

Rev_Building Public Satisfaction through Excellent Service Quality

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Building Public Satisfaction through Excellent Service Quality

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ABSTRACT

Excellent service quality is an important factor that affects customer satisfaction. Improving the quality of public services is a demand of today's society, especially in urban areas that is very easily affordable with the development of technology, information, and increasing levels of public education. The empirical purpose of this is to examine the impact of excellent service quality (ESQ) on public satisfaction (PS) by taking the object of research on the community of users of the Department of Communication and Informatics of Madiun City. The research sample of 304 people represented 3 sub-districts that were included in the Madiun City area. Data analysis uses simple and multiple linear regression. The findings of this empirical study prove that the dimensions of ESQ consisting of: tangibles, reliability, responsiveness, assurance, and empathy, both simultaneously and individually have an impact on increasing PS users of the Communication and Informatics Service of Madiun City. The results of this study are expected to provide input to the Madiun City Government to develop a strategy to improve public services continuously in order to further increase the PS index to service users, including the Department of Communication and Informatics in Madiun City.

Keywords: Excellent service quality; public satisfaction; assurance; responsiveness; communication

Membangun Public Satisfaction Melalui Excellent Service Quality

ABSTRAK

Kualitas pelayanan prima merupakan faktor penting yang mempengaruhi kepuasan pelanggan. Peningkatan kualitas pelayanan publik menjadi tuntutan masyarakat saat ini, terutama di perkotaan yang sangat mudah terjangkau dengan adanya perkembangan teknologi, informasi, dan meningkatnya tingkat pendidikan masyarakat. Tujuan empiris ini adalah mengkaji dampak excellent service quality (ESQ) pada public satisfaction (PS), dengan mengambil obyek penelitiannya masyarakat pengguna jasa Dinas Komunikasi dan Informatika Kota Madiun. Sampel penelitian sebanyak 304 orang mewakili 3 kecamatan yang masuk dalam wilayah Kota Madiun. Analisis data menggunakan regresi linier sederhana dan berganda. Temuan kajian empiris ini membuktikan bahwa dimensi ESQ yang terdiri dari: tangibles, reliability, responsiveness, assurance, dan empathy, baik secara simultan maupun secara individual memiliki dampak meningkatkan PS pengguna jasa Dinas Komunikasi dan Informatika Kota Madiun. Dengan hasil kajian empiris ini diharapkan dapat menjadi bahan pertimbangan bagi Pemerintah Kota Madiun dalam menyusun strategi peningkatan pelayanan publik secara berkesinambungan agar dapat semakin meningkatkan indeks kepuasan masyarakat kepada pengguna jasa, termasuk pada Dinas Komunikasi dan Informatika Kota Madiun.

Kata-kata Kunci: Excellent service quality; public satisfaction; assurance; responsiveness; komunikasi

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INTRODUCTION

Every organization needs to make improvements as a form of organizational change from the present to the future with various goals, as well as government organizations (Gusmarani & Rajiyem, 2022). Today, the demands for quality in the implementation of services to every organization, including government agencies, are felt to be significantly increased. The quality of service is an important part of public service, where the term quality of public service cannot be separated from the user's perception of the quality of service (Abror & Hidayah, 2021). Government or private agencies are required to provide excellent services to support the effectiveness of performance and the acquisition of desired benefits. Governments through agencies, departments, and ministries are tasked with providing information and services to each user of their respective services and as a result, users of those services assess their performance (Hidayati, 2014). Public demands for improving the quality of services to the community are getting higher, especially in urban areas that are very affordable with the development of technology, information, and the increasing level of public education. The positive impact of the use of information technology on public services is to foster public confidence in public services from the government. That is, the quality of services to the community depends on the attitude and treatment of human resources in government agencies in fulfilling duties and responsibilities to the community and providing community satisfaction served to realize

the continuous improvement of community welfare. That is, the quality of service in the community is a dynamic condition that is closely related to people, services, products, processes, and the environment, where the quality of service is assessed when services to the community have been provided. The results of an empirical study on public organizations conducted by Sugiono & Puspitasari (2021) concluded that there is an urgency for public sector organizations to build and communicate organizational identity so that a positive reputation is built on stakeholders and builds bonds between them.

