

# EFFECT OF SERVICE PERFORMANCE ON COMMUNITY SATISFACTION OLIBU VILLAGE, DISTRICT OF PAGUYAMAN PANTAI, BOALEMO REGENCY

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## ABSTRACT

The purpose of this study was to determine: 1) the still slow service of village government officials in serving the community; 2) the attitude of village officials who were less friendly in serving the community, 3) village government officials were still not on time in serving the community.

Survey research with a quantitative approach and data obtained through observation data collection techniques, questionnaires, documentation for further processing using correlation and simple regression.

The results showed that the results of the correlation analysis with the Pearson product moment (PPM) formula obtained the value of  $r = 0.399$ . This means that service performance has a very close relationship with community satisfaction. Meanwhile, from the results of the significance test by comparing the probability value of 0.05 with the sig value, it is known that the probability value is greater than the sig value ( $0.05 > 0.001$ ), this indicates that there is a significant relationship between Service Performance. and Community Satisfaction. Furthermore, from the results of linear regression testing, the correlation coefficient  $R_{square} = (0.160)$  was obtained. This shows that (Y) is influenced or contributed by (X) of 16.0% and the remaining 84.0% is influenced by other factors or variables. The results of linear regression testing also obtained a regression equation  $\hat{y} = 20.242 + 0.399x$ . Therefore, every 1 unit addition to the service quality variable, will increase the reality by 0.399 and vice versa. Thus, it can be stated that any increase or decrease in the independent variable (X) will result in an increase/decrease in the dependent variable (Y). This shows that the researcher's hypothesis is proven and acceptable.

**Keywords:** service performance, community satisfaction

## INTRODUCTION

Village is an administrative area in Indonesia under a sub-district led by the village head. Village government is the administration of local government and community interests in the government system of the Unitary State of the Republic of Indonesia. Village government is a sub-system of national administration management that is directly under the district government.

The most important aspect in the implementation of the village government is the position of the village head as a leader and is assisted by the village apparatus while carrying out its duties, responsibilities and functions.

The village government has the task of building community life, developing the economy, maintaining the peace and order of the village community. The administration system of the village government functions as a protector, coach,

service, and mobilizer for community participation. The implementation of village government must be based on the principle; legal certainty, orderly governance, orderly interests in general, openness, proportionality, professionalism, accountability, effectiveness and efficiency, local wisdom, diversity and participation.

Service is an activity or a series of activities that occur as a result of interactions between employees and consumers or other things provided by companies that provide services with the intention of solving customer/consumer problems [5].

The low public service provided by the village government apparatus has been criticized by the government in the midst of the community. For people who have dealt with bureaucracy always complain about the lack of demand for the village government in providing services.

In general, an agency or organization requires the role of the village apparatus, because the village apparatus very determines whether or not the service provided to the community is in accordance with its duties and functions. In order to provide services to the community, both administrative services, goods services, and services, the role of the village apparatus must be more emphasized in increasing its duties so that the community is satisfied with the services provided by the village apparatus and the services that are expected to run optimally.

The results of observations in the Village Government of Olibu, Paguyaman, Coastal District, Boalemo Regency, complained that the service was still convoluted. After that, the performance of the apparatus in administering administrative services to the community tended to be slow and lacking friendly attitude in serving the community and also time discipline which was always ignored by the village government. This is of course

related to the satisfaction of the Olibu villagers with the services provided.

Based on the above problems, the problems in this study are: Is there a significant effect of service performance on community satisfaction.

Management is the achievement of predetermined organizational goals using the help of others [12]. Management is the art of getting work done through other people [18].

Management is a form of work. Managers carry out certain activities, which are called management functions. There are four management functions, namely [1]:

1. Planning (Planning), the rationale of the goals and the preparation of the steps that will be used to achieve the goal. Planning means preparing all your needs, carefully calculating what are the obstacles and formulating the form of implementing activities to achieve goals.
2. Organizing (Organization), gathering people and placing them according to their abilities and expertise in the work that has been planned.
3. Movement (Actuating), moving the organization to run in accordance with the division of work of each and moving all resources in the organization so that the work or activities carried out can go according to plan.
4. Control (Controlling), overseeing whether the movement of this organization is in accordance with the plan or not, as well as supervising the resources in the organization so that it can be used effectively and efficiently without deviating from the plan.

