THE INFLUENCE OF LOCATION ACCESSIBILITY ON COMMUNITY SATISFACTION WITH THE QUALITY OF TEXAS DISTRICT PUBLIC HEALTH SERVICES AS INTERVENING VARIABLES

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Abstract

In this study the population was the Texas District Public Health Services , namely as many as 950 people. From the basis for determining the writer's sample based on the Slovin formula with an error tolerance of `10%, the number for the sample is 91 respondents. the first hypothesis is accepted, meaning that location accessibility (X) has a significant effect on community satisfaction (Y1). the second hypothesis is rejected, meaning that location accessibility (X) has no significant effect on community satisfaction (Y2). the third hypothesis is accepted, meaning that service quality (Y1) is an intervening variable that mediates the effect of location accessibility (X) on community satisfaction (Y2).

*Keywords:*Human resource management, Location accessibility, Service quality, Satisfaction

INTRODUCTION

Government administration carried out by government agencies at the center, in the regions, and within the State Owned Enterprises or Regionally Owned Enterprises uses the term service conception to the community as public service which includes administrative services, permits and public services. In the fourth paragraph of the Preamble to the 1945 Constitution, it is expressly stated that the task of the Government of the Unitary State of the Republic of Indonesia is to protect the entire Indonesian nation and all of Indonesia's bloodshed, promote public welfare, educate the nation's life and participate in carrying out world order, eternal peace and social justice. . To be able to carry out these general tasks properly, the State Apartur needs to be equipped with the ability to serve the community.

Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer or community satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for repeat buyers (use), creates customer loyalty and forms recommendations word of mouth, all of which benefit the company. When reviewed further, the achievement of community satisfaction through service quality can be improved by several approaches. Customer satisfaction is shifting towards government bureaucracy in the context of public services, because improving the quality of public services in the form of service is very important as the end point of the whole bureaucratic reform. Therefore, Public services provided by the public sector are still unsatisfactory to the public. Public services carried out by the bureaucracy do not serve customers (customers) but serve citizens.

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Viewed from an economic point of view, service is a means of satisfying human needs as is the case with goods. But services have their own characteristics that are different from goods.

According to Tjiptono (2010) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Therefore the position of the government apparatus in public services is very strategic because it will greatly determine the extent to which the government is able to provide the best possible service to the community, which will thus determine the extent to which the state has carried out its role properly in accordance with its founding goals. Public service can be interpreted as providing services (serving) the needs of a person or community who have an interest in the organization in accordance with the basic rules and procedures that have been determined.

Apart from the prime service factor, access to the location of companies/government agencies or producers is a very important consideration for the community to enjoy public services for all forms of services they need, therefore an easily accessible and strategic location is a driving force in increase in community satisfaction. The phenomenon at the Sei Suka Deras Village Office over the past two years has seen an increase in interest in visiting the community because this village office prioritizes excellent service, and seeing the location which is located near the Access Road Kuala tanjung crossing which is easy to reach further increases added value to the Sei Village Office Like Fast. Then the community feels that now all forms of management in any case are getting easier and faster.

LITERATURE REVIEWS

Human Resource Management

Human resource management is the set of organizational activities directed at attracting, developing and retaining an effective workforce. Managers have a big role in directing people in the organization to achieve the expected goals, including thinking about how to have human resource management (HRM) that is able to work effectively and efficiently.

Location Accessibility

One of the variables or factors of marketing, namely location, also contributes to the success of a company. Because it must be admitted that consumers or potential customers will be very helpful if when they want a product or service, they want to enjoy the product or service as soon as possible.

Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with the economic aspect, this definition was put forward by Fandy Tjiptono in Wahyudi (2014: 7).

Service quality

According to Tjiptono (2016) service quality is the level of excellence expected and control over that level of excellence to fulfill customer desires. Based on the opinion

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above, it can be concluded that there are main factors that influence service quality, namely: Expected services and perceived/perceived services.

Satisfaction

Schnaars (Harbani Pasolong, 2010: 221) states that: The creation of customer satisfaction can provide benefits, including: the relationship between customers and agencies becomes harmonious, provides a good basis for repeat buyers (use), creates customer loyalty and forms word of mouth recommendations word of mouth, all of which benefit the company. Based on this understanding of customer satisfaction, it can be concluded that customer satisfaction is the level of one's feelings after consuming a product or service towards the needs, wants, and expectations he wants.

METHODS

In this study the population was the Texas District Public Health Services, namely as many as 950 people. From the basis for determining the writer's sample based on the Slovin formula with an error tolerance of `10%, the number for the sample is 91 respondents

Data analysis is a desire to classify, make a sequence, manipulate and abbreviate data so that it is easy to read and understand. In other words, data analysis activities are raw data that has been collected needs to be categorized or divided into several categories or groups, abbreviated in such a way that the data can answer problems according to research objectives and can test hypotheses (Silaen and Widiyono, 2013).