One of the efforts that the government can make in meeting the demands of the community is to optimize the application of communication and information technology (ICT) so that advances in information technology can provide the greatest benefit for the benefit of society. One of the government's strategies in realizing governance is the use of information and communication technology or popularly called e-Government (Mahdanisa & Nurlim, 2018). Government of Madiun City also continuously strives to provide services with facilities that follow technological developments, especially in establishing Madiun City as a Smart City. The concept of a dynamic smart city and focusing on innovation, solutions, and optimal utilization of human resources and technological resources. The Department of Communication and Informatics of Madiun city has the task of facilitating the application of information technology in the implementation of government (e-Government) in Madiun City. The

two main roles of the the Department of Communication and Informatics in Madiun City in realizing this are realized by: 1) Building ICT infrastructure for all Regional Devices in the Government environment; 2) Building an ecosystem of information technology and its governance. the Department of Communication and Informatics in Madiun City is a leading sector that handles information technology management in the Madiun City Government, which is responsible for integrating e-Planning, e-Budgeting, and E-Contract applications.

Referring to the report on the results of the 2019 public satisfaction survey (Kominfo, 2020) obtained information about the value of the community satisfaction index is 83.25 with a rating of good performance, indicating the increase in services of the Department of Communication and IT in Madiun City compared to the results of the 2018 survey, which is 82.80 with category good.

Table 1. Public Satisfaction Index of The Department of Communication and IT in Madiun City (2019)

Code	Items	Mean	Index
A	Terms of service	3.26	81.41
B	Systems, mechanisms, and procedures	3.33	83.13
C	The time of the service	3.29	82.19
D	Fees/rates	3.86	96.56
E	Products/service results	3.24	80.94
F	Employee competence	3.26	81.46
G	Employee behaviour	3.26	81.51
H	Complaint handling	3.26	81.56
I	Facilities and infrastructure	3.22	80.47
Total Items		9	
Total		3.33	83.25

Table 1 shows that the element that has the highest value is the cost/tariff element, with a value of 96.56. This shows that every respondent who

gets public services at the Department of Communication and Informatics in Madiun City is free of charge or free. The element with the lowest value is the element of service completion time, with a value of 80.47. The value belongs to the good category, but it needs to be a concern of the Department of Communication and Informatics in Madiun City to continue to be improved and improved. Nine (9) indicators (elements) of public services (table 1) contained in Permenpan and RB No.14, 2017 become a benchmark for service quality as an evaluation material for the Department of Communication and Informatics in Madiun City to improve the quality of public services sustainably so that the satisfaction of the people of Madiun City increases. The quality of public services provided by local governments both cities and districts in Indonesia can increase community satisfaction and public confidence in local governments, such as basic needs services, namely education and health.

Some previous empirical studies (Bashir & Machali, 2012; Gilaninia et al., 2013; Hidayati, 2014; Desiyanti et al., 2018; Kelil, 2018; Getahun, 2019; Ofosu-Boateng & Acquaye, 2020) show that the quality of service positively affects customer satisfaction. Another study (Yusuf, 2017) shows that public satisfaction mediates the impact of service quality on public trust in Samsat Office Kendari City. Therefore, to further increase the Satisfaction of Madiun City's people with the quality of service of front liner employees and Community Information Groups (CIG) as reliable

information and communication agents to the public in Madiun City.

This empirical study aims to analyze the effect of excellent service quality at the Department of Communication and Informatics in Madiun City on public satisfaction. The results of this empirical study can be an illustration of the level of public satisfaction with aspects of excellent service quality: 1) Tangibles; 2) Reliability; 3) Responsiveness; 4) Assurance; 5) Empathy; and indicators of public satisfaction adopted from indicators that have been used by the Department of Communication and Informatics in Madiun City in conducting public satisfaction index surveys, including: 1) Terms of service; 2) Systems, mechanisms, and procedures; 3) The time of the service; 4) Fees; 5) Products results; 6) Employee competence; 7) Employee behavior; 8) Complaint handling; 9) Facilities and infrastructure.

Excellent service quality (ESQ) is one of the most heatedly studied and most urgent studies to be discussed and pursued by public organizations and companies. Customer service or client service includes providing services to customers before, during, and after the purchase of a product or service. Service quality becomes important when the organization gets pressure related to service quality demands and complaints from service users. Quality of service is a demand for accountability in an institution. The quality of service component becomes a necessity for survival among the increasing levels of competition that is getting tighter (Abd Rashid, 2008).

