convictions, to be specific the actual help that will be gotten as administration quality and as execution. Administrations including the local area and the public authority are supposed to both have fulfillment in offering types of assistance and getting administrations. This is in accordance with the advanced assistance model that requests most extreme help and fulfills the local area.

In general, the Kedondong Raye Village Office serves various kinds of services, including a statement of land rights relinquishment, certificate of domicile, building permit, crowd permit, police record and personal hygiene certificate, certificate of heirs, death certificate, moving/arrival certificate, marriage introduction certificate/NA, disability certificate, business certificate, loss certificate, certificate of good behavior, income statement, and different/wrong birth name. People who need or need the certificate will come directly to the Kedondong Raye Village Office according to operational hours at the Kedondong Raye Village Office.

Along with developments, complaints are often found from the public, complicated procedures due to rigid bureaucracy, the behavior of individuals who seek profit, are not friendly/friendly, and the timeliness of service affects the quality of service in the eyes of the community. In addition, the lack of employees or human resources and facilities such as the limitations of computer equipment, so that services often exceed the service time limit that has been set, it is necessary to apply computerization in order to produce accurate information so that the services provided also make the community satisfied in order to facilitate the process, so that services to the community become better, the Kedondong Raye Village government as one of the elements of government does not escape the basic concept of services that must be carried out quickly,

Based on the description above, the formulation of the problem in this study is how the influence of service quality on community satisfaction at the Kedondong Raye Village Office.

2 Literature Review

2.1 Service quality.

Meaning of administration is any activity or action that can be presented by one party to another party, which is basically elusive and brings about no proprietorship. Kotler likewise said that this conduct can happen during, when the exchange. As a rule, an elevated expectation of administration will bring about high fulfillment and successive recurrent buys [5].

There are factors that influence customer perceptions and expectations of service [6], namely:

- 1) Needs and needs connected with the things that the client feels when he is attempting to make an exchange with the organization.
- 2) Past experience while utilizing the administrations of the organization.
- 3) Experience from companions, where they will tell about the nature of administration they will get.
- 4) Communication through promoting and showcasing additionally influences the client's view of the administrations he will get.

Administration quality can be distinguished by contrasting client view of the help they really get with the genuine assistance they anticipate. Lupiyoadi [7] identified five groups of characteristics used by consumers in evaluating service quality, including:

- 1) *Tangible* physical evidence, namely the ability of the company (institution) to show its existence to external parties. What is meant is that the appearance and capability of the

company's physical facilities and infrastructure and the state of the surrounding environment are tangible evidence.

- 2) *Reliability* or reliability, namely the ability of the company (agencies) to provide services as promised accurately and reliably.
- 3) *Responsiveness* or responsiveness, namely a willingness to help and provide fast and appropriate service to customers (society), with clear delivery of information.
- 4) *Assurance* or assurance and conviction, to be specific information, kindness and capacity of organization representatives (organizations) to cultivate client trust in organizations (offices).
- 5) *Empathy* namely offering earnest and individual or individual consideration given to clients (society) by attempting to figure out the desires of clients (society).

2.2 **Community Satisfaction**

Fulfillment is a good reaction from clients which is shown by things like sensations of joy, satisfaction of assumptions for an exhibition and administration. Fulfillment is the degree of feeling subsequent to looking at the apparent presentation/results with their assumptions. Local area fulfillment is the assessment of the local area in getting administrations from the device for offering public types of assistance by contrasting their assumptions and requirements [8]. Meanwhile, Tjiptono [9] proposes that consumer still up in the air by two things, to be specific objections and client assumptions for administrations got from specialist organizations. This shows that fulfillment is a component of seen execution and assumptions. In the event that the exhibition is underneath assumptions, the client will be disappointed. In actuality,

Clients can encounter one of the degrees of fulfillment [4], namely:

- 1) If performance is lower than customer expectations, customers will feel dissatisfied, therefore expectations are higher than those received by customers from service providers.
- 2) If the performance is in line with customer expectations, the customer will feel satisfied because the expectations are in accordance with what is received by the customer from the product provider.
- 3) If performance exceeds customer expectations, customers will be very satisfied because what they receive exceeds what they expect.

PAN Decree No. 16 of 2014, there are several dimensions that explain the performance of public service employees. From these regulations, there are 14 things related to community satisfaction from the quality of services provided by service employees/officers, namely:

- 1) Service systems, in particular the simplicity of administration stages gave to the local area as far as the effortlessness of the help stream.
- 2) Service necessities, in particular specialized and regulatory prerequisites expected to get administrations as per the sort of administration.
- 3) Clarity of administration officials, to be specific the presence and conviction of officials who offer types of assistance (name, position and authority and obligation).
- 4) Discipline of administration officials, specifically the earnestness of officials in offering types of assistance, particularly on the consistency of working time as per material guidelines.
- 5) Responsibilities of administration officials, in particular lucidity of power and obligation of officials in the execution and finishing of administrations.
- 6) The capacity of administration officials, specifically the degree of ability and abilities that officials have in giving/finishing administrations to the local area.
- 7) Speed of administration, specifically the objective season of administration can be finished inside not entirely set in stone by the specialist co-op unit.

