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Factors of real aspect, empathy, confidence, responsivity, reliability that affect community satisfaction in services in Belawang district office, Barito regency, Kuala

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ABSTRACT

This study aims to determine "what are the factors that influence community satisfaction with services at the Belawang District Office, Barito Kuala Regency, seen from the aspects of tangible (touchable), realible (reliable), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy)?" This research uses a descriptive design with quantitative methods. The data sources used are population and sample. Data collection techniques using literature, observation, interviews, documentation, and questionnaires. The results obtained in this study, namely the factors that most influence community satisfaction in the Belawang District Office, can be seen from the real, convincing, and empathetic aspects. Because it is carried out and carried out properly and in accordance with the expectations of the community, so that community satisfaction with services will increase. However, in contrast to the responsiveness and reliability aspects, it does not affect community satisfaction because its application is not in accordance with what is expected by the community, so that it can reduce the level of community satisfaction but still affect satisfaction.



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Introduction

The government is a public organization that has the function and purpose of providing public services to the community. In a government institution that is oriented towards the welfare of the people, public service is one of the important elements. Service can be defined as serving the needs of individuals or communities who have an interest in the organization in accordance with the principles and procedures determined (N. Sari, 2019). In the 1945 Constitution of the Unitary State of the Republic of Indonesia, it is stated that the state is obligated to assist every citizen as a basis for fulfilling rights and needs in the context of administering public services in the Indonesian state. Law Number 25 of 2009, which intends to provide clear legal certainty to the public regarding the administration of public services (Republik Indonesia, 2009). According to (Tamara et al., 2018) One of the expectations of the community as recipients of services is to want services that are fair and equitable and satisfying. So that service activities are very influential on the achievement of quality and smooth activities in society (Suandi, 2019).

From the above statement it is clear that one of the goals that must be fulfilled by the state with its government system is public service that can be expected by every citizen. In other words, the government is obliged to

provide quality public services to the community. The central government will only be able to serve the community well with a good performance from public services in an area (Utami & Suryanto, 2013). According to (Satispi & Si, 2018), public services are all service activities carried out by public service providers as an effort to meet public needs and implement the provisions of laws and regulations. Quality public services will satisfy the community, because the community can directly assess the performance of the services that have been provided, community satisfaction is very dependent on the quality of service that has been provided by service officers. Basically, community satisfaction is the public's perception of the services provided by public service providers. The goal of community satisfaction for public organizations is very important because it relates to public trust. If the community enjoys the convenience of service in a short time, is processed quickly, is done correctly and has satisfactory results, then the public service can be said to be efficient. Public services based on KEPMENPAN Number 63/KEP/M.PAN/7/2003, are all activities carried out by public service providers as an effort to fulfill the wishes of service recipients and implement statutory provisions (Keputusan Menteri, 2003). If public satisfaction is high, then it will describe good government performance, or vice versa. If public satisfaction is low, it will be a bad image for the government (Simarmata et al., 2020).

In addition, according to (Mardiyanto & Ismowati, 2017), public service can be interpreted as serving the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined. The measure of the level of success of service delivery itself can be determined by the satisfaction of service recipients (Yulistiani, 2020). Services are needed by the community in their daily lives, it can even be said that human life cannot be separated from service. According to (Tanjung et al., 2022) services can be carried out as individual activities, even groups always demand the government to provide quality public services, but sometimes what the community wants is not in accordance with the expectations of those who want quality services because public services that occur in this way are still too long, windy, slow, and boring. As well as the absence of incentives from superiors to strive for an increase in service quality. Efforts to improve the quality of public services are often neglected, this has a very negative effect on the development of service quality. According to Mahmuda in (Keliat, 2020) states that public services are all service activities carried out by public service providers as an effort to fulfill public policy and implement the provisions of laws and regulations.

The community will feel very satisfied if they get good service, and of course it will create a positive impression on every community, especially on the performance of government officials (Supriaddin, 2018). According to (Rawis, Rasilia Ruru, Joorie Kolondam, 2022) the implementation of public services, government apparatus creates prosperity. Civil Servants (PNS) as community employees need to have a good impression in serving the community. The impression given by employees in providing services to the community will be largely determined by their abilities. Therefore, every state civil apparatus (ASN) is responsible and must be able to provide good service in order to increase public trust in the government (Eliza, 2015). The government of the Belawang District Office is required to always maintain employee discipline at all times as an improvement in service quality. According to (Anastasia & Tjiptono, 2015) defines service quality as one of the dynamic conditions associated with products, services, people, processes, and the environment that meet or exceed expectations.

