The Influence Of Service Quality On Community Satisfaction In The Development Of Population Administration
(Case Study at Kependudukan and Pencatatan Sipil Offices of Surade Region, Sukabumi Regency)

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Article Information	ABSTRACT
Corresponding Author: Suci Ayu Sudari, Management Department, Jakarta Global University, Depok, Indonesia. Email: suci@jgu.ac.id	The study aims to know the influence of service quality on community satisfaction in the development of population administration at Kependudukan and Pencatatan Sipil Offices of Surade Region, Sukabumi Regency. Along with developments, various public complaints are often found regarding the decline in professionalism in public services in almost all government sectors or regions which are marked by a decrease in the quality of public services, especially in making population administration according to procedures. The variables used in this study are service quality as an independent variable and community satisfaction as the dependent variable. This study used questionnaire as the instrument of collecting data. Analysis data for this study used simple regression analysis. The result showed that the hypothesis testing for the effect of service quality on satisfaction obtained a t-count value of 8.361 with a significance level of $0.000 < 0.05$ then and the t-count value $= 8.361 >$ t-table $= 1.661$, so that the service quality variable has significant and positive effect on satisfaction. **Keywords:** Service quality, community satisfaction, administration service

1. INTRODUCTION

Public services are closely related to an activity carried out by certain agencies to provide assistance and convenience for the community to achieve a goal. The government system in Indonesia adheres to a decentralized system so that the tasks of the government are now more likely to be carried out by local governments. This is done with the assumption that local agencies are more able to reach the surrounding community so that the welfare of the community will be achieved more quickly. Region institution is expected to have good service quality so that community satisfaction will be more increase.

Quality must be measured from the point of view of the speed of regional service employees and the community's response to the quality of the service itself. In this case the personal interests of the community are very influential. Therefore, in general, in managing service quality, it must be in accordance with the interests, uses and desires expected by the community. The fulfilment of the needs, desires and interests of the community as well as the value of service quality is largely determined by the satisfaction of the community itself. Satisfaction is associated with behavior rather than the attitude of the community or the party being served. Satisfaction is the level of feeling after comparing what is received and what is expected (Husein, 2015). Satisfaction also can be defined as person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (service) to their expectations (Kotler & Keller, 2014). If performance fails to meet expectations, society will be dissatisfied. If performance is in line with expectations, people will be satisfied. If performance exceeds expectations, society will be very satisfied or happy. Unsatisfactory population administration services will lead to reduced public awareness or even disappointment, anger which leads to community complaints.

The Surade area of Sukabumi Regency consists of 11 (eleven) villages namely Buniwangi Village, Cipeundeuy Village, Citanglar Village, Gunung Sungging Village, Jagamukti Village, Kedaleman Village, Kademangan Village, Pasiripis Village, 3 Sirnasari Village, Sukatani Village, and Wanasari Village. The eleven villages must of course get the attention and services of the Surade Territory apparatus in various

interests in order to fulfil their rights and obligations as well as their responsibilities as community members. The Surade Territory must be able to provide the best and timely service. Service quality can be defined as expected level of excellence and control over that level of excellence to fulfil customer desires (Tjiptono, 2019). The services provided by the regional apparatus are a reflection of the fulfilment of all administrative interests of the community.

In the service system provided by the Disdukcapil Surade area of Sukabumi Regency, there are some people who are satisfied with their services, but there are others who are not satisfied with the services provided by the Surade Region of Sukabumi Regency regarding services in making population administration such as making ID cards. or e-KTP, KK and other administrative creations and extensions. This is a big challenge for the Surade Regional Population Service, Sukabumi Regency in building image and performance in providing satisfactory services.

The Surade Population Service of Sukabumi Regency needs to know and understand the behaviour of the people who come, ask to be served, feel and evaluate services in order to fulfil the interests, needs and satisfaction of the people it serves. Along with developments, various public complaints of a decline in professionalism in the context of public services are often found in almost all government sectors or regions which are marked by a decrease in the quality of public services, especially in making population administration according to procedures. This is proven by the fact that there are still many problems regarding public complaints about the slowness of management which are not quickly handled by the apparatus themselves, such as procedures that seem convoluted due to a rigid bureaucracy, the behaviour of individuals who seek profit, lack of hospitality which also affects the quality of service for the community. Based on the descriptions and phenomena above, the authors are interested in conducting further research that discusses the quality of public services and their influence on community satisfaction. Therefore, in this study the researcher took the title "The Influence of Service Quality on Community Satisfaction in The Development of Population Administration, case study at Kependudukan and Pencatatan Sipil Offices of Surade Region, Sukabumi Regency".