- 8) Service equity, to be specific the execution of administrations by not distinctive the class/status of the local area being served.
- 9) Courtesy of administration officials, in particular the demeanor and conduct of officials in offering types of assistance to the local area in a pleasant and cordial way and common endlessly regard.
- 10) The decency of administration costs, in particular the moderateness of the local area to the costs set by the help unit.
- 11) Certainty of administration costs, to be specific the reasonableness between the expenses paid and the charges that have been set.
- 12) Certainty of the assistance plan, to be specific the execution of administration time as per the arrangements that have been set.
- 13) Environmental solace, to be specific the state of spotless, perfect, and deliberate help offices and foundation to give a feeling of solace to support beneficiaries.
- 14) Service security, specifically guaranteeing the degree of ecological security of the specialist co-op unit or the offices utilized, so that individuals feel quiet to get administrations against the dangers coming about because of the execution of administrations.

2.3 The Effect of Service Quality on Community Satisfaction

Public assistance is one of the errands that can't be disregarded by neighborhood legislatures since, in such a case that the part deteriorates, it is close to 100% sure that all areas will affect blockage, hence there should be great preparation and even need to figure out help guidelines to the local area as per the power given by the nearby government. to nearby government. So it's no big surprise that you frequently hear requests for change that are frequently aimed at government authorities, with respect to public administrations gave to the local area. The bad quality of public administrations is a terrible picture of the public authority locally, for individuals who have managed the organization generally whine and are frustrated with the unseemliness of the device in offering types of assistance.

Quality is a powerful condition connected with the consequences of human work/work, cycles and errands, as well as the climate that meets or surpasses the assumptions for customers or society [10]. Service quality has a close relationship with a person's level of satisfaction. This is in accordance that income which states that there is a close relationship between service and individual satisfaction and agency profits, where higher quality results in higher satisfaction [10], [11]. By understanding one's wants and needs, providing convenience in service, making effective communication to consumers, paying full attention to consumer complaints and understanding the needs of consumers, customer satisfaction will increase.

The consequences of exploration directed that there is a critical impact between administration quality and local area fulfillment. Administration quality is vital to be overseen appropriately, in the event that you need the fulfillment felt by the local area [3]. As such, it tends to be expressed that there is an extremely cozy connection between administration quality and local area fulfillment. For the nature of administration to be great and give fulfillment to the local area, it is important to make upgrades from the organization so genuine fulfillment can be understood.

3 Research Methodology

This research is a quantitative research that takes data through library research and field research by taking a sample of 100 residents. Data was collected using a questionnaire with a Likert scale. The

analytical method used in this study is a simple regression analysis method with the SPSS 16 application.

The Research Conceptual Framework is described as follows:

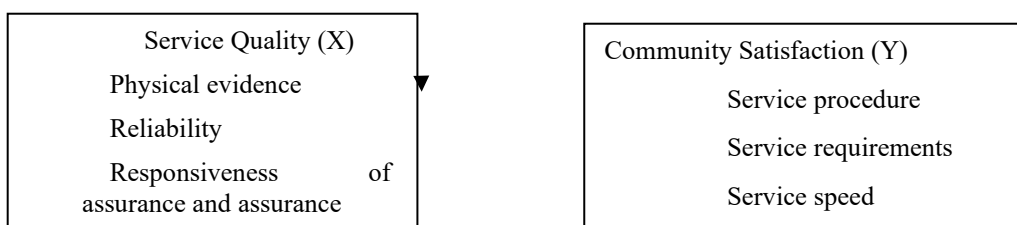


Fig1. Research Conceptual Framework

The hypothesis in this study is that it is suspected that service quality affects the satisfaction of the people served at the Kedondong Raye Village Office and it is also suspected that the physical evidence, reliability, responsiveness, assurance and empathy of the Kedondong Raye Village Government, Banyuasin District III, Banyuasin Regency, South Sumatra, partially affect people's satisfaction.

4 Results and Discussion

4.1 Simple Regression Results

The results of simple linear regression analysis can be stated as follows:

Table 1. Results of Simple Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	16,805	3,607		4.660	.000
SERVICE QUALITY	.516	.102	.455	5.064	.000

a. Dependent Variable: COMMUNITY SATISFACTION

Source: SPSS data 16.0, 2021

Based on the regression results, the following equation can be arranged:

$$Y = 16805 + 0.516 X$$

From the description above, the following explanation can be given:

a = 16.805 is a constant value, meaning that if X is considered 0, then the value of service quality is 16.805. This shows that if the independent variable is considered constant, then the quality of service has a positive effect on community satisfaction.

b = 0.516 this is a positive number which means that the service quality variable will increase by 1 unit, it will increase public satisfaction by 0.516 with other variables remaining.