If the community gets good service from employees, the community will feel very satisfied, and vice versa if the community gets poor service, the community will feel less pleased. Providing service quality from employees will greatly affect the level of satisfaction or dissatisfaction of the community (J. P. Sari et al., 2019). The success of a service can be calculated based on the level of service satisfaction in accordance with the interests and desires of the community. Not only service providers, service users are also a benchmark as a determinant of satisfactory service quality. Service and community satisfaction are two things that cannot be separated because, with satisfaction, related parties can correct each other to what extent the services provided are getting better or vice versa (Istanti, 2020). According to (Mochamad Nasiro, 2019) mentions five dimensions of service quality that can affect community satisfaction, namely Tangible (touchable), Realible (reliable), Responsiveness (responsiveness), Assurance (guarantee), and Empaty (empathy).

The Belawang District Office is one example of an office that is required to provide services to people who want administrative services, and correspondence. The Belawang District Office as a government agency that has the task of providing various public services is always required to work well in serving the community. However, at the Belawang District Office there are still several obstacles regarding public services and low community satisfaction with the services that have been carried out, such as a lack of knowledge of their duties and responsibilities in carrying out tasks such as being late to the office, the absence of these employees at work hours which causes the community to waiting for long. As well as inadequate office facilities. Where according to Yamit in vina means that customer satisfaction (consumers) is the result (outcome) felt by the star of using products and services, equal to or exceeding the desired expectations (Sitompul, 2018).

Research conducted by (Kuncoro, 2017) stated that service quality has a positive and significant influence on community satisfaction in the Bengalon District Office, East Kutai Regency, and employee morale has a positive and significant influence on community satisfaction in the Bengalon District Office, East Kutai Regency. Then jointly, the effect of service quality and employee morale on community satisfaction in the Bengalon District Office of East Kutai Regency is 45.5%, which means that the remaining 54.5% is influenced by other factors. Furthermore, research conducted by (Alfionita & Gunawan, 2020) indicated that there was a close relationship between service quality and community satisfaction based on the coefficient results obtained. Partially shows that the significant value for the effect of service quality on community satisfaction is 0.042 0.05 and $t_{count} 2.648 > t_{table} 1.665$, then H_0 is rejected and H_a is accepted. This means that there is an influence between service quality and community satisfaction. Based on the situation above, the researcher is interested in taking research with the title "Factors Influencing Community Satisfaction with Services at the Belawang District Office, Barito Kuala Regency.

Method

This research uses a quantitative descriptive approach. According to (Sugiyono, 2019), research with quantitative methods is a research method based on the philosophy of positivism; quantitative methods are used in research with a determined population or sample; data are collected using research instruments; data analysis is carried out quantitatively or statistically in nature; and it aims to test predetermined conjectures so as to explain or describe the factors that influence community satisfaction with services at the Belawang District Office. The location where this research was carried out was at the Belawang District Office which is located at Jl. Belawang RT.03 Belawang District, Barito Kuala Regency, South Kalimantan Province, Indonesia. The time of this research was conducted from January to May 2022.

Variables, Operational Definitions and Research Indicators

Variables used in research are classified into dependent variables and independent variables. The dependent variable or dependent variable in this study is community satisfaction (Y). The independent variables or independent variables in this study are Tangible (X1), Realible (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5). As for the operational definition of variables, for more details, variables, operational definitions and indicators will be described in the table below:

