

The Effect of Identity Card Services on Community Satisfaction at The South Birobuli Village Office South Palu District

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ABSTRACT

Services carried out and implemented by the South Birobuli Urban Village Office, South Palu sub-district, as an effort to meet the community's needs with the function of making identity cards, family cards, and domicile letters to carry out regional government affairs. Meeting the community's needs is not expecting profit but on community satisfaction, in this case, the joy of the service user community. In achieving this goal, government agencies are more focused on serving the best. The purpose of this study was to determine and analyze the effect of tangible, reliable, responsiveness, assurance, and attention (empathy) simultaneously and partially on community satisfaction at the South Birobuli Village Office, Palu District. South. By using multiple linear regression analysis tools, research results and hypothesis testing are obtained that tangible (physical evidence), reliability, responsiveness, assurance, and empathy (attention) simultaneously or partially have a significant effect on community satisfaction—south birobuli at the South Birobuli Urban Village Office, South Palu District.

Keywords - Service, Community Satisfaction

INTRODUCTION

To improve the quality of exemplary service to the community. It is hoped that the quality and quantity of services can provide separate satisfaction to the community. The quality of services offered to the community is a level of excellence to fulfill the community's wishes (1). Service quality can be assessed based on consumer perceptions by comparing expectations when receiving services with actual services received. Improving the quality of service can enhance employees' quality and technical capabilities in terms of service (2).

Government is essentially a service to society. It is not created to serve itself but to serve the community and create conditions that enable each member of society to develop their abilities and creativity to achieve common goals (3).

Satisfaction is something that is felt by service by following under their expectations. People are satisfied when their expectations are fulfilled and feel very happy when their expectations are met. People are increasingly courageous in submitting demands, desires, and aspirations to the government (4). The public is also increasingly critical of exercising control over what the government does. This shows that people are increasingly aware of what their rights and obligations are (5).

Satisfaction or dissatisfaction is a customer response resulting from an evaluation of the perceived performance/action mismatch resulting from not meeting expectations (5).

Services in the sub-districts are not optimal. So that people are less satisfied with the results received. The community feels the difficulty of obtaining Identity Cards. Low administrative management services in urban villages with various requirements and waiting a long time to get a cover letter for recording identity cards (1).

Services carried out and implemented by the South Birobuli Urban Village Office, South Palu sub-district, as an effort to meet the community's needs with the function of making identity cards, family cards, and domicile letters to carry out regional government affairs.

Meeting the community's needs is not expecting profit but on community satisfaction, in this case, the joy of the service user community. In achieving these goals, government agencies are more focused on serving the best (2).

Improving the quality of service can enhance employees' quality and technical capabilities in terms of service (6). The importance of services provided to the community indicates a necessity in providing services. Therefore the problems in this study are 1) Does physical evidence (tangible), reliability, responsiveness, assurance, and attention (empathy) have a simultaneous and significant effect on community satisfaction at the Office of Urban Village Birobuli South, South Palu District, 2) What is physical evidence (tangible)) partially has a significant effect on community satisfaction at the Office of the South Birobuli Urban Village, South Palu District, 3) Does reliability partly have a substantial impact on community satisfaction at the Birobuli South Urban Village Office, South Palu District, 4) Does responsiveness partially affect Significant on community satisfaction at the Office of Urban Village South Birobuli, South Palu District, 5) Does the assurance partly have a significant effect on community satisfaction at the Urban Village South Birobuli Office, South Palu District, 6) Does attention (empathy) partially have a substantial impact on ma community at the South Birobuli Urban Village Office, South Palu District.

METHODOLOGY

This research is classified as explanatory research. That descriptive research is a study to test the causality relationship between the hypothesized variables. In this type of research, a hypothesis will be tested for truth, namely, an idea that describes the relationship between two or more variables to find out whether a variable is associated or not with other variables (7).

The South Birobuli Community carried out instrument testing at the South Birobuli Urban Village Office, South Palu District, with 99 respondents, with 30 valid questionnaire questions; this is evidenced by the acquisition of the corrected item-total correlation coefficient value greater or equal to 0.30, as shown in Table 1 Validity Test Results.

Table 1. Validity Test Results

Nu mber	Research Dimensions	Rese arch Indicators	corre cted item- total correlation	r- critical	Re marks
1.	<i>Tangibles (X1)</i>	X1.1	0.498	0.30	Valid
		X1.2	0.488	0.30	Valid
		X1.3	0.416	0.30	Valid
		X1.4	0.550	0.30	Valid
		X1.5	0.389	0.30	Valid
2.	<i>Reliability (X2)</i>	X2.1	0.521	0.30	Valid
		X2.2	0.557	0.30	Valid
		X2.3	0.645	0.30	Valid
		X2.4	0.568	0.30	Valid
		X2.5	0.359	0.30	Valid
3.	<i>Responsiveness (X3)</i>	X3.1	0.446	0.30	Valid
		X3.2	0.376	0.30	Valid
		X3.3	0.575	0.30	Valid
		X3.4	0.666	0.30	Valid
		X3.5	0.509	0.30	Valid
4.	<i>Assurance (X4)</i>	X4.1	0.450	0.30	Valid

			30	d	
	X4.2	0.463	30	0. d	Vali
	X4.3	0.530	30	0. d	Vali
	X4.4	0.576	30	0. d	Vali
	X4.5	0.505	30	0. d	Vali
5.	Empathy (X5)	X5.1	0.555	30	0. d
	X5.2	0.528	30	0. d	Vali
	X5.3	0.581	30	0. d	Vali
	X5.4	0.645	30	0. d	Vali
	X5.5	0.350	30	0. d	Vali
6.	South Birobuli Community Satisfaction	Y1.1	0.410	30	0. d
	Y1.2	0.618	30	0. d	Vali
	Y1.3	0.579	30	0. d	Vali
	Y1.4	0.493	30	0. d	Vali
	Y1.5	0.456	30	0. d	Vali

Data reliability testing with 99 respondents from the Birobuli South Community at the South Birobuli Village Office, South Palu District, shows that both the independent variable (X) and the dependent variable (Y) produce Cronbach's Alpha coefficient value above 0.60. Reliability testing results can be seen in Table 2.