Management is a very important subject because it questions the setting and achievement of goals. Management not only identifies, analyzes and combines effectively the talents of people and leverages these resources - sometimes it is stated that the six M's of management

Management elements with the term "7-M" respectively are described as follows [16]:

1. Manpower (men), this is related to the number, qualifications, and potential of human resources needed in an organization.
2. Money (money), this is related to the money needed by the organization to finance the tasks of the organization.
3. Material (materials), in this case the material is the raw material that will be processed by the organization. Material planning means determining the quantity and quality that the organization will process.
4. Methods (methods), this is related to the procedures and work methods that will be used to do various work in the organization. The work method that will be used to carry out the work will be faster and achieve the predetermined work standards
5. Machines (Machines), this is not just a machine, but all the equipment that will be used to assist the implementation of organizational work, so that work can be done more quickly, accurately and satisfactorily. Machine planning means determining the type, quantity and quality of work equipment required by the organization.
6. Markets (Markets), the markets that will use the products and services produced by the organization. In this plan it can be predicted which people and institutions will use the products and services produced by an organization.
7. Minute, means the time for implementing organizational planning. In this activity, all work that has been determined is made a schedule for the implementation of its work, when to start and when to finish.

Human resources, he said, are one of the input elements which will later be converted into outputs in the form of goods or services to achieve the company's goals.

As an input, human resources cannot be a single element, but must also be combined with other elements such as capital, materials, machines, methods and technology [17].

Human resource management is the utilization of human resources within the organization, which is carried out through the functions of human resource planning, recruitment and selection, human resource development, career planning and development, compensation and welfare, occupational safety and health, and industrial relations [10].

Service is an activity or a series of activities that are invisible to the eye that occur as a result of interactions between consumers and employees or other matters provided by the intended service provider to solve consumer/customer problems.

There are six factors that support the implementation of good and satisfying public services, among others [11]:

1. Consciousness factor, a thought process through the method of reflection, consideration and comparison, resulting in confidence, calm, determination and balance in his soul as a starting point for actions and actions that will be carried out later.
2. The regulatory factor is an important tool in all the actions and deeds of people. The more advanced and pluralistic a society is, the greater the role of rules and it can be said that people cannot live properly and calmly without rules.
3. Service organization factors are basically not different from organizations in general, but there are slight differences in their application, because service objectives are specifically aimed at humans who have multi-complex character and will.
4. The factor of income is the entire income of a person as a reward for energy and thoughts that have been devoted to other people or

entities/organizations, either in the form of money, in kind or facilities, within a certain period.

5. Ability and Skills Factor. Ability comes from the basic word capable which in relation to the task/job means being able (adjective/situation) to perform a task/job so as to produce goods or services as expected. The invented ability is also an adjective/situation which refers to the nature or condition of a person who can carry out a task/job on the basis of existing conditions.
6. The Service Facility factor referred to here is all types of equipment, work equipment and other facilities that function as the main/auxiliary tool in the implementation of work, and also function socially in the interests of people who are associated with the work organization. The functions of these service facilities include:
  - a. Speed up the process of carrying out work so that it can save time.
  - b. Increase productivity, both goods and services.
  - c. Better or guaranteed product quality.
  - d. The accuracy of the arrangement and the stability of the size are guaranteed.
  - e. Easier or simpler in the motion of the perpetrators.
  - f. Generating a sense of comfort for the people concerned.
  - g. Generating a feeling of satisfaction in interested people which can reduce their emotional nature.

A corporate organization was founded because it has certain goals it wants and must achieve. In achieving its goals, every organization is influenced by organizational behavior. Performance is carrying out an activity and perfecting it according to its responsibilities with results as expected [13].

There are four dimensions of service performance, namely [3]:

1. Quality of work is how well an employee does what should be done.
2. Work quantity is how long an employee works in one day. This work quantity can be seen from the work speed of each employee.
3. The implementation of tasks is the extent to which employees are able to do their work accurately or without mistakes.
4. Responsibility for work is an awareness of the employees' obligations to carry out the work given by the company.