Table 1. Variables, Operational Definitions and Indicators

Variable	Operational definition	Indicator
Quality of Service (X) Tangible (X1)	The ability of an institution to demonstrate its existence to external parties. The appearance and ability of the agency's physical facilities and infrastructure that can be relied upon by the condition of the surrounding environment is clear evidence of the services provided by the service provider.	1. The equipment used is adequate 2. The service room is adequate and comfortable 3. Neat physical appearance of employees
Realistic (X2)	The ability of agencies to provide services as promised accurately and reliably. Performance must be in accordance with community expectations, which means timeliness, the same service for all people without errors, a sympathetic attitude and with high accuracy. +	1. Demonstrate a genuine interest in providing service 2. Service personnel are always there 3. Providing accurate service (error free) 4. Responsible for providing services
Responsiveness (X3)	Policies to assist and provide fast and appropriate services to the public by conveying clear information	1. Willing to respond to complaints and requests from service users 2. Provide fast service 3. Willing to help service users
Assurance (X4)	Knowledge, courtesy and the ability of employees to foster public trust in an institution. This includes several components including communication, credibility, security, competence and courtesy.	1. Employees have extensive knowledge in answering various questions from service users 2. Provide a sense of security in providing services 3. Employees are friendly and polite in providing services

Variable	Operational definition	Indicator
Empathy (X5)	Give sincere and individual or personal attention given to the community by trying to understand consumer desires. An agency is expected to have understanding and knowledge about society.	<ol style="list-style-type: none"> 1. Prioritize the interests of service users 2. Serving with a friendly attitude, polite and polite and willing to serve wholeheartedly 3. Employees understand and appreciate the needs of service users

Population and Sample

The population taken in the study was 70 people who had received services at the Belawang District Office. Determination of the sample using nonprobability sampling, namely by accidental sampling. This means that the determination of the sample is based on chance, that is, anyone who is found by chance who belongs to the selected village is used as a respondent. To determine the sample size, the Slovin method can be used as follows:

$$n = N / (1 + N \times (e^2))$$

Where :

n : The number of samples required

N: Total population

e: Presentation of unattached allowance due to sampling error that is still desirable.

Where to use a margin of error of 10%, the number of samples taken is as follows:

$$n = 70 / (1 + 70 \times (0,1)^2)$$

$$n = 70 / (1 + (0,7))$$

$$n = 70 / 1.7$$

$$n = 41,17 = 41$$

The population of respondents is a number of people who have asked for services at the Belawang District Office totaling 70 people, so the sample taken as a study using the Slovin formula with an error rate of 10% is 41 people. Measurement Scale. The Likert scale is used as a choice of community responses in filling out community satisfaction questionnaires. The score given to each respondent is as follows:

Table 2. Questionnaire Scoring Technique

Respondents Answer	Score
Strongly agree	5
Agree	4
Neutral	3
Don't agree	2
Strongly Disagree	1

Data collection technique

Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. Data collection techniques can be done in several ways, namely library research, observation, interviews, documentation and questionnaires.

Data analysis technique

The data analysis technique used by researchers is descriptive statistics. Data analysis in this study uses the percentage formula from Husaini Usman (2007: 127) as follows:

$$\frac{f}{N} 100 = P$$

With: F = frequency of respondents' answers

N = number of samples

P = percentage

After that, to measure the opinion of respondents, the following score interpretation criteria were used:

Table 3. Data Interpretation Criteria

Percentage	Value criteria
0-20	Very Dissatisfied
21-40	Not satisfied
41-60	Quite satisfied
61-80	Satisfied
81-100	Very satisfied

Results and Discussion

According to Lupiyoadi and Hamdani in (Meithiana, 2019), the results obtained from the results of distributing a questionnaire to determine the factors that influence community satisfaction in services at the Belawang District Office according to Lupiyoadi and Hamdani in (Meithiana, 2019) which are based on aspects of Tangible, Reliable, Responsiveness, Assurance and Empathy, the results can be obtained as follows:

Tangible Aspect

The Equipment Used In Serving the Community Is Adequate

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 4. Respondents' answers about the equipment used in serving the community are adequate

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	-	-
Agree	10	24
Neutral	11	27
Don't agree	20	49
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

It can be seen from the table above that the respondents' answers regarding the equipment used in serving the community were sufficient, namely no one stated strongly agreed, 10 people (24%) agreed, 11 people (27%) stated neutral, 20 people (49%) stated disagree and no one stated strongly disagree. It can be concluded that the equipment used in serving the community is in fact not completely modern, seen from the number of respondents who chose not to agree regarding the statement that the equipment used in serving the community was sufficient, namely 20 people with a percentage of 49%. This is because the e-KTP recording machine and printing machine are not functioning properly, making it difficult for people who want to request services.

