THE EFFECT OF THE QUALITY OF COMMUNITY SERVICE ON THE SATISFACTION OF CITIZENS
(Quantitative Analysis Study in Central Antapani Village)

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Abstract

This research purpose to find out how the quality of community service and citizen satisfaction, as well as to know how the quality of community service on the satisfaction of citizens on the village of Antapani Central Bandung. Factor tested in the study were the quality of community service as a factor (X) or as an independent variable, and citizen satisfaction as a factor (Y) or as a dependent variable. Research methods in this study use descriptive and verifiative methods. This study the population is a resident of Central Antapani Village. The technique to determine the sample is non probability sampling with non parametric test techniques, so that number of research samples amounted to 100 people. The Anaysis method conducted in this study uses multiple linear regression with a significance level of 5%. The program used to process data analysis, researchers for social science (SPSS) Version 22. Based on the result of research compiled partially and simultaneously indicates that the quality of community service in providing an important role to the satisfaction of citizens is 73,3%.

Keywords: *Quality, Community Service and Citizen Satisfaction.*

1.   INTRODUCTION

Following era 4.0, there are many rapid changes in citizens so that the government must anticipate their desire to provide optimal services. With conditions like this, of course, the dissemination of information between individuals and citizens as a support for service activities in achieving government goals.

Opening space to gain access to public information is an important role played by community services. Services have challenges to meet the needs of all citizens in providing access to information continuity. For the sake of the sustainability of the organization, the community service division is required to be responsive to the public interest and contribute to the public information system for the benefit of citizens.

In improving regional autonomy services, it becomes one of the government's efforts in improving extensive services to citizens. The quality of service provided becomes a contributing factor to the government. Therefore, the local government is required to improve the quality of service to the citizens, then the Village Agency which becomes one part of the sub-district device is formed to help and carry out half the obligations of the camat in providing good service.

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In an effort to improve the quality of service, Central Antapani Village has an obligation in dealing with community complaint issues specifically in the community service division. With the improvement of community services, it is desirable to increase the fulfillment of the needs and desires needed by local residents to get services in accordance with the minimum service sign (SPM) applicable to regulation No. 65 of 2005 article 1 paragraph 6 which mentions that: "Minimum service standards (SPM) are provisions on the type and quality of basic services that are mandatory affairs for those who have the rights obtained by every citizen in a minimum".

The community service division has an obligation to know and evaluate various public opinions or issues that occur in citizens to provide guidance on various policies of the Village Agency to create harmony between the organization and the citizens in an effort to achieve mutual insufficiency. Public communicators are required to be able to convey all information to citizens properly.

The community service division must comply with service policies to improve the quality of good service to improve and meet the expectations of citizens. The service division must improve the quality of service based on response, focus, and speed of response in serving citizens who come to the village to improve the quality of service in the eyes of citizens.

Based on the results of research studies, there are still several factors of citizen dissatisfaction in community service that are still low in The Village of Antapani Central Bandung. There are several problems that occur including the following:
1. Service staff that often do not exist during village hours.
2. Lack of clear service staff in providing answers to community complaints about their needs.
3. Less clear in providing an explanation of the requirements for making the type of community needs such as KTP, KK, Death Certificate, Birth Certificate, and others.

Based on these problems, researchers feel compelled to conduct deeper research related to the problem of citizen satisfaction with the community service of Antapani Village in Central Bandung which has not been maximal so that it has not prioritized the quality of community service. Because of this, researchers are interested in conducting research with the title **"The Influence of Quality of Community Service on Citizen Satisfaction (Quantitative Analysis Study on Antapani Village in Central Bandung)".**

2. LITERATURE REVIEW

1.1 Quality

Every service user in an agency or company basically in providing services to citizens, is expected to provide quality services. According (Kotler, 1997:49) says that "Quality is the totality of features and characteristics of a product or service that bear on it's ability to satisfy stated or implied needs." Which means that in quality contains the characteristics and overall properties of the service product whose ability is used to satisfy the needs that have an influence on a service product.

Another definition according to (Pasolong, 2013: 210) about quality says that quality is a finished product in the form of goods or services, said to be quality if the product can meet one's needs. Based on the theory explained that quality has a relationship with products, services and others to the services provided to customers can provide satisfaction for the service provided, which exceeds a certain expectation.

Quality is a standard that must be achieved by a person, group, institution or organization including the quality of human resources, the quality of the way of working, the process and work of a product in the form of goods and services, according to (Triguno, 1997: 76).