RESULTS AND DISCUSSION

Multiple Linear Regression Testing

Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			Tolerance	VIF
1	(Constant)	8,212	1867		4,398	.000		
	Accessibility_Location_X	045	.126	.034	.360	.720	.967	1,034
	Quality_Service_Y1	.431	088	.467	4,894	.000	.967	1,034

a. Dependent Variable: Satisfaction_Society_Y2

Based on these results, the multiple linear regression equation has the formulation: $Y2 = a + b1X + b2Y1 + \varepsilon$, so that the equation is obtained:

$$Y2 = 8.212 + 0.045X + 0.431Y1 + \varepsilon$$

The description of the multiple linear regression equation above is as follows:

a. The constant value (a) of 8.212 indicates the level of community satisfaction (Y2) if location accessibility (X) and service quality (Y1) are equal to zero.

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b. The regression coefficient value of service accessibility (X) (b1) is 0.045 indicating the large role of location accessibility (X) on community satisfaction (Y2) assuming the variable service quality (Y1) is constant. This means that if the accessibility factor (X) increases by 1 value unit, it is predicted that community satisfaction (Y2) will increase by 0.045 value units assuming constant service quality (Y1).

c. The regression coefficient value of service quality (Y1) (b2) is 0.431 indicating the large role of service quality (Y1) on community satisfaction (Y2) assuming the location accessibility variable (X) is constant. This means that if the service quality factor (Y1) increases by 1 value unit, it is predicted that community satisfaction (Y2) will increase by 0.431 value units assuming location accessibility (X) is constant.

t test (Partial)

Partial Test (t) Equation 1

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	Tolerance	VIF
1	(Constant)	12,479	1817		6,867	.000		
	Accessibility_Location_X	.260	.149	.182	1,742	085	1,000	1,000

a. Dependent Variable: Quality_Service_Y1

Hypothesis test of the influence of local accessibility variables (X) on service quality variables (Y1).

The form of hypothesis testing based on statistics can be described as follows:
Decision Making Criteria:

1. Accept H0 If tcount < ttable or -tcount> - ttable or Sig. >0.05
2. Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable or Sig. < 0.05

Table 4.16 obtains a tcount value of 12.479 With α = 5%, ttable (5%; 91-k = 89) obtained a ttable value of 1.662 From this description it can be seen that tcount (12.479) > ttable (1.662), as well as the value the significance is 0.00 <0.05, it can be concluded that the first hypothesis is accepted, meaning that the location accessibility variable (X) has a positive and significant effect on service quality (Y1).

Partial Test (t) Equation 2

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	std. Error	Betas	t	Sig.	Tolerance	VIF
1	(Constant)	8,212	1867		4,398	.000		
	Accessibility_Location_X	045	.126	.034	.360	.720	.967	1,034
	Quality_Service_Y1	.431	088	.467	4,894	.000	.967	1,034

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a. Dependent Variable: Satisfaction_Society_Y2

Hypothesis test for the effect of location accessibility (X) on community satisfaction (Y2)

The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:

1. Accept H0 If tcount < ttable or -tcount> - ttable or Sig. >0.05
2. Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable or Sig. < 0.05

From the table above, a tcount value of 0.360 is obtained with α = 5%, ttable (5%; 91-k = 89) obtained a ttable value of 1.662. From this description it can be seen that tcount (0.360) < ttable (1.662), and its significance value is 0.00 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that location accessibility (X) has no significant effect on community satisfaction (Y2).

Hypothesis test for the effect of service quality (Y1) on community satisfaction (Y2)

The form of hypothesis testing based on statistics can be described as follows: Decision Making Criteria:

1. Accept H0 If tcount < ttable or -tcount> - ttable or Sig. >0.05
2. Reject H0 If tcount ≥ ttable or -tcount ≤ - ttable or Sig. < 0.05

From the table above, a tcount value of 4.894 is obtained with α = 5%, ttable (5%; 91-k = 89) obtained a ttable value of 1.662. From this description it can be seen that tcount (4.894) > ttable (1.662), and its significance value is 0.00 <0.05, it can be concluded that the third hypothesis is accepted, meaning that service quality (Y1) has a significant effect on community satisfaction (Y2).

Direct and Indirect Relations

No	Variable	Direct	Indirects	Total	Criteria	Conclusion
1	Location Accessibility (X)	0.034	0.182	-	Not significant	No As Independent Variable
2	Service quality (Y1)	0.467	-	0.849	Significant	As an Intervening Variable

CLOSING

Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. The things proposed state that: From the table above, a tcount value of 12.479 is obtained with α = 5%, ttable (5%; 91-k = 89) obtained a ttable value of 1.662. From this description it can be seen that tcount (12.479) > ttable (1.662)), and a significance value of 0.00 <0.05, it can be concluded that the first hypothesis is

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accepted, meaning that location accessibility (X) has a significant effect on community satisfaction (Y1).

2. From the table above, a tcount value of 0.360 is obtained with $\alpha = 5\%$, ttable (5%; 91-k = 89) obtained a ttable value of 1.662. From this description it can be seen that tcount (0.360) < ttable (1.662), and its significance value is 0.00 > 0.05, it can be concluded that the second hypothesis is rejected, meaning that location accessibility (X) has no significant effect on community satisfaction (Y2).

3. From the results of the above calculations, a tcount value of 4.894 is obtained with α (5%; nk = 89) a ttable value of 1.662. From this description it can be seen that tcount (4.894) > ttable (1.662), it can be concluded that the third hypothesis is accepted, meaning that service quality (Y1) is an intervening variable that mediates the effect of location accessibility (X) on community satisfaction (Y2).

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