Adequate and comfortable service space during the service process

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 5. Respondents' Answers about Adequate and Comfortable Service Space During the Service Process

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	7	17%
Agree	30	73.2%
Neutral	4	9.8%
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

It can be seen from the table above that the respondents' answers regarding adequate and comfortable service rooms during the service process were as many as 7 people (17%) stated that they strongly agreed, 30 people (73.2%) agreed, 4 people (5%) stated that they were neutral, and no one disagreed and strongly disagreed. From the results obtained, 73% of respondents agreed that the service space was adequate and comfortable during the service process. This can be seen from the availability of seats in the service waiting room which makes people comfortable when carrying out the service process. There is also a fan in the service room.

Service Officers Look Neat When Providing Services

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 6. Respondents' Answers about Service Officers Looking Neat When Providing Services

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	15	36,6
Agree	25	61
Neutral	1	2,4
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

It can be seen from table 17 above that the respondents' answers regarding service officers looking neat when providing services were as many as 15 people (36.6%) stated that they strongly agreed, 25 people (61%) agreed, 1 person (2.4%) stated neutral, and no one stated that they disagreed and strongly disagreed. From the results obtained, as many as 61% of respondents stated that they agreed that the service staff should have a neat appearance when providing services in terms of a clean appearance and in accordance with the specified procedures. With a neat appearance will make people happy to see it. In the following, we will see a recapitulation of respondents' answers to the Tangible aspects in the table below:

Table 7. Recapitulation of Respondents' Answers to Tangible Aspects

No. Item	Alternative answers					Amount
	SS	S	N	TS	STS	
1)	-	24	27	49	-	100
2)	17	73,2	9,8	-	-	100
3)	36,6	61	2,4	-	-	100
Σ	53,6	158,2	39,2	49	-	300
%	18	53	13	16	-	100

Source: Processed from primary data, 2022

Based on table 18 above, as many as 53% of respondents stated that services at the Belawang District Office based on assessment criteria on tangible aspects were included in the quite satisfied category. This can be seen from the inadequate equipment used in the service process.

Realistic Aspect (Reliable)

Service Officers Show a Genuine Interest in Providing Service

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 8. Respondents' Answers about Service Officers Showing a Genuine Interest in Providing Services

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	10	24,4
Agree	26	63,4
Neutral	5	12,2
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on the table above, the respondents' answers regarding service officers showed a genuine interest in providing services, namely as many as 10 people (24.4%) stated that they strongly agreed, 26 people (63.4%) agreed, 5 people (12.2%) declared neutral, and no one stated that they disagreed and strongly disagreed.

From the results obtained, 63% of respondents said they agreed that service officers showed a genuine interest in providing services. This is because it is the duty of service officers to serve the community sincerely without coercion from any party. In fact, people will feel very happy if served sincerely and will come back to ask for service.

Service Officers are always there when someone wants to ask for service

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 9. Respondents' Answers about Service Officers Always There When Someone Wants to Request Service

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	2	4,9
Agree	15	36,6
Neutral	19	46,3
Don't agree	5	12,2
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on the table above, the respondents' answers regarding service officers are always there when someone wants to ask for service, namely 2 people (4.9%) stated that they strongly agreed, 15 people (36.6%) agreed, 19 people (46.3%)) stated neutral, 5 people (12.2) stated that they did not agree and no one stated that they strongly disagreed. It can be seen from the data above that as many as 46% of respondents said they were neutral/indecisive about service officers who were always there when someone wanted to ask for service. This is because there are still some service officers who are not in place when there are people who need service assistance, so people have to wait first or even people are asked to come again the next day.

Service Officers are Responsible for Providing Services If There Are Mistakes

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 10. Respondents' Answers about Service Officers Responsible for Providing Services If There Are Mistakes

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	17	41.5
Agree	16	39
Neutral	7	17,1
Don't agree	1	2,4
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on the table above, the respondents' answers regarding service officers are responsible for providing services if there are errors, namely as many as 17 people (41.5%) stated that they strongly agreed, 16 people (39%) agreed, 7 people (17.1%) stated that they were neutral, 1 person (2.4%) stated that they did not agree and no one stated that they strongly disagreed. It can be seen from the data above that as much as 41.5% of respondents said they strongly agreed that service officers were responsible for providing services if there were errors. This is because the officer has the right to make repairs if there is an error in the service process.