Based on the above exposure, it can be known that the quality of a good or service can be declared quality if it can meet the standards of consumer needs for the value of service products provided that can provide satisfaction to customers. Quality is one of the supporting factors that can provide the value of satisfaction of work through customer or consumer reactions at the time of receiving the service provided.

1.2 Quality of Service

The main thing in the quality of service is the fulfillment of customer needs and desires with good communication accuracy to meet the expectations and desires of customers or consumers towards their expectations.

According to Zemke, Ron, and Scaff, Dick (1988: 121) said that the quality of service compares expectations to a service based on reality and experience they get, so that the service has a big influence on consumer assessment of the quality of services received.

In measuring the quality of service felt by customers, lies in the dimension of service quality described by Kurniawan (2008) and quoted by Zeithaml, Parasuraman, and Berry that to measure the quality of service can be seen by 5 indicators namely:

1. Tangible includes employee equipment, physical facilities, and means of communication.
2. Realibility includes services provided accurately, quickly, and satisfactorily.
3. Responsiveness includes services provided by responsiveness to meet the wishes of customers.
4. Assurance includes the ability, decency, knowledge and nature of service staff in providing their services to citizens.
5. Emphaty is an ease in conducting good interaction or communication delivery, such as relationships and fulfillment of service quality needs to serve to be a powerful tool in excellence for the field of service in the organization.

The way the organization provides satisfaction to customers internally and externally determines the success rate of an organization that is influenced by service, customer activities as a service consumer (external) concentrate the organization in a system, to look more efficient and effective in accordance with customer expectations in carrying out service activities and quality products.

1.3 Community Service

An activity or activity carried out by an individual or group based on material that factors in appropriate systems, methods, and procedures in an effort to meet the needs of others with their rights. Service is a process that is done routinely that is inseparable from the lives of citizens.

Service is an activity or series of activities that are invisible (not can be tasted) that occur as a result of interaction between consumers and employees or other things provided by the service provider company intended to solve problems in the community, according to Groonros in Ratminto and Atik (2005: 2).

Community service is closely related to government affairs, because the government has a responsibility in providing good service to the citizens. The benchmark in the government's quality assessment is that depending on the quality received by the citizens is good enough or not. The development of community services arises from the obligation of government administration that is individual or group.

1.4 Satisfaction of the Citizens

Satisfaction is satisfaction and feeling happy about something that contains satisfaction, pleasure, relief and so on the dictionary Indonesian. According to Kotler (1997: 24) customer satisfaction is a feeling that arises can be a sense of pleasure or disappointment when comparing perceptions or impressions on the results of a product or performance results and expectations themselves.

Based on the opinion of the above experts it can be known that customers who will feel satisfied depending on the suitability of their expectations and they will feel happy if their expectations can be fulfilled properly. For man's hope is the impulses of satisfaction from deep need.

In measuring citizen satisfaction, researchers outlined customer satisfaction measurements

referring to Kenedy and Young (in Supranto 2006) which included the following indicators:

1. Availability of service or customer presence is the level of customers who meet directly with the service provider.
2. Responsiveness of service or responsiveness of service is the level of service providers in providing a rapid reaction in responding to customer requests.
3. Timeliness of service or punctuality is the level of performance performed in accordance with the specified time frame and agreement.
4. Professionalism of service is the level of service providers in showing the right and professional behavior, attitude, and style during work in providing services.
5. Over all satisfaction with service or overall with service is the level of service provider when treating customers well so that they will feel comfortable.
6. Over all satisfaction with product or overall with goods is the level of performance of service providers will be considered very good if the services provided are also good.

3.   RESEARCH METHODS/METHODOLOGY

The research object is located at the Central Antapani Village Agency, Jl. Jatiwangi Raya No. 17A Kec. Antapani, Bandung City, West Java 40291. The time of this study was conducted from August 2021 to December 2021. Research preparation is conducted in October, research seminars are conducted in November, research conduct is conducted in December.

Researchers use descriptive and verifiative (causal) research types with quantitative method approaches to facilitate researchers in conducting research. This type of descriptive research is the preparation of writing about the actual circumstances that occur in accordance with the object and circumstances that are happening actually at the time of the research.

Quantitative method approaches are obtained the signification of variable relationships to be studied or differences in a group. To examine a particular population and sample, to obtain data collection is used research instruments, quantitative or statistical data analysis that aims to analyze and test established hypotheses.

The data collection technique in this study is derived from secondary and primary data. Secondary data includes books, documents, literature in the organization, and uses previous research in the form of scientific journals, thesis, and all kinds of readings related to the problem or problem to be studied.

