

JOURNAL OF ECONOMIC, BUSINESS AND ADMINISTRATION (JEBA)

Vol. 5 No. 3 (2024) | E-ISSN: 2746-1688 | ISSN: 2985-6744

COMMUNITY SATISFACTION LEVEL WITH THE QUALITY OF PUBLIC SERVICES IN DIMITO VILLAGE

Sukrin Badu¹, Sudarsono², Ghoriqna F. Wahdah³

^{1,2,3}Manajemen, Faculty of Economic and Business, University of Bina Mandiri Gorontalo

¹email: Sukrinbadu7@gmail.com*

Abstract

This study aims to measure the level of community satisfaction, evaluate the quality of public services, and analyze the influence of service quality on community satisfaction in Dimito Village, Wonosari District. This research employs a quantitative approach with a survey design. Data were collected from 80 respondents using research instruments (questionnaires) and analyzed using simple linear regression via SPSS. The results indicate that public service delivery in Dimito Village generally aligns with the Ministry of State Apparatus Empowerment and Bureaucratic Reform Regulation No. 14 of 2017. Dimensions of simplicity and clarity received high appreciation, with 48.8% and 60% of respondents strongly agreeing with the performance in these areas, respectively. However, findings suggest a need for improvement regarding service duration (time efficiency) and security aspects. Statistical analysis confirms a positive and significant influence of service quality on community satisfaction, with a regression coefficient of 0.636. This implies that a 1% improvement in service quality significantly enhances community satisfaction by 63.6%. These results emphasize that optimizing administrative procedures and officer competence is vital for fostering public trust and welfare at the village level.

Keywords: Community Satisfaction, Service Quality, Public Service, Dimito Village, Quantitative Analysis.

Submit: 18/01/2022

Accepted: 29/08/2024

Publish: 30/09/2024

1. Introduction

Organizations, particularly those within the public sector, are fundamentally established to serve the collective interests of the community. In the modern era of governance, service excellence is no longer an option but a core requirement for achieving organizational goals effectively and efficiently. Public organizations are mandated by the state to deliver services that are not only fast and responsive but also characterized by high professional standards. This mandate encompasses a wide spectrum of public needs, ranging from the provision of public goods such as infrastructure and clean water to essential administrative services including health, education, and transportation.

The legal cornerstone of this obligation is Law Number 25 of 2009 concerning Public Services. This legislation explicitly defines public service as a series of activities intended to fulfill service requirements in accordance with statutory regulations for every citizen. Under this law, the government serves as the primary provider, bearing the responsibility to ensure that all administrative processes are transparent and accountable. In the Indonesian context, this accountability is formally manifested through the Regional Government Implementation Report (LPPD), which serves as a mandatory information source for evaluating local government performance [1]. However, a significant gap often persists between these legal ideals and the reality of field implementation. The performance of government officials frequently falls short of public expectations, which inevitably leads to a tarnished public image. Chronic issues such as bureaucratic complexity, "red tape," and a lack of responsiveness continue to be the primary sources of public dissatisfaction and formal complaints. In many contexts, the satisfaction of public services recipients is seen as a direct indicator of a service-oriented state [2].

The dynamics of public service underwent a transformative shift with the enactment of Law Number 6 of 2014 concerning Villages. This law empowers village governments to manage their own affairs, positioning the village as the frontline of public administration and community development. To support this regional autonomy, village governments are required to prioritize the development of internal competencies and the modernization of their service systems. Service design itself plays a multidimensional role in determining how citizens perceive these e-government or administrative efforts [3].

The effectiveness of service delivery at the village level is heavily dependent on the government's ability to foster a culture of work discipline, enhance technical skills, and maintain high levels of accountability among its apparatus. Despite the presence of these robust regulations, administrative performance in many village sectors remains suboptimal. Common obstacles include a lack of transparency in service procedures, inconsistent application of rules, and a lack of adequate digital or physical infrastructure. In rural areas, the local government's effectiveness significantly impacts the satisfaction level of the community, especially among the younger generation [4]. When the village apparatus as the closest government entity to the people fails to perform, it directly impacts the community's trust in the state.

Dimito Village, located in the Wonosari District, serves as a critical point of analysis for these administrative challenges. While the village government has initiated various efforts to improve service quality, significant hurdles remain, particularly in the realm of administrative services. Empirical evidence suggests that service delivery in Dimito Village often tends to be sluggish, with processing times frequently exceeding the established standard timeframes.