Service Officer Provides Service Accurately (Error Free)

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 11. Respondents' Answers about Service Officers Providing Services Accurately (Error Free)

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	3	7,3
Agree	8	19,5
Neutral	23	56,1
Don't agree	7	17,1
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on the table above, the respondents' answers regarding service officers providing services accurately (error free), namely as many as 3 people (7.3%) stated that they strongly agreed, 8 people (19.5%) agreed, 23 people (56.1%)) stated neutral, 7 people (17.1%) stated that they did not agree and no one stated that they strongly disagreed. It can be seen from the data above that as many as 56.1% of respondents said they were neutral about service officers providing services accurately (error free) because there were still mistakes made in the service process. for example, such as writing on the files that the public asked the officers. We can see the results of the recapitulation of respondents' answers regarding the Realible aspect in the following table:

Table 12. Recapitulation of Respondents' Answers to Realistic Aspects

No. Item	Alternative answers					Amount
	SS	S	N	TS	STS	
1)	24,4	63,4	12,2	-	-	100
2)	4,9	36,6	46,3	12,2	-	100
3)	41,5	39	17,1	2,4	-	100
4)	7,3	19,5	56,1	17,1	-	100
Σ	78,1	158,5	131,7	31,7	-	400
%	19	40	33	8	-	100

Source: Processed from primary data, 2022

Based on the table above, as many as 40% of respondents stated that services at the Belawang District Office based on assessment criteria on the real aspect were included in the dissatisfied category. Judging from the inaccuracy of service officers in providing services to the community, there are still mistakes made during the service process and service officers who are not always there when there are people who need service immediately.

Aspects of Responsiveness (Responsiveness)

Service Officers Are Willing To Respond To Complaints and Requests Of Service Users

As a good service officer should respond to any complaints from the community. Helping every complaint faced by the community by finding a solution so that what the community is complaining about gets a way out. From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 13. Respondents' Answers about Service Officers Willing to Respond to Complaints and Requests from Service Users

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	15	36,6
Agree	21	51,2
Neutral	5	12,2
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on the table above, the respondents' answers regarding service officers are willing to respond to complaints and requests from service users, namely as many as 15 people (36.6%) stated that they strongly agreed, 21 people (51.2%) agreed, 5 people (12.2%) declared neutral, and no one stated that they disagreed and strongly disagreed. Judging from the data above, as many as 51.2% of respondents said they agreed that service officers were willing to respond to complaints and requests from service users. This is because service officers always respond well to any complaints from the public in carrying out the service process. So that what is a complaint from the community immediately resolved.

Service Officer Provides Quick Service

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table 14.

Table 14. Respondents' Answers about Service Officers Providing Services Quickly

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	2	4,9
Agree	8	19,5
Neutral	24	58,5
Don't agree	7	17,1
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on table 14 above, the respondents' answers regarding service officers providing services quickly were as many as 2 people (4.9%) stated that they strongly agreed, 8 people (19.5%) agreed, 24 people (58.5%) stated neutral, 7 people (17.1%) stated that they did not agree and no one stated that they strongly disagreed. Judging from the data above, 58.5% of respondents said they were neutral about service officers providing fast services.

This is because there are still those who think the service provided is slow and there are also those who say the service provided is fast.

Service Officers Are Willing To Help Service Users Who Need Help

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table 15:

Table 15. Respondents' Answers about Service Officers Willing to Help Service Users Who Need Help

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	14	34
Agree	19	46
Neutral	8	20
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on table 26 above, the respondents' answers regarding service officers are willing to help service users who need assistance, namely as many as 14 people (34%) stated that they strongly agreed, 19 people (46%) agreed, 8 people (20%) stated neutral, and did not there were those who disagreed and strongly disagreed. It can be seen from the data above that as many as 46% of respondents said they agreed that service officers are willing to help service users who need help because it is the duty of service officers to always be willing to help people who need help. Then we can see the results of the recapitulation of respondents' answers regarding the Responsiveness aspect in the following table:

Table 16. Recapitulation of Respondents' Answers to the Responsiveness Aspect

Item	Alternative answers					Amount
	SS	S	N	TS	STS	
1)	36,6	51,2	12,2	-	-	100
2)	4,9	19,5	58,5	17,1	-	100
3)	34	46	20	-	-	100
Σ	75.5	116.7	90.7	17,1	-	300
%	25,17	38,9	30,23	5,7	-	100

Source: Processed from primary data, 2022

Based on table 16 above, as many as 38% of respondents stated that services at the Belawang District Office based on the assessment criteria on the responsiveness aspect were included in the dissatisfied category. This is because some people think that the service process is still slow and makes people wait a long time.