The value of the community satisfaction constant of 16.805 indicates that the higher the

quality of service, the greater the influence of the community on community satisfaction. The value of the coefficient $X = 0.516$ indicates that community satisfaction has a positive effect on service quality. Where the quality of service is getting better, the satisfaction of the community will increase. The results of hypothesis testing using the t-test can be seen in table 2 below

Table 2. Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant) SERVICE QUALITY	16,805	3,607		4.660	.000
	.516	.102	.455	5.064	.000

a. Dependent Variable: COMMUNITY SATISFACTION

Source: Data Processed SPSS 16.0, 2021

The t value of the service quality variable is 5.064, and the T table with a level $(\alpha) = 0.05$, $nk = 100 - 2 = 98$ is 1.984. Based on the standard T-test $> T$ table, H_a is accepted and H_o is rejected, and the significance level is $0.000 < 0.05$. This means that the variable of service quality has a significant effect on community satisfaction.

4.2 Discussion of Service Quality Variables on Community Satisfaction

The outcomes showed that the nature of administration emphatically affects local area fulfillment, which should be visible from the consequences of straightforward relapse examination, and the consistent worth shown is 16.805. This shows that on the off chance that the free factor is viewed as steady, the nature of administration decidedly affects local area fulfillment. The worth of the local area fulfillment steady of 16.805 demonstrates that further developing assistance quality affects local area fulfillment felt by the local area. The worth of the coefficient $X = 0.516$ demonstrates that the nature of administration and local area fulfillment make a positive difference. In this manner, the better the nature of administrations given by the Kedondong Raye Town Office, the higher the local area fulfillment. So one of the endeavors that should be possible is to offer great assistance to the whole local area to give fulfillment to the local area. Coming up next depends on signs of administration quality on local area fulfillment:

1. Tangibles (direct evidence)

The quality of service at the Kedondong Raye Village Office will immediately feel good if this direct evidence is considered, because it is related to the community's first assessment. People who come to the lurah's office will be immediately confronted with an assessment of the existing facilities, as well as the cleanliness of the office. Community comfort will be felt immediately. To overcome the lack of tangibles dimensions (direct evidence), there is a need for additional or procuring tables and chairs, better original waiting rooms, maintaining offices, supplying trash cans, prohibiting smoking in the room, especially specifically for the lurah office apparatus, arrangement or procurement of information boards / brochures / pamphlets that can assist the community in administrative management at the village office.

2. *Reliability*(Reliability)

The level of employee discipline is good because there is a company at the helm of authority in this case which is measured by if the employee comes regularly and on time, if they dress properly and appropriately for the job, if they use their materials and equipment. Be careful, if it produces the amount and method of work determined by the office or company, and finishes on time at the Kedondong Raye Village Office. The level of discipline of the Kedondong Raye Village Office must be carried out in the future, because discipline is an action that is able to manage and control itself regarding the rules of how to live and regulate work methods. So closely related to human success with personal discipline.

3. *Responsiveness*(Responsiveness)

The quality of service at the Kedondong Raye Village Office when viewed from the responsive dimension is good. Service openness to the community is carried out through socialization at every meeting with village/kelurahan officials involving the community. In addition, information leaflets have been pasted for easy viewing by the public, to avoid mistakes if the community does administrative management at the Kelurahan office.

4. *Assurance*(Guarantee)

The confirmation aspect is a help quality aspect connected with the information and kind disposition of specialist organizations and their capacity to move trust and solace for administration clients. This perspective is one that individuals anticipate the most. Cordial staff will be one of the supporting variables for administration clients to give a decent evaluation of the administrations gave. Public assistance necessities ought not be restricted to issues straightforwardly connected with the accomplishment of administration objectives since they actually focus on the prerequisites with the general help items gave, there is still redundancy of satisfying assistance prerequisites as far as administration processes Requires total necessities of work units/specialists government comparable to other people. This condition causes the general population to expect that the gear is tangled and frequently impolite on the grounds that it makes the public go this way and that to finish the record. It is trusted that administration authorities can be more steady in completing administrations by not victimizing those on the job so that individuals are happy with the public administrations they get. It is trusted that there will be administration guidelines set by the public authority that directs the accommodation and graciousness of authorities while serving individuals who need public administrations.

5. *Empathy*(empathy)

The process of public services must be informed openly so that it is easy to know and understand by the people who are requested or not requested. The wishes of the community are presented honestly. Therefore, the official apparatus must provide an honest explanation, because in the rules or norms, do not scare, do not feel appropriate in providing services so as not to expect gifts from the public. It is hoped that the governing authorities, especially the Kedondong Raye Village Office, can improve friendliness and quality in serving the community in various managements, so that good relations can be established between the implementers of public services and the community.

5 Conclusion

1. The nature of administration at the Kedondong Raye Town Office affects local area fulfillment. Where the worth of T is 5.064 and Huge is 0.000.

2. The results of the simple regression test which were processed using the SPSS version 16.0 program obtained an equation, namely: $Y = 16.805 + 0.516 X$ From this equation it can be seen that the two variables studied, namely the quality of service (X) greatly affect people's satisfaction (Y) at the office. Kedondong Raye Village.
3. Based on the results of the researcher's analysis obtained from the results of observations, interviews, and questionnaires, community satisfaction is also influenced by factors other than services that are not included in this study.

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