These delays are not merely technical but are often symptomatic of deeper structural issues, such as a lack of stringent supervision from village leadership and the relatively low administrative competence of the officials. This deficiency in knowledge and practical skills prevents the village from optimizing its service potential. In an era where the public demands "real-time" and hassle-free administration, these bottlenecks create a sense of apathy and dissatisfaction among the residents. Consequently, there is an urgent need to scientifically measure these variables to provide a basis for future policy improvements [5]. Based on these pressing conditions, this research is conducted to evaluate the "Community Satisfaction Level with the Quality of Public Services in Dimito Village."

Theoretical Framework and Indicators

To provide a rigorous analysis, this study is grounded in established management and service theories:

Management Principles: Management is viewed as a systematic process of organizing and mobilizing resources to achieve organizational objectives effectively. This study evaluates how the village utilizes its core resources, known as the 5Ms: Men (human resources), Money (budget), Methods (SOPs), Materials (data/documentation), and Machines (technology and tools).

Public Service Standards: In alignment with the Ministry of State Apparatus Empowerment (KEPMENPAN) No. 63 of 2003, this research adopts the principle that the ultimate measure of success in public service delivery is the level of satisfaction expressed by the recipients. For modern public institutions, striving for excellence is mandatory, as simply being "good" is often not enough to satisfy citizens [6].

Service Quality Dimensions (SERVQUAL): The analysis of service quality is conducted through the lens of the five dimensions developed by Zeithaml, Parasuraman, and Berry:

- a. Tangibles: The appearance of physical facilities, equipment, and personnel.
- b. Reliability: The ability to perform the promised service dependably and accurately.
- c. Responsiveness: The willingness to help customers and provide prompt service.
- d. Assurance: The knowledge and courtesy of employees and their ability to convey trust.
- e. Empathy: The provision of caring, individualized attention to the community members.

2. Method and Analysis

Research Design

This study employs a quantitative research approach, which is fundamentally grounded in the positivist paradigm. Positivism assumes that social and managerial phenomena consist of an objective reality that can be discovered through systematic observation and empirical measurement [7]. This approach is justified by its commitment to value-free inquiry and objectivity, ensuring that the researcher remains independent of the observed phenomena to produce replicable and unbiased results [8]. By utilizing numerical data and statistical rigor, this methodology is particularly suited for testing predetermined hypotheses and uncovering causal relationships within specific populations [9].

Furthermore, the research utilizes a survey design, which is a dominant method in management studies for gathering general descriptions of population characteristics and measuring the influence of independent variables on dependent variables [10]. The structured nature of this design provides scalability and statistical validity, allowing for empirical generalizations that are central to positivist inquiry [11]. Through this systematic

framework, the study evaluates the level of community satisfaction with high precision, aligning with the goal of uncovering universal patterns in public service administration.

Variables and Indicators

The study involves two primary variables:

- a. Independent Variable (X) - Public Service Quality: Measured through indicators of simplicity, clarity, certainty, security, and administrative efficiency as outlined in the Ministry of State Apparatus Empowerment Regulation No. 17 of 2017.
- b. Dependent Variable (Y) - Community Satisfaction: Measured using the Community Satisfaction Survey (SKM) guidelines from Regulation No. 14 of 2017, which assesses the level of satisfaction on a scale of 1 to 4.

Population and Sample

The data were collected from 80 respondents in Dimito Village. The sampling technique ensures that the respondents represent the community members who have directly interacted with the village's administrative services.

Data Analysis Technique

The data collected through questionnaires were analyzed using the following steps:

- a. Validity and Reliability Testing: To ensure the consistency and accuracy of the research instruments.
- b. Descriptive Statistical Analysis: To describe the distribution of respondents' answers regarding service dimensions (e.g., Transparency, Participation, Simplicity).
- c. Simple Linear Regression: Used to test the hypothesis and determine the extent of the influence of Service Quality (X) on Community Satisfaction (Y).

3. Result and Discussion

a. Variable X: Public Service

The distribution of respondents' answers regarding the Public Service variable is analyzed through several dimensions, including simplicity and clarity. The following tables summarize the empirical findings:

Table 1. Distribution of Respondents' Answers Based on the Dimension of Simplicity

| Respondent's Answer | Number of Respondents | Percentage |
|---------------------|-----------------------|------------|
| Strongly Disagree | 0 | 0% |
| Do not agree | 0 | 0% |
| Doubtful | 3 | 3.8% |
| Agree | 38 | 47.5% |
| Strongly agree | 39 | 48.8% |
| Amount | 80 | 100%, |

Data source: SPSS Data Processing Results, 2021

Based on Table 1, the majority of respondents expressed high satisfaction with the simplicity of services, with 48.8% strongly agreeing and 47.5% agreeing. This indicates that the procedures and administrative workflows in Dimito Village are perceived as straightforward and easy to follow by the community.