Assurance Aspect (Guarantee)

This guarantee aspect is related to service officers who have extensive knowledge, provide a sense of security and are friendly in providing services. So we can see several indicators from the assurance aspect, namely as follows:

Service Officers Have Extensive Knowledge in Answering Various Questions from Service Users

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 17. Respondents' Answers about Service Officers Having Extensive Knowledge in Answering Various Questions from Service Users

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	8	19.5
Agree	31	75,6
Neutral	-	-
Don't agree	2	4,9
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on table 17 above, the respondents' answers regarding service officers have extensive knowledge in answering various questions from service users, namely as many as 8 people (19.5%) stated that they strongly agreed, 31 people (75.6%) agreed, 2 people (4.9%) stated that they did not agree and no one stated that they were neutral and strongly disagreed. Judging from the data above, as much as 75% said they agreed that service

officers had extensive knowledge in answering various questions from service users. This is because the service officers have been given training so that they have additional extensive knowledge in order to be able to answer any questions raised by the public.

Service Officer Provides a Sense of Security in the Service Process

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 18. Respondents' Answers about Service Officers Providing a Sense of Security in the Service Process

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	18	43,9
Agree	20	48,8
Neutral	3	7,3
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on table 18 above, the respondents' answers regarding service officers provide a sense of security in providing services, namely as many as 18 people (43.9%) stated that they strongly agreed, 20 people (48.8%) agreed, 3 people (7.3%) declared neutral, and no one stated that they disagreed and strongly disagreed. From the data above, it can be seen that 43.9% of respondents said they strongly agreed and 48.8% of respondents said they agreed that service officers provide a sense of security in providing services. Because basically maintaining the security of service users is the duty of service officers to be free from danger and all kinds of risks that cause chaos during the service process.

Service Officers Be Friendly and Polite in Providing Services

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 19. Respondents' Answers about Service Officers Being Friendly and Polite in Providing Services

No	Alternative Answers	Frequency (f)	Percentage (%)
3)	Strongly agree	19	46,34
	Agree	19	46,34
	Neutral	3	7,32
	Don't agree	-	-
	Strongly Disagree	-	-
	Amount	41	100

Source: Processed from primary data, 2022

Based on table 19 above, the respondents' answers regarding service officers being friendly and polite in providing services, namely as many as 19 people (46.34%) stated that they strongly agreed, 19 people (46.34%) agreed, 3 people (7.32%)) stated neutral, and no one stated disagree and strongly disagree. Judging from the data above, 46.34% of respondents said they strongly agreed and agreed that service staff were friendly and polite in providing services. Because every service officer always shows a friendly, polite and courteous attitude in serving the community so that people are happy with the services that have been provided.

Then we can see the results of the recapitulation of respondents' answers regarding the Assurance aspect in the following table:

Table 20. Recapitulation of Respondents' Answers to the Assurance Aspect

Item	Alternative answers					Amount
	SS	S	N	TS	STS	
1	19,5	75,6	-	4,9	-	100
2	43,9	48,8	7,3	-	-	100
3	46,34	46,34	7,32	-	-	100
Σ	109.74	170.74	14,62	4,9	-	300
%	36	57	5	2	-	100

Source: Processed from primary data, 2022

It can be seen from table 20 above that as many as 57% of respondents stated that services at the Belawang District Office based on the assessment criteria on the assurance aspect were included in the quite satisfied category. Because service officers have extensive knowledge in answering any questions from the public, service

officers also provide a sense of security, are friendly and polite to service users. Although there are still some who think that service officers do not have extensive knowledge and are not friendly and polite in serving the community.