2. LITERATUR REVIEW
Service Quality
Service quality is the expected value of excellence and control over the level of control to be able to meet customer desires and needs (Tjiptono & Gregous, 2016). The services provided by the regional apparatus are a reflection of the fulfillment of all administrative interests of the community. Quality must be measured from the point of view of the speed of regional service employees and the community's response to the quality of the service itself. In this case the personal interests of the community are very influential. Therefore, in general, in managing service quality, it must be in accordance with the interests, uses and desires expected by the community. Based on the above understanding which discusses the quality of service, this can be concluded that the quality of public services is everything that is expected by the community so that the agency or government can meet the interests, desires and needs of the community.

Customer Satisfaction
Satisfaction is more associated with behavior (behavior) than the attitude of the community or the party being served. Satisfaction is the level of a person's feelings after doing comparison what customers received and their expectations (Husein, 2015). Satisfaction can be defined as person's feeling of pleasure or disappointment arising from comparing the perceived performance of the product (service) to their expectations (Kotler & Keller, 2014). If performance is not able to meet expectations, people will feel dissatisfied. In addition, customer satisfaction is consumer's feeling for the performance of the product or service where consumer has expectation about the product or service (Sudari et al, 2019). Based on the above definition shows that satisfaction is a fulfillment of desires and expectations. The community can be said to be satisfied with the services provided by government agencies if the expectations and interests of the community are in accordance with the needs and interests and even exceed expectations.

The Influence of Service Quality on Community Satisfaction
Basically, the ultimate goal of a company or government agency is to create customer and community satisfaction by providing good service. Consumers or people who are satisfied by the services of companies or government agencies are the basic capital for companies/agencies. This is in accordance with previous research which showed that community satisfaction was strongly influenced by the quality of public services (Dahmiri & Suzana, 2018). And according to the results of other studies which show that service quality has a direct effect on customer satisfaction, and service quality has an indirect effect on customer satisfaction through satisfaction as an intervening variable (D. Irawan & Japarianto, 2018).

Theoretical Framework
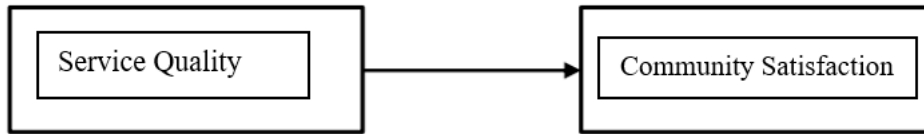
Picture 1. Theoretical Framework

Based on the theoretical framework above, the hypotheses formed are:

H0 : Service Quality has no influence on Community Satisfaction in The Development of Population Administration at Kependudukan Dan Pencatatan Sipil Offices of Surade Region, Sukabumi Regency.

Ha : Service Quality has influence on Community Satisfaction in The Development of Population Administration at Kependudukan Dan Pencatatan Sipil Offices of Surade Region, Sukabumi Regency

3. RESEARCH METHOD (10 PT)

The research method used is a combination of descriptive and associative methods. Descriptive method is a research method to find out the value of independent variables, either one or more variables without making comparisons or being associated with other variables (Bambang, 2013). While the associative method is said to be a correlational method, this method is used to determine the relationship between two or more variables (Bambang, 2013). Associative research can be said as a continuation of the descriptive method which only collects, presents data carefully and thoroughly, but the descriptive method does not test hypotheses about the relationship between variables. The unit of analysis in this study is the people who make population administration at the Surade Regional Population Service, Sukabumi Regency. The population of this research is people who come and are interested in managing various population administrations at the Surade Regional Office, Sukabumi Regency during July 2020 as many as 1,500 people based on the results of field observations conducted by researchers. For sample number determination, this study used Slovin's formula, which is 94 people or respondents as sample. The analytical model used in this study is a regression analysis model with the service quality variable as the independent variable and customer satisfaction as the dependent variable.