Excellent service (ES) is the service that best suits expectations and customer needs. ES can also be said to be a service that meets the quality standards set by the organization. Services that meet these quality standards can have an impact on customer satisfaction or public satisfaction. ES can be said to be more service than expected by uploaders, taking into account time, accuracy, security, comfort, quality, cost, process, and customer satisfaction (Frimayasa, 2017). ESQ is the expected level of perfection and control over the level of service perfection to meet customer desires. Today ESQ has been widely realized by managers of various organizations because it can increase customer satisfaction, and satisfied customers are the key to the long-term relationship of organizational success (Zeithaml et al., 1996). This has been proven in various empirical studies, such as (Bashir & Machali, 2012); (Desiyanti et al., 2018); (Kelil, 2018); (Getahun, 2019); (Ofosu-Boateng & Acquaye, 2020); that the better the level of quality of the services provided, the more it can significantly increase customer satisfaction.

Public service (SF) is defined as a series of activities to meet expectations for services that refer to laws and regulations for every Indonesian citizen and resident of goods, services, or other administrative services provided by public service providers (Law 25/2009, 2009). Basically, local governments carry out two main functions: the regulatory and service functions. These two functions are related to the life of the people of the nation and state and all other aspects of life, where

the implementation is given to the civil apparatus of the state that is functionally responsible.

The quality of service is an important part of the public service process, and the term "quality of public services" cannot be separated from the public perception of the quality of service that has been felt. The quality of services to the community is influenced by the attitudes and treatment of government agencies in fulfilling their responsibilities and authorities to the community and in an effort to provide satisfaction to the community so as to realize the sustainable improvement of community welfare.

Various situations related to goods and services can be interpreted as customer satisfaction (CS). CS can be interpreted as the feeling or attitude of consumers towards a product or service after use. CS is the result of marketing activities that act as a medium of communication from various stages of the purchasing behavior of consumers. CS is also a depiction of the extent to which consumers believe in the use of a particular service or product can evoke positive feelings for that service or product. There are three common components of the notion of consumer satisfaction: 1) emotional or cognitive responses; 2) responses related to expectations, products, experiences from consumption; 3) the response of the consumer at a certain time, that is, after consuming the product, after making a choice, or based on the accumulated consumer experience (Giese et al., 2009).

Public satisfaction (PS) is the opinion of the community in obtaining services from public service providers by comparing the services

processed with their expectations and needs (Permenpan No 16, 2014). Based on the Decree of the Minister of State Apparatus Utilization Number Kep/25/M.PAN/2/2004 concerning General Guidelines for the Preparation of the Public Satisfaction Index of Government Agency Service Units, the benchmark for assessing the level of quality of public services consists of the following indicators (Kemenpan : KEP/25/M.PAN/2/2004): 1) Service procedures are the level of simplicity of the flow of service as a form of ease of service provided to the community; 2) Service requirements in the form of administrative and technical requirements that are required so that the services provided are in accordance with the type of service provided; 3) Clarity of service officers, referring to the existence and personality of the officials providing services, for example, name, position, authority, and responsibility; 4) Discipline of service officers, referring to the sincerity of officers in service duties, in particular about the consistency of working time in accordance with applicable regulations; 5) The responsibility of the service officer, referring to the clarity of the authority and responsibility of the officer in carrying out and completing the service task; 6) Workforce ability, refers to the level of expertise and skills that officers have in providing services to service users; 7) Service speed, that is, the time of service that can be completed according to the time specified by the service provider unit; 8) Fairness in service, referring to the implementation of services that do not distinguish the class or status of users of the services served; 9)

The courtesy and friendliness of the officers, referring to the polite attitude and friendly behavior of the officers in providing services indicated by polite and friendly attitudes, and mutual respect; 10) Fairness of service costs, referring to the level of community affordability of the costs set by the service unit; 11) Certainty of service fees, referring to the degree of conformity between the fees paid by service users and the fees that have been set by the service unit; 12) Certainty of service schedules, referring to the conformity of service times with established conditions; 13) Environmental comfort, refers to the condition of neat, clean, and orderly service facilities and infrastructure so as to provide a sense of comfort to service users; 14) Guarantee of service security, namely the level of environmental security of the service provider unit or the level of security of the facilities used so that the user community feels calm because of getting services even though there are still risks caused by the implementation of related services.