Performance is affected by [19]:

- a. Quality and ability of employees, matters relating to education/training, work ethic, work motivation, mental attitudes, and physical condition of employees.
- b. Supporting facilities, namely matters related to the work environment (work safety, occupational health, production facilities, technology) and matters related to employee welfare (wages/salaries, social security, job security).
- c. Supra means, namely matters relating to government policies and industrial relations management.

Performance standards have the following functions [4]:

1. As a benchmark to determine the success and failure of invaluable performance
2. Motivate employees to work harder to achieve standards. To make performance standards that can truly motivate employees, it is necessary to link rewards or rewards in the compensation system.
3. Provide direction for the implementation of work to be achieved, both in quantity and quality.
4. Provide guidance to employees regarding the process of implementing work in order to achieve the set performance standards.

Satisfaction is a customer's response to meeting their needs. Satisfaction is an attitude that is decided based on the experience gained [9].

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought against the expected performance (or results) [7].

Based on the principle of service, it is developed into four elements that are relevant, valid and reliable, as the minimum elements that must exist for the basis of measuring the community satisfaction index are as follows [8]:

1. Service officers 'discipline, namely the officers' seriousness in providing services, especially with regard to working time consistency in accordance with applicable regulations.
2. Service speed, namely the target time for the service to be completed within the time determined by the service provider unit.
3. Courtesy and friendliness of officers, namely the attitude and behavior of officers in providing services to the community in a polite and friendly manner as well as mutual respect and respect.
4. Service schedule certainty, namely the implementation of service time, in accordance with the stipulated provisions.

Humans are social beings (homo socius) who are always in touch with one another to meet their daily needs.

Society is a unity of human life that interacts in accordance with certain customs systems which are continuous in nature and bound by a sense of common identity [6].

## RESEARCH METHODS

This research uses survey research type used to get data from a certain natural place (not artificial), but researchers do treatment in data collection, for example by

distributing questionnaires, tests, structured interviews and so on [15].

With a quantitative approach to manage the data obtained from the research location, where quantitative data is data in the form of numbers or qualitative data that is assumed. The quantitative approach is the search for data/information from the reality of existing problems by referring to the proof of the concept/theory used [15].

This research is planned to be carried out for three months, namely from September, October, November 2020.

This research is located in Olibu Village, Paguyaman Pantai Subdistrict, Boalemo Regency with the reason of making it easier and obtaining data and making researchers in terms of time, energy and costs.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to study and then draw conclusions [15]. In this study, the population was all people in the village of Olibu with 177 respondents.

The sample is part of the number and characteristics of the population [15]. The sample used by the researcher is simple random sampling. Sampling of sample members from the population is done randomly without paying attention to the strata in the population [14].

If the subject under study is less than 100 then it is better to take all of them so that the research is a population study.

But if the number of subjects is large, it can be taken between 10-15% or 20-25% or more [2]. Therefore, the number of samples in this study was determined to be 60 people using the formula.

$$n = \frac{N}{N(d)^2 + 1}$$

(Bungin, in Delvin Mohamad 2017: 41)

Information: n = number of samples sought

N = Total Population d

= Precision Values (1%, 5%, 10%,

and so on.

The method of determining the number of samples is as follows:

$$n = \frac{177}{177(0,10)^2 + 1} = \frac{177}{2,77} = 64$$

So from 177 respondents, with a precision value of 10%, the number of samples is 64 people.

To obtain data with the required in This researcher uses the following techniques:

1. Observation in this technique, the researcher observes directly the events or activities carried out in the field or at the location, subject and object under study. In this study using observations to find out how the community's perception of the service performance of the Olibu Village Government (Corelational Studies in the Village of Olibu).
2. The questionnaire (Questionnaire) will provide a number of questions or statements regarding the variables under study which will be answered by the respondents who have been determined using the type of ordinal data measurement.
3. Documentation is the main tool in terms of data collection carried out by mutilation, such as loose notes, books, reports and others related to the research carried out.

