

The Influence of Service Quality on Satisfaction Public on Office Village Rangan, Kuaro District, Paser Regency

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Abstract: The purpose of this study is to determine the service quality variables (X) consisting of reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), evidence (X5), and reliability (X6). physique (X5) influential in a way together to satisfaction community (Y) at the Rangan Village Office, and has a dominant influence on community satisfaction (Y). From results analysis regression linear multiple can equality function $Y = -1.457 + 0.211X_1 + 0.104X_2 + 0.528X_3 + 0.375X_4 + 0.082X_5$. From The results show that the variables of reliability (X1), responsiveness (X2), assurance (X3), empathy (X4), and physical evidence (X5) have a positive influence on public satisfaction at the Rangan Village Office, Kuaro District, Paser Regency. Influence This Also explained with mark R² (Coefficient Determination of 0.858, which means that the variables studied have an influence of 85.8% and the remaining 14.2% are influenced by other variables not included in this study. Correlation Coefficient (R), which describes the strength of the relationship between variable independent And variable dependent can seen on testing, which is 0.933. This means that there is a very strong relationship between the independent variables And dependent. Mark f count 68,890 > f table 2.39 And mark probability 0.000 < 0.05 indicates that the variables of reliability, responsiveness, assurance, empathy, and direct evidence have a simultaneous (together) effect on public satisfaction at the Rangan Village Office. Of the five variables, the empathy variable has a dominant effect, this is evidenced by the calculated t value of 3.596 > t table 2.00665.

Keywords: Community Satisfaction; Reliability; Service Quality

1. Background

An organization is a container or place where a group of people gather to work together. An organization is a formal association system. from two person or more Which Work The same For reach objective certain (Hasibuan 2017:5). One of the activities carried out by the organization is to provide good service to activity units within the organization and outside the organization.

According to Tjiptono in Indahsari (2019:61) "Service quality is a dynamic condition that is closely related to products, services, human resources, as well as process And environment Which at least can fulfil or can even exceed the expected quality of service".

According to Kotler and Keller in Indrasari (2019:90) "satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of a product they are considering with the expected performance (or results)".

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Rangan Village Office, Kuaro District, is a government agency that provides services to the community in carrying out its duties as a government agency that has an obligation to serve the community. like making Letter Business (SKU), Letter Information Marry (SKN), Certificate of Inability to Pay (SKTM), Certificate of Ownership and Buildings/Plants in on Land Country (SKT), Letter Information Domicile, Death Certificates and so on, so that it must provide satisfactory service to the community.

Based on the results of observations and experiences of the services provided at Office Village Range Enough Good, for officer service in Office Rangan Village, Kuaro District, Paser Regency has completed its administration in accordance with with time Which determined, although sometimes the solution a maximum of two days for completion, where if the processing is in accordance with the SOP, the settlement can be completed in just one day.

As a government agency that acts as a service provider to the general public, the Rangan Village Office has a major problem, namely regarding the provision of services, whether the administrative services provided are in accordance with community expectations or not.

Office Village Range is Wrong One village Which located in Kuaro District. The researcher considers it necessary to conduct research at the Rangan Village Office because based on interviews and initial observations, it is interesting to be used as a research object. In addition, there is still a lack of graduates who are relevant to the knowledge possessed by village officials, so that there is a lack of ability from the officials. village in build village to direction Which more proceed. Matter This in line with Imam Ariono's research (2017) education is defined as formal education achieved or obtained at school. Formal education taken is a very important capital because with education a person has the ability and can easily develop themselves in their field of work. For the service process such as making a Certificate of Inability and so on, it is quite good but sometimes there are obstacles at the time of completion so that people wait.

2. Theoretical Study

2.1 Management

According to Sumarni (2022:2) "Management means a the process that carried out to realize organizational goals through a series of activities in the form of planning, organizing, directing, and controlling people/other organizational resources."