Empathy Aspect (Empathy)

Service Officer Prioritizes the Interests of Service Users

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 21. Respondents' Answers about Service Officers Prioritizing the Interests of Service Users

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	8	19.5
Agree	16	39
Neutral	15	36,6
Don't agree	2	4,9
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on table 21 above, the respondents' answers regarding service officers prioritize the interests of service users, namely as many as 8 people (19.5%) stated that they strongly agreed, 16 people (39%) agreed, 15 people (36.6%) stated neutral, 2 people (4.9%) stated that they did not agree and no one stated that they strongly disagreed. Judging from the data above, 39% of respondents said they agreed and 36.6% of respondents said they were neutral about service officers prioritizing the interests of service users. Because officers in serving the community always prioritize the interests of service users regardless of who requests the service, but there are also those who think service officers do not prioritize the interests of service users but rather prioritize people who have high positions. Every service officer should consider the same degree of every member of society regardless of rank or position.

Service officers serve with a friendly, polite and courteous attitude and sincerely serve wholeheartedly

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following table:

Table 21. Respondents' Answers about Service Officers Serving with a Friendly, Polite, and Polite Attitude and Sincerely Serving Wholeheartedly

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	19	46
Agree	18	44
Neutral	4	10
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Based on table 21 above, the respondents' answers regarding service officers serving with a friendly, polite and polite attitude and willing to serve wholeheartedly, namely as many as 19 people (46%) stated that they strongly agreed, 18 people (44%) agreed, 4 people (10%) stated neutral, and no one stated that they disagreed and strongly disagreed. Judging from the data above, as many as 46% of respondents said they strongly agreed and 44% said they agreed that the service staff served in a friendly, polite and courteous manner and sincerely served wholeheartedly. To make people feel happy and satisfied in the service process, service officers must serve the community with a friendly attitude, courtesy and have a sincere heart.

Service Officers Understand and Appreciate What Service Users Need

From the results of distributing questionnaires to 41 respondents, the results can be seen in the following Table 22. The respondents' answers regarding service officers understand and respect what is needed by service users, namely as many as 10 people (24%) stated that they strongly agreed, 27 people (66%) agreed, 4 people (10%) stated that they were neutral, and no one stated disagree and strongly disagree. Judging from the data above, as many as 66% of respondents said they agreed that service officers understand and respect what service users need. Because every service officer always understands and appreciates what the community needs (table 2). So we can see the results of the recapitulation of respondents' answers regarding the Empathy aspect in the following Table 23.

Table 22. Respondents' Answers about Service Officers Understanding and Appreciating What Service Users Need

Alternative Answers	Frequency (f)	Percentage (%)
Strongly agree	10	24
Agree	27	66
Neutral	4	10
Don't agree	-	-
Strongly Disagree	-	-
Amount	41	100

Source: Processed from primary data, 2022

Table 23. Recapitulation of Respondents' Answers to Aspect Four

No. Item	Alternative answers					Amount
	SS	S	N	TS	STS	
1)	19.5	39	36,6	4,9	-	100
2)	46	44	10	-	-	100
3)	24	66	10	-	-	100
Σ	89.5	149	56,6	4,9	-	300
%	29,8	49,7	18,9	1,6	-	100

Source: Processed from primary data, 2022

It can be seen from table 23 above that as many as 49% of respondents stated that services at the Belawang District Office based on evaluation criteria on the empathy aspect were included in the quite satisfied category. because officers prioritize the interests of service users, are friendly and polite and have a sincere intention wholeheartedly in serving the community and understand and respect what is needed by service users or the community. Although there are still those who think service officers do not prioritize the interests of service users. From the several aspects that we have discussed above, we can see in the table below the results of the recapitulation of the factors that influence people's satisfaction with services at the Belawang District office, namely as follows:

Table 24. Recapitulation of Factors Influencing Public Satisfaction with Services

No	Aspect	Alternative answers					Amount
		SS	S	N	TS	STS	
1	Tangibles	18.53	53	13	16	-	100
2	reliability	19	40	33	8	-	100
3	Responsiveness	25,17	38,9	30,23	5,7	-	100
4	assurance	36	57	5	2	-	100
5	Empathy	29,8	49,7	18,9	1,6	-	100
	Σ	128	239	100	33	-	500
	%	25,6	47,8	20	6,6	-	100

Source: Processed from primary data, 2022

Based on the table above, it can be seen that the final results of the factors that influence community satisfaction in services at the Belawang District Office with assessment criteria through the aspects of tangible, reliability, responsiveness, assurance, and empathy show that as many as 47.8% of respondents said they agreed with the aspects the. It is proven that the aspects of tangible, reliability, responsiveness, assurance, and empathy have an effect on people's satisfaction.