4. RESULTS AND ANALYSIS (10 PT)

Demographic Profile

Based on the results of the distribution of the questionnaires to the respondents, the following is attached the characteristics of the respondent's profile as follows:

Table 1
Respondent Characteristics

Attribute	Category	Respondent Number	Percentage (%)
Gender	Male	56	60%
	Female	38	40%
	Total	94	100%
Respondent's Age	< 20 years old	35	37%
	21-30 years old	26	28%
	31-40 years old	22	23%
	41-50 years old	11	12%
	Total	94	100%
Education	Junior High School	18	19%
	Senior High School	42	45%
	Diploma / Bachelor	22	23%
	Master / Doctor	12	13%
	Total	94	100%

From the table above, the characteristics of the number of 94 respondents based on male sex as many as 56 people or 60% and women 54 as many as 38 people or 40%. Then respondents based on the age between <20 years as many as 35 people or 37%, ages 21-30 years as many as 26 people or 28%, ages 31-40 years as many as 22 people or 23%, while the age between 41-50 years as many as 11 people or 12%, and for the characteristics of respondents based on junior high school education as many as 18 people or 19%, high school education as many as 42 people or 45%, Diploma 3 (D3)/Bachelor (S1) as many as 22 people or 23% and Postgraduate as many as 12 people or 13%.

Instrument Test

1. Validity test

Table 2
Validity Test Result

No	Instrument	Critical Value	Note
1	Service Quality	0,3	Valid
2	Community Satisfaction	0,3	Valid

The table shows the result of the validity test. All the variables are valid with critical value 0,3.

2. Reliability Test

Table 3
Reliability Test Result

No	Instrument	Cronbach's Alpha	Note
1	Service Quality	0,821	Reliable
2	Community Satisfaction	0,833	Reliable

The table shows the result of the reliability test. All the variables are reliable with cronbach's alpha for all the variables is more than 0,6.

Correlation Test

To find out how much influence service quality has on community satisfaction, the authors use the following analysis:

Table 4

Correlation Test Result

			Kualitas Pelayanan	Kepuasan Masyarakat
Spearman's rho	Kualitas Pelayanan	Correlation Coefficient	1,000	,472**
		Sig. (2-tailed)	.	,000
		N	94	94
	Kepuasan Masyarakat	Correlation Coefficient	,472**	1,000
		Sig. (2-tailed)	,000	.
		N	94	94

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, it is known that the correlation value of the level of closeness of the variable X (quality of service) to the variable Y (community satisfaction) is 0.472 with the correlation value between 0.40 – 0.599, having criteria for a moderate level of closeness or level of relationship.

Regression Analysis

Simple regression analysis was used to determine the influence of service quality on community satisfaction. The regression analysis results in this study are presented in the following table:

Table 5

Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,864	3,138		2,506	,014
	Kualitas Pelayanan	,506	,061	,657	8,361	,000

a. Dependent Variable: Kepuasan Masyarakat

Based on the table above, the results of the regression analysis are Y = 7,864 + 0,506 x, which means that if the service quality increases by 1 point, then the community satisfaction increases by 7,864 points, if the service quality increases by 2 points, the satisfaction of 76 people increases by 2 x 0,506. which is 1.012 assuming the constant value is at 7.864. Furthermore, based on the results of hypothesis testing for the effect of service quality on satisfaction, the t-count value is 8.361 with a significance level of 0.000 < 0.05 then H0 is rejected and Ha is accepted and the t-count value = 8.361 > t-table = 1.661, so that the service quality has an influence which is significant and positive on satisfaction.

Determination Test

To be able to know further how much influence the two variables have, it can be known by determining the value of the coefficient of determination which is stated with the following results:
KD = r2 x 100%
KD = 0, 4722 x 100%
KD = 0,2227 x 100%
KD = 22,27%

Based on the results of the above calculations, it is known that the coefficient of determination is 22.27%. Which means that the effect of service quality on community satisfaction is 22.27% and the remaining 77.73% is influenced by other factors outside the research variables.

5. CONCLUSION (10 PT)

The results of the study answer the research objective, namely to determine the effect of service quality on community satisfaction, and the results of testing the hypothesis of the influence of service quality on satisfaction obtained that the service quality variable has a significant effect and positive on satisfaction. This result is in line with some previous studies by Irawan (2018), Dahmiri (2018), Sudari et al (2019), Riyani (2018). The influence of service quality on community satisfaction is proven to have an effect, the head of the department always carries out activities related to positive changes in employee work patterns so that the goals and vision and mission can be carried out properly. This study also has limitations, namely the independent variable used is only one and still uses simple regression analysis. Suggestions for further research, can add other independent variables and use simple regression analysis or path analysis..

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