Table 2. Distribution of Respondents' Answers Based on the Dimension of Clarity

| Respondent's Answer | Number of Respondents | Percentage |
|---------------------|-----------------------|------------|
| Strongly Disagree | 0 | 0% |
| Do not agree | 0 | 0% |
| Doubtful | 1 | 1.3% |
| Agree | 31 | 38.8% |
| Strongly agree | 48 | 60% |
| Amount | 80 | 100%, |

Data source: SPSS Data Processing Results, 2021

Table 2 shows that 60% of respondents strongly agree and 38.8% agree regarding the clarity of public services. This demonstrates that both technical and administrative requirements in Dimito Village are clearly communicated to and understood by the public.

b. Variable Y: Community Satisfaction

The assessment of Community Satisfaction is categorized into dimensions of transparency and participation, as presented in the following tables:

Table 3. Distribution of Respondents' Answers Based on Transparent Dimensions

| Respondent's Answer | Number of Respondents | Percentage |
|---------------------|-----------------------|------------|
| Strongly Disagree | 0 | 0%, |
| Do not agree | 0 | 0%, |
| Doubtful | 2 | 2.5%, |
| Agree | 50 | 63.3%, |
| Strongly agree | 27 | 34.2%, |
| Amount | 80 | 100%, |

Data source: SPSS Data Processing Results, 2021

As shown in Table 3, 63.3% of respondents agree that the village government is transparent. Transparency in community satisfaction is reflected in how survey results are published and made accessible to the entire community, fostering a sense of openness in public administration.

Table 4. Distribution of Respondents' Answers Based on the Participatory Dimension

| Respondent's Answer | Number of Respondents | Percentage |
|---------------------|-----------------------|------------|
| Strongly Disagree | 0 | 0% |
| Do not agree | 0 | 0% |
| Doubtful | 3 | 3.8% |
| Agree | 47 | 58.8% |
| Strongly agree | 30 | 37.5% |
| Amount | 80 | 100% |

Data source: SPSS Data Processing Results, 2021

Table 4. indicates that 58.8% of the community agree with the level of participation. Involvement of the community and relevant stakeholders in the satisfaction survey process is essential to ensure that the results reflect the actual conditions of the service.

c. Instrument Testing (Validity and Reliability)

Validity testing was conducted to determine the accuracy of the questionnaire items for both variables.

Table 4. Results of Validity Test for Variable Items

| Indicator | r count | r table | Description |
|-----------|---------|---------|-------------|
| y1 | 0.347 | 0.1646 | Valid |
| y 2 | 0.618 | 0.1646 | Valid |
| y 3 | 0.688 | 0.1646 | Valid |
| y 4 | 0.747 | 0.1646 | Valid |
| y 5 | 0.318 | 0.1646 | Valid |
| y 6 | 0.235 | 0.1646 | Valid |
| x1 | 0.782 | 0.1646 | Valid |
| x 2 | 0.773 | 0.1646 | Valid |
| x 3 | 0.654 | 0.1646 | Valid |
| x 4 | 0.416 | 0.1646 | Valid |
| x 5 | 0.703 | 0.1646 | Valid |
| x 6 | 0.577 | 0.1646 | Valid |
| x 7 | 0.502 | 0.1646 | Valid |
| x 8 | 0.518 | 0.1646 | Valid |
| x 9 | 0.626 | 0.1646 | Valid |
| x 10 | 0.240 | 0.1646 | Valid |

Data Source: Primary Data Processed, 2021

With a sample size (N=80) and df = N-2 (78), the r table value is 0.1646. The results show that for all 16 items across both variables, the r count is greater than the r table, confirming that all items are valid for further analysis.

Reliability Statistics

Table 5. Cronbach's Alpha

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .733 | .773 | 6 |

Data source: Primary data processed, 2021

The reliability test for the community satisfaction variable yielded a Cronbach's Alpha of 0.733, which is higher than the 0.60 threshold, proving that the research instrument is consistent and reliable.

d. Simple Linear Regression Analysis

Simple linear regression was utilized to measure the influence of Service Quality on Community Satisfaction.

Table 6. Simple Regression Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 27,939 | 5.216 | | 5.357 | .000 |
| | Community Satisfaction | .636 | .198 | .341 | 3.208 | .002 |

Data source: Primary data processed, 2021

The resulting regression equation is:

$$Y = 27.939 + 0.636X$$

The constant value of 27.939 indicates the baseline level of public service quality when community satisfaction is at zero.