Table 2. Reliability Testing Results

Variable	Alpha Cronbach	Remarks
<i>Tangible (X1)</i>	0.708	Reliable
<i>Reability (X2)</i>	0.760	Reliable

<i>Responsiveness (X3)</i>	0.731	Reliable
<i>Assurance (X4)</i>	0.741	Reliable
<i>Empathy (X5)</i>	0.761	Reliable
South Birobuli Community Satisfaction (Y)	0.742	Reliable

This study's multicollinearity test shows no correlation value between the independent variables; because the matter is <10, there is no multicollinearity, as shown in Table 3.

Table 3. Multicollinearity Results

Colinearity Statistics		
Independent Variable	Tolerance	VIP
<i>Tangible (X1)</i>	0.885	1.130
<i>Reability (X2)</i>	0.784	1.276
<i>Responsiveness (X3)</i>	0.905	1.105
<i>Assurance (X4)</i>	0.962	1.039
<i>Empathy (X5)</i>	0.866	1.155

RESULT AND DISCUSSION

In the multiple linear regression model equation, the regression coefficient of the independent variable (X) is obtained, namely the tangible variable (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) is positive, the coefficient value of the independent variable is positive. Meaning that if the value of the independent variable (X) changes, it will cause changes in the dependent variable (Y), namely the South Birobuli community's satisfaction. The satisfaction variable of the South Birobuli community (Y) is 2,289.

The results of calculations using the Multiple Linear Regression Model are obtained with the regression coefficient values shown in Table 4.

Table 4. Results of Multiple Linear Regression Processing

Dependent Variable Y = Community Satisfaction									
Regression Model	B	Std Error	eta	B	T Count	le	T Tab	g	Si
C=Constanta	89	2.27	0.69	0.	7	3.28		01	.0
<i>Tangible (X1)</i>	32	0.30	0.10	0.	1	3.31	4	1,98	.0
<i>Reability (X2)</i>	61	0.45	0.10	0.	1	4.39	4	1,98	.0

<i>Responsiveness</i> (X3)	39	0.1	6	0.10	0.097	1	1.31	4	1,98	03	.0
<i>Assurance</i> (X4)	94	0.1	5	0.09	146	6	2.04	4	1,98	44	.0
<i>Empaty</i> (X5)	30	0.4	0	0.09	361	7	4.78	4	1,98	00	.0
R-Square	= 0.543					F statistics = 22.108					
Adjusted R-Square	= 0.519					F Table = 2,46					
R	= 0.737					Sig F = 0.000					

Based on the calculation results obtained, shown in Table 4 above, the regression equation is obtained, which is stated as follows:

$$Y = 2.289 + 0.332X1 + 0.461X2 + 0.139X3 + 0.194X4 + 0.430 X5$$

The correlation coefficient value of 0.737 indicates a strong relationship between concrete variables (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) on the satisfaction of the people of South Birobuli, with a coefficient interval of 0.05 - 0,75 (7). Likewise, the R-Square (coefficient of determination) of 0.543 shows that 54.3% of the satisfaction of the South Birobuli community is determined multiple linearly, the independent variable regression coefficient (X) is obtained, namely the tangible variable (X1), reliability (X2), responsiveness (X3).) assurance (X4), empathy (X5), so that there are 46% other variables that do not explain the South Birobuli community satisfaction variable, which is not identified in this study.

This study's results indicate that the concrete variables (physical evidence), reliability, responsiveness, assurance, and empathy (attention) have a simultaneous and significant influence on the satisfaction of the people of South Birobuli at the South Birobuli District Office. South Palu with an R-Square contribution of 0.543 or 54% or at a moderate level of relationship with a coefficient interval of 0.05 - 0.75 (7). This means that the satisfaction of the people of South Birobuli has a good effect on tangible (physical evidence), reliability, responsiveness, assurance, and empathy (attention).

CONCLUSION

From the research results in the previous chapter, several conclusions can be drawn as follows: 1. Tangible (physical evidence), reliability, responsiveness, assurance, and empathy (attention) simultaneously have a significant effect on the satisfaction of the people of South Birobuli at the Office of the South Birobuli Village, South Palu District. This is evident from the results f test obtained f-value = 22.108 with a significant level of 5% (0.000 <0.05). 2. Tangible (Physical Evidence) has a significant effect on the satisfaction of the South Birobuli community at the South Birobuli Village Office, South Palu District. This is evident from the results of the t-test to obtain the at-count value of 3,311 accepted with a significance level of 5% (0.001 <0.05) and H2 is accepted. This means that the better the

distribution of tangibles (physical evidence) is carried out, then the satisfaction of the people of South Birobuli will increase.

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