Correlation is a linkage method or research method that seeks to connect one element/element with other elements/elements to create new forms and forms that are different from before [16].

In order to conduct research, relevant data analysis techniques are needed, because this is the most important requirement in discussing and solving research problems. The data techniques used in this study are simple statistical correlation and regression techniques in order to test the proposed hypothesis. The formula used is:

1. The Perarson Product Moment (PPM) Correlation formula is as follows:

$$r_{hitung} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Where :  $r_{count}$  = Correlation coefficient

X = Independent Variable

Y = Bound Variable

N = Number of Respondents

The PPM correlation is denoted (r) provided that the value of r is not more than the price (-1 ≤ r ≤ + 1). If the value of r = -1 means that the correlation is perfectly negative; r = 1 means there is no correlation; and r = 1 means that the correlation is very strong.

Meanwhile, the meaning of the price of r will be consulted with Table 3 Interpretation of the value of r as follows.

Correlation Coefficient Interval	Relationship Level
0.80 - 1,000	Very high
0.60 - 0.799	High
0.40 - 0.599	Moderate
0.20 - 0.399	Low
0.00 - 0.199	Very low

2. Simple regression

The formula for simple regression is

$$\hat{Y} = a + bX$$

Information:  $\hat{Y}$  = Service Performance

a = Constant Value

b = regular coefficient

X = Community Satisfaction

## RESEARCH RESULT

To test the researchers' hypotheses about the significant influence between service performance to community satisfaction, the researcher developed a number of statements and answer choices in the form of a questionnaire which was distributed to 64 people in Olibu Village,

Paguyaman Pantai District, Kab. Boalemo. Furthermore, it was analyzed using correlation analysis techniques and simple regression. The results of the research show that from the results of the correlation analysis with the Pearson product moment (PPM) formula, the value of  $r = 0$  is obtained. This means that the service performance at the Olibu village office has a very strong relationship with community satisfaction. Meanwhile, the results of the significance test by comparing the probability value of 0.05 with the sig value, it is known that the probability value is greater than the sig value ( $0.05 > 0.001$ ). This indicates that there is a significant relationship between service performance and community satisfaction.

The test results obtained the correlation coefficient  $r_{square} = 0,160$ . This shows that (Y) is influenced or contributed by (X) of 16.0% and the rest, 84.0% influenced by other factors or variables. The results of linear regression testing also obtained a regression equation. Thus, every addition of 1 unit to the Service Performance variable will increase community satisfaction by 0,  $\hat{y} = 20,242 + 0,399x$  vice versa. Thus, it can be stated that any increase or decrease in the Independent variable (X) will result in an increase/decrease in the Dependent variable (Y). So that if the higher the value of Service Performance, the higher the value of community satisfaction. Service performance is also proven to have a significant effect on community satisfaction, where it is known that  $t_{3,430}$  while the t table is 1.671. This shows that the researcher's hypothesis is proven and acceptable.

With the proven and acceptance of this hypothesis, the things that must be paid attention to by the Olibu village office, Paguyaman Pantai district, district. Boalemo is to further improve Service Patterns to the community and needs to also be supported by other aspects, namely

human resources, in this case the entire apparatus, including the leaders, and more specifically the apparatus who is serving as public servants so that they have full knowledge of the procedures for serving the community so that people who receive services can be satisfied with the services provided.

From the results of the research and discussion above, it can be concluded based on:

1. And that the service performance in the village of Olibu Kec. Paguyaman Pantai Kab. Boalemo is very good, indicated by correlational community satisfaction which is very strong and significant.
2. Service performance is proven to have a relationship with the satisfaction of the community in Olibu village, kec. Paguyaman Pantai Kab. Boalemo.
3. There is a significant influence between service performance on community satisfaction at the Olibu Kec village office. Paguyaman Pantai Kab. Boalemo.

From the above conclusions, several things can be suggested as follows:

1. Olibu village head, kec. Paguyaman Pantai Kab. Boalemo should pay more attention to the performance of the officials who provide services, especially those related to the needs of the community because this has been proven to affect community satisfaction.
2. It is recommended that further researchers be able to conduct research on other factors because it is proven that there are still several other factors that influence community satisfaction.

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