Management is a activity in arrange organization, institutions or schools that are human or non-human, so that the goals of the organization, institution or school can be achieved effectively and efficiently. With the management of the effectiveness and efficiency of management elements can be improved.

2.2 Quality of Service

According to Wyckoff in Algifari (2019:2) "quality service is as the level of expected excellence and control over that level of excellence to meet consumer desires".

Service is all form activity company Which No in the form of can fulfil need And desire party other (consumers/community). Good quality of service provided to consumers/community is very important for the life of a company without consumers/community. No Can measure level quality in a service.

2.3 Satisfaction

According to Kotler And Clarke in Algifari (2019:3) "Satisfaction is as statement feeling from somebody Which has to obtain performance services or results to fulfill their expectations".

Satisfaction is a function of the relative level of what is expected. And fact What Which accepted. Quality service interpreted as a size how much Good action service Which given capable meet the satisfaction of service users.

3. Research Methods

The research model used in this study is quantitative research. questionnaire. In this study, the population is the community who visited the Rangan Village Office, the number of which was limited during the research process with the number of people served as many as 140 people. For determine sample Which will used on study This. The researcher used the *Simple Random Sampling* technique with a sample size of 58 people. The data used in this study are in the form of data, sentences, schemes, and images of literature and theories related to this study, general description data at the Rangan Village Office, Kuaro District, Paser Regency. Technique collection data Which used For Strengthening the data in this study is observation, interviews and distribution of questionnaires. In analyzing and testing the hypothesis, the author uses a validity test And reliability, analysis regression linear multiple, coefficient correlation double (R), Coefficient Adjusted (R^2), calculation test F And test T with the help of SPSS version 26.

4. Results And Discussion

4.1 Multiple Linear Regression Analysis

Table 1. Results Analysis Regression Linear Multiple

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
	(Constant)	- 1,457	0.439	
	Reliability	0.211	0.084	0.247

1	Responsiveness	0.104	0.084	0.119
	Guarantee	0.528	0.177	0.385
	Empathy	0.375	0.104	0.235
	Physical Evidence	0.082	0.093	0.074

Source Data: Data which has processed with SPSS V.26

From results analysis data And tabulation data, so can known results the regression equation is as follows:

$$Y = -1,457 + 0.211X_1 + 0.104X_2 + 0.528X_3 + 0.375X_4 + 0.082X_5$$

Which means that :

- The constant value is -1.457, meaning that even though X_1 , X_2 , X_3 , X_4 , and X_5 are equal to 0 (zero), the value of the Y variable (Public Satisfaction) is -1.457.
- The coefficient of variable X_1 is 0.211, which means that if the variable X_1 value = 1 unit then the value of Y will increase by 0.211 assuming other variables are constant. The coefficient is positive meaning there is a positive relationship between X_1 and Y, the higher X_1 the higher the value of Y.
- The coefficient of variable X_2 is 0.104, meaning that if variable X_2 the value = 1 unit then the Y value will increase by 0.104 assuming variable other constant. Coefficient worth positive It means There is a positive relationship between X_2 and Y, the higher X_2 the higher the value of Y.
- The coefficient of variable X_3 is 0.528, meaning that if the value of variable X_3 is = 1 unit, the value of Y will increase by 0.528 assuming other variables are constant. A positive coefficient means that there is a positive relationship between X_3 and Y, the higher X_3 the higher the value of Y.
- The coefficient of variable X_4 is 0.375, meaning that if the value of variable X_4 is = 1 unit, the value of Y will increase by 0.375 assuming other variables are constant. A positive coefficient means that there is a positive relationship between X_4 and Y, the higher X_4 the higher the value of Y.
- The coefficient of variable X_5 is 0.082, meaning that if the value of variable X_5 is = 1 unit, the value of Y will increase by 0.082 assuming other variables are constant. A positive coefficient means that there is a positive relationship between X_5 and Y, the higher X_5 the higher the value of Y.