Tangible Aspects

Community satisfaction with services at the Belawang District office is seen from the tangible aspect; as many as 53% of respondents stated that services at the Belawang District Office based on the assessment criteria were in the entirely satisfactory category. This can be seen from the inadequate equipment used in the service process, such as E-KTP recorders and printing machines that cannot function properly. However, the service staff is neat regarding their appearance when serving the community, and the service room is considered adequate and comfortable when the community is doing. So, fundamental factors influence community satisfaction with services at the Belawang District Office. This is to the relevant previous research results from (Anisa, 2018),

which state that research results affect community satisfaction. This is corroborated by the study's results that service officers look neat and have adequate service space when serving the community.

Realistic Aspect

The factor of community satisfaction with services at the Belawang sub-district office can be seen from the natural aspect; namely, as many as 40% of respondents said that services at the Belawang sub-district office based on the assessment criteria were in the dissatisfied category. This can be seen from the inaccuracy of service officers in providing services to the community so that mistakes are still made during the service process, and service officers are only sometimes there when there are people who need immediate assistance. However, the service personnel will be responsible if there is an error in the service process and will perform the service with genuine interest without coercion. Thus, the reliability factor does not affect community satisfaction with services at the Belawang District Office. This is different from the relevance of the results of previous research from (Anisa, 2018), which stated that research results affected community satisfaction. This is corroborated by the results of a study that service officers still need to be more accurate in serving the community so that there are still mistakes and service officers are not always there when someone wants to ask for service.

Responsiveness Aspect

The factor of community satisfaction with services at the Belawang sub-district office can be seen from the responsiveness aspect in that as many as 39% of respondents said that services at the Belawang District Office based on the assessment criteria were in the dissatisfied category. This can be seen from the services provided by service officers, who are still slow, and people have to wait a long time. Although service officers are always willing to respond to complaints and requests from service users, they respond well to any complaints from the public in carrying out the service process. And service officers are also willing to help service users who need assistance. Service officers will quickly find a way out of the problems the community is currently facing. Thus, the responsiveness factor does not affect community satisfaction with services at the Belawang District Office. This is not in line with the relevant previous research results from (Anisa, 2018), which states that the results of this study affect community satisfaction; this is corroborated by research results which say that service officers are still slow in serving the community.

Guarantee Aspect

The factor of community satisfaction with services at the Belawang District Office was seen from the guarantee aspect that as many as 57% of respondents said services at the Belawang District Office based on the assessment criteria were in the entirely satisfactory category. This can be seen from the service staff, who have extensive knowledge so that they can answer any questions from the public because each service officer has been given special training so that they have extensive knowledge; service officers also provide a sense of security, are friendly and polite to service users. Thus, the certainty factor affects community satisfaction with services at the Belawang District Office. This is different from the relevant previous research results from (Anisa, 2018), which stated that the results of this study did not affect community satisfaction. This is corroborated by research results which say that service workers have extensive knowledge in answering various questions from the community.

Empathy Aspect

The factor of community satisfaction with services at the Belawang District Office has been seen from the Aspect of empathy that as many as 49% of respondents said that services at the Belawang District Office based on the assessment criteria were in the entirely satisfactory category. This can be seen from the service officers who prioritize the interests of service users, are friendly, polite, and courteous, and have a sincere intention wholeheartedly in serving the community; service officers are also able to understand and appreciate what the community needs so that what the community needs is always expedited. Respond. Thus, empathy influences community satisfaction with services at the Belawang District Office. This is in line with the relevance of the results of previous research from (Anisa, 2018), which stated that research results affect people's satisfaction. This is corroborated by research results which say that service officers prioritize the interests of service users and are friendly and polite when serving the community.

Conclusion

Based on the results of the study, it can be concluded that the factors that most influence community satisfaction in the Belawang District Office can be seen in real, convincing, and empathetic aspects. Because it is carried out and carried out properly and in accordance with the expectations of the community, so that community satisfaction with services will increase. However, in contrast to the responsiveness and reliability aspects, it does not affect community satisfaction because its application is not in accordance with what is expected by the community, so that it can reduce the level of community satisfaction but still affect satisfaction.

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