The data collection used in this study uses the following techniques, namely:

1. Literature studies by analyzing the literature, books, and all kinds of readings related to the problem to be studied to collect the information and data needed.
2. Field Studies, a series of observation activities by spreading questionnaires or questionnaires and conducting interviews with the person concerned.
3. Observation by making a direct visit to the location of the research object, namely at The Village of Antapani Tengah jalan Jatiwangi Raya No. 17A Antapani, Bandung 40291.

In this study, two types of variables include:

a. Independent variables include factors related to the quality of tangible community service (X1), reliability (X2), responsiveness (X3), assurance (X4), and emphaty (X5).
b. The dependent variable in this study is Citizen Satisfaction (Y).

In order for this research to be carried out appropriately and can reduce the occurrence of errors in the preparation of this thesis, there must be a clear interpretation of the scope of research in accordance with the title of research on the Effect of Quality of Community Service on Citizen Satisfaction (Quantitative Study of The Influence of Community Service Quality on The Satisfaction of Citizens of Antapani Village in Central Bandung).

In this study included two variables that will be used, namely as follows:

1. Dependent variables or bound variables are research variables that are measured to find out how much impact and influence from other variables.
2. Independent variables or free variables are variables that can have an effect on other variables. Free variables become variables that have an influence on the variables that researchers want to know.

Each measurement in this study variable uses a ordinal measurement scale and an instrument scale that has used a likert scale with a range of 1-5. Respondents should describe, and support positive and negative statements to answer a statement related to the measurement scale indicator.

This study population is all citizens who perform community services to the village of Central Antapani. The population has heterogeneous properties that are seen from variations in age, education, to gender.

The sample in this direct study belongs to residents who use community services in Central Antapani Village. Saleh (2001: 152) said that the amount of sample needed is determined by the degree of accuracy needed by researchers to estimate the mean or average of the population derived from the observation of the sample.

In this study used non-parametric tests and related sample size according to Sitepu (1994: 104-109) which can be achieved with several stages of calculation. So that the sample or (n) at least 98 people and rounded to 100 respondents.

Data analysis technique is a process of finding data that has been systematically compiled based on data that has been obtained from research results. In this study, researchers used multivariate analysis which is a statistical method that allows researchers to conduct research on more than two variables at the same time.

This study in multivariate analysis used simple linear regression analysis in SPSS Version 22 Software. These include methode of successive intervals, validity and reliability tests, classical assumptions of normality and heteroskedasticity, simple linear regression analysis, hypothesis tests, and determination coefficient tests.

4. RESULTS AND DISCUSSION

It should be emphasized that the conclusion is not a summary of the entire article content or abstract repetition. Conclusions are the results of research that illustrates the opinions of researchers. Conclusions written in a paragraph do not use serial numbers or are quoted. To find out the background of respondents who have been sampled in this study, a diagram of respondent profile descriptions consisting of gender, age, and also employment status.

Will be explained and presented the tendency of answers from respondents related to the quality of public service variables, which consist of 5 dimensions namely tangible, realibity, responsivennes, assurance, and emphaty through the following frequency and percentage distribution approach.

Based on the results of research on the quality of community service, The Village of Central Antapani indicates that the total value of the actual score obtained from all statements that make up the public service quality variable is 4551 and the ideal score is 5500, while the total percentage value obtained is 82.47% and the mean score of 4.12 belongs to the good category.

Based on the results of research on the satisfaction of the citizens of Central Antapani village indicates that the total value of the actual score obtained from all statements that make up the variable of citizen satisfaction is 2443 and the ideal score of 3000, while the total percentage value obtained is 81.43% and the mean score of 4.07 which is already included in the good category.

The quality of community service has a significant effect on the satisfaction of citizens, it is determined based on research conducted by researchers. The amount of influence of the quality of community service in contributing to the satisfaction of citizens by 73.3%.

CONCLUSION

1. Researchers obtained information on the quality of community service of Central Antapani village which indicated that the total value of the actual score obtained from all statements that make up the quality variable of community service was 4551 and the ideal score of 5500, while the total percentage value obtained was 82.47% and the mean score of 4.12 belonged to the good category.

2. Researchers obtained information about the satisfaction of the citizens of Central Antapani village which indicated that the total value of the actual score obtained from

all statements that make up the citizen satisfaction variable was 2443 and the ideal score of 3000, while the total percentage value obtained was 81.43% and the mean score of 4.07 which was already included in the good category.

3. The quality of community service has a significant effect on citizen satisfaction, it is determined based on research conducted by researchers. The amount of influence of the quality of community service in contributing to the satisfaction of citizens by 73.3%.

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