4.2 Coefficient Correlation (R) And Analysis Coefficient Determination (R²)

Table 2 Results Analysis Coefficient Correlation (R) And Determination (R²)

R	Adjusted R Square
0.933 ^a	0.858

Source: result data SPSS V.26 processing

a. Analysis Coefficient Correlation (R)

To find out the closeness of the relationship between independent variables together with variable dependent (*model summary*) Which used is the R value (correlation coefficient), from the calculation results obtained an R value of 0.933 so that it can be stated as very strong. Based on the results above, the Service Quality variable (X) has a very strong correlation with the Community Satisfaction variable (Y).

b. Analysis Coefficient Determination (R)

Based on analysis data primary (*model summary*) show Adjusted R square (*coefficient of determination*) is 0.858, the results show that 85.8% variable Which investigated give his contribution to variable customer satisfaction (Y). As for the rest as big as 14.2% influenced by variable other the unknown.

4.3 Test F (Simultaneous)

Table 3. Results Analysis Test F (Simultaneous)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13,107	5	2,621	69,890	0.000 ^b
	Residual	1,950	52	0.038		
	Total	15,057	57			

Source: Result Data SPSS V.26 Processing

With use level trust 95% or $\alpha = 0.05$ then obtained:

Formula f table = $(nk - 1)$

= $(58 - 5 - 1)$

= $(52) = 2.39$

calculated f value of $69.890 > f_{table} 2.39$ so that the Service Quality variable simultaneously has a significant effect on the Community Satisfaction variable. Profitability is significant for both variables $0.000 < 0.05$ (significant). Based on this, there is at least one Service Quality variable (X) consisting of the Reliability variable (X_1), Responsiveness (X_2), Guarantee (X_3), Empathy (X_4), And Proof Physique (X_5) influential significant on the Community Satisfaction variable (Y) and it can be concluded that the hypothesis First Which state that There is influence between Quality Service (X) consisting of Reliability (X_1), Responsiveness (X_2), Assurance of Certainty (X_3), Empathy (X_4), and Tangible (X_5) towards Community Satisfaction (Y) at the Village Office District Rangan Quarry Regency Passer or H_0 rejected And H_a accepted.

4.4 Test t (Partial)

Table 4. Results Analysis T-test (Partial)

Model	t count	t table	Sig.	Note
1 (Constant)	- 3,322	2.00665	0.002	Significant Not Significant
X1	2,515	2.00665	0.015	
X2	1,242	2.00665	0.220	
X3	2,982	2.00665	0.004	Significant

X4	3,596	2.00665	0.001	Significant
X5	0.886	2.00665	0.380	Not Significant

Source: data processed SPSS V.26

Formula t table = $(nk - 1)$

= $(58 - 5 - 1)$

= $(52) = 2.00665$

Based on results test t obtained results as following :

a. Variables Reliability (X1)

Based on table 4, it shows that the Reliability variable (X1) is 2,515. When compared to with t_{table} that is 2.00665 so $t_{count} > t_{table}$ or $2.515 > 2.00665$ then H_0 is rejected and H_a is accepted, there is a significant influence between the Reliability variable (X₁) on Community Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency

b. Variables Responsiveness (X2)

Based on table 4, it shows that the Responsiveness variable (X2) is 1,242. When compared to with t_{table} that is 2.00665 so $t_{count} < t_{table}$ or $1.860 < 2.00665$ then H_0 is accepted and H_a is rejected, there is no significant influence between the Responsiveness variable (X₂) on Community Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.

c. Variables Guarantee (X3)

Based on table 4, it shows that the Guarantee variable (X3) is 2.982. When compared with the t_{table} , which is 2.00665, then the calculated $t > t_{table}$ or $2,982 > 2.00665$ so H_0 is rejected And H_a accepted, there is significant influence between the Responsiveness variable (X3) on Community Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.

d. Variables Empathy (X4)

Based on table 4, it shows that the Empathy variable (X4) is -3.596. When compared with the t_{table} , which is 2.00665, then the calculated $t > t_{table}$ or $3,596 > 2.00665$ so H_0 is rejected And H_a accepted, there is significant influence between the Responsiveness variable (X4) on Community Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.

e. Variables Proof Physique (X5)

Based on table 4, it shows that the Physical Evidence variable (X5) is 0.886. When compared to with t_{table} that is 2.00665 so $t_{count} < t_{table}$ or $0.886 < 2.00665$ then H_0 is accepted and H_a is rejected, there is an influence No significant between variable Reliability (X₅) towards Public Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.