The regression coefficient of 0.636 implies that for every 1% increase in community satisfaction, the perceived quality of public services increases by 63.6%, assuming other factors remain constant.

As mandated by Law Number 25 of 2009 concerning Public Services, every provider is required to apply service standards as a benchmark for performance. In Dimito Village, public services are generally aligned with these legal requirements. The quality of public services has progressed well, evidenced by annual service innovations and clear procedures that address community expectations [12]. This alignment suggests that the village apparatus has understood the fundamental legal obligations of providing standardized administrative assistance to the residents.

According to [13] (2011: 48), citing the State Administration Institute (LAN) 1998 and Kepmenpan Number 81 of 1995, good service must prioritize simplicity, clarity, and certainty. The empirical data confirms that Dimito Village possesses these attributes, supported by defined service fees, clear technical requirements, and established completion schedules. The high percentage of respondents agreeing with the "Simplicity" and "Clarity" dimensions indicates that the bureaucratic barriers that often hinder village-level administration have been successfully minimized. The evaluation of public officials' performance in providing public services is a key factor in this public assessment [14].

However, several indicators require further attention. Security and Transparency must be continuously enhanced to ensure legal certainty and public understanding across all hamlets. Transparency is not merely about providing information but ensuring that the community understands the "why" and "how" of every administrative decision. Furthermore, Efficiency remains a critical point; the village government should prevent repetitive requirements—such as asking for the same physical documents for different services—and ensure an economical process where no unauthorized fees are charged. This is crucial for maintaining the integrity of the village office as a trusted public institution.

One significant challenge identified in this study is the Service Time. While the government aims for a "one-day service" policy, some administrative tasks currently take 1 to 2 days, leading to minor public complaints. In the context of modern governance, time is a critical component of quality. Delays, even if only by a day, can disrupt the community's economic or personal activities. Additionally, the village needs to maintain robust quantitative criteria, such as tracking the daily volume of services and response times, to monitor performance trends and identify peak periods where extra staff might be needed. This is consistent with research showing that public satisfaction acts as a mediator between service quality and the adequacy of local government services [15].

Consistent with Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform Number 14 of 2017, community satisfaction must be measured regularly to identify specific

weaknesses. Transparency in publishing survey results is vital for accountability; when the community sees that their feedback is being recorded and acted upon, their trust in the village apparatus increases. Participation, sustainability, and neutrality are the pillars that will ensure service quality in Dimito Village runs optimally, free from the influence of personal, familial, or group interests which are often prevalent in small-scale village dynamics.

The positive effect found in this research (0.636 or 63.6%) confirms that public service quality is a fundamental cornerstone of community satisfaction in rural and local government contexts. This significant correlation aligns with the findings of [16], which emphasize that the efficiency of government supply is a central factor in enhancing resident satisfaction through balanced development policies. In rural settings, the perceived quality of municipal infrastructure and administrative services directly fosters community stability and reduces the propensity of residents to move [17]. Furthermore, the impact of service quality is increasingly recognized as a key driver for the younger generation in rural areas, where satisfaction is often mediated by the level of trust in local government institutions [4]. Consequently, to foster long-term well-being and bridge existing urban-rural disparities, the Dimito Village Government must prioritize a citizen-centric approach by improving service reliability and ensuring the equitable distribution of administrative facilities.

4. Conclusion

Based on the results of the research and discussion, several conclusions can be drawn:

- a. Public Service Quality (Variable X): The quality of public services in Dimito Village is categorized as good, particularly in the dimensions of simplicity and clarity. The village government has successfully implemented service standards that align with national regulations, making it easier for the community to access administrative needs.
- b. Community Satisfaction (Variable Y): The level of community satisfaction is high, supported by transparency and participatory practices. However, there are still notes regarding service time efficiency and the need for better security in handling administrative documents.
- c. Influence of Quality on Satisfaction: There is a positive and significant influence of service quality on community satisfaction in Dimito Village. The regression analysis shows a coefficient of 0.636, meaning that every improvement in service quality will significantly increase community satisfaction.
- d. Recommendations: To maintain and improve these results, the Dimito Village Government should:
 - 1) Strictly enforce the one-day service target to minimize time-related complaints.
 - 2) Digitalize administrative records to prevent repetitive data requests.
 - 3) Conduct Community Satisfaction Surveys (SKM) periodically and transparently as a basis for annual performance evaluation.

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