Based on description in on can concluded that variable Which The dominant variable that has an influence is the Empathy variable (X_4) which is proven by the highest $t_{\text{-count}}$ compared to the $t_{\text{-count values}}$ of the other variables, namely 3.596. Thus, it can be concluded that the second hypothesis which states that the alleged guarantee variable (X_3) have influence Which dominant to Satisfaction Society (Y) on Office Village Range proven (H_0 rejected And H_a accepted). In the research This with thus allegedly variable Empathy (X_4) have dominant influence on Public Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.

5. Conclusion And Suggestions

5.1 Conclusion

- From the results of data analysis, it can be seen that the Service Quality variables consisting of reliability (X_1), Responsiveness (X_2), Assurance (X_3), Empathy (X_4), and Physical Evidence (X_5) have a positive influence on Public Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.
- The Multiple Correlation Coefficient (R) obtained was 0.933 or 93.3% indicating a strong relationship between the Reliability (X_1) and Power variables. Responsive (X_2), Guarantee (X_3), Empathy (X_4), And Proof Physique (X_5) on Public Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.
- The Determination Coefficient (R^2), where the Adjusted R Square obtained was 0.858, it can be seen that the independent variables Reliability (X_1), Responsiveness (X_2), Assurance (X_3), Empathy (X_4), and Physical Evidence (X_5) can influence Satisfaction Society(Y) as big as 85.8% whereas the remaining 14.2% influenced by variable other Which No investigated in study This.
- On test f obtained $f_{\text{count}} 68,890 > f_{\text{table}} 2.39$ with level significant 0.000 which means it is less than 0.05. H_0 is rejected and H_a accepted, which means that there is a significant influence together between Reliability (X_1), Responsiveness (X_2), Assurance (X_3), Empathy (X_4), and Direct Evidence (X_5) on Public Satisfaction (Y) at the Rangan Village Office, Kuaro District, Paser Regency.
- From the partial test, it is concluded that the Empathy variable (X_4) has a dominant influence. This is proven by the calculated t value of $3.596 > t_{\text{table}} 2.00665$ with a significant value of $0.000 < 0.05$ so that on hypothesis second Guarantee No proven or H_0 is accepted and H_a is rejected

5.2 Suggestion

- Results study show that Empathy (X_4) influential dominant over satisfaction public. By Because That expected to the employees of the Rangan Village Office, Kuaro District, Paser Regency, always maintain good relationships, are able to communicate, provide attention, as well as capable understand need public so that feel satisfied with the service provided
- The results of the study indicate that Reliability (X_1) has a significant effect on public satisfaction. Therefore, the Rangan Village Office, Kuaro District, Paser

Regency should be able to maintain reliability in providing current services such as being fast and accurate in providing services.

- c. Results study show that Power Responsive (X_2) No significantly influence public satisfaction, however, employees at the Rangan Village Office, Kuaro District, Paser Regency should have commitment and responsiveness in providing services to the public. Because the Responsiveness variable also contributes to public satisfaction.
- d. The results of the study indicate that Assurance (X_3) has a significant effect on public satisfaction. Therefore, it is expected that employees of the Rangan Village Office, Kuaro District, Paser Regency can improve their knowledge, have competence, be polite and integrated in providing services.
- e. The results of the study show that Direct Evidence (X_5) does not have a significant effect on public satisfaction, however, employees should... on Office Village Range Subdistrict Quarry Regency Paser has commitment maintain facility service Which has available today. Because the physical evidence variable also contributes to public satisfaction.

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