Customers evaluate the services provided by service providers based on the following five factors (Parasuraman et al., 1985): 1) Tangibles, refers to the physical appearance of both facilities, equipment, staff, and written materials. Consumers often rely on tangible evidence included in the service in evaluating the performance of the services provided by the service provider. So, tangibles can take the form of equipment, physical facilities, personnel, and means of communication and services needed to guard against various dangers and risks of crime. 2) Reliability, the ability of service providers to deliver what is

promised reliably and accurately. Reliability is also defined as the ability of service providers to provide services honestly and consistently. In public organizations, the reliability dimension is defined as the ability of a public service unit to provide services that are expected by the public (Blery et al., 2009); 3) Responsiveness: the willingness to help customers promptly. In public organizations, this dimension can be a willingness to adapt to helping citizens take responsibility for providing a quality service. Not all residents have a patient nature, and there are times when they are upset. For example, there are old or bad services on the part of service personnel. Conversely, suppose the service officer is responsive and fast in handling citizen complaints during the service process. In that case, it will also provide good things or good assumptions for the residents served so as to cause a comfortable and good image in the service. 4) Assurance, knowledge and courtesy that officers demonstrate to service users, and the officer's ability to demonstrate competence, and confidence. In public organizations, this dimension of assurance can be in the form of good knowledge and skills from the apparatus when providing services and also the friendly attitude and behavior, and responsiveness of service providers. 5) Empathy, level of concern and individual attention that officers show to service users. In public organizations, this dimension can be an action to find out the needs and difficulties experienced by customers by listening to and responding to people's wishes and aspirations and availability in providing the latest information to the public, and

it is easy to make contacts and approaches by being honest with each effort to attract the trust of the public.

Customer expectations are beliefs about the service's operation that form the basis in the assessment of the performance of the services provided. Customers expect customer expectations for the organization's ability to provide services. Therefore, the first step in providing excellent service, the service provider must know the customer's expectations. Misunderstanding customer needs losing customers because service providers are less able to satisfy customer needs. In addition, it causes service providers to spend money, time, and other resources as a consequence of customer dissatisfaction. **Service quality is a determining factor for user satisfaction** (Zeithaml et al., 1996) Customers have different expectations, and their evaluations may also change over time. So, various studies on quality and satisfaction are based on the perception of customer service.

Public services are one of the tasks that cannot be ignored by local governments because if there is stagnation in one component alone, it is almost certain that all sectors will be affected. Therefore, there needs to be good planning and even needs to be formulated service standards in the community in accordance with the authority given by the central government to the regional government. If **the quality of public services is low**, it will worsen the government's image in the community, and vice versa, **if the quality of services provided is excellent, it will have an**

impact on improving the government's image in the eyes of the public.

The quality of service has a close relationship with a person's level of satisfaction. This is evidenced empirically in government organizations in Malang, there is a significant positive influence on the dimensions of service quality (tangible, reliability, responsiveness, assurance, empathy) on customer satisfaction, both simultaneously and partially (Hidayati, 2014). Understanding customer wants and needs, providing convenience in service, conducting effective communication with customers, paying full attention to customer complaints, and understanding customers' needs will increase customer satisfaction. This is supported by previous empirical studies (Bashir & Machali, 2012; Gilaninia et al., 2013; Kelil, 2018; Desiyanti et al., 2018; Getahun, 2019; Ofose-Boateng & Acquaye, 2020) showing that service quality positively impacts customer satisfaction. **This indicates that the ESQ is very important to be managed properly, if the government wants the public to feel satisfaction with the services provided.**

In this empirical study, hypotheses were formulated as follows: H1: Dimensions of excellent service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy **simultaneously have a positive and significant** influence on public satisfaction; H2: Tangible improves significantly on public satisfaction; H3: Reliability improves significantly on public satisfaction; H4: Responsiveness improves significantly on public satisfaction; H5: Assurance

improves significantly on public satisfaction; H6: Empathy improves significantly on public satisfaction.

In Figure 1, it can be explained that the five dimensions of excellent service quality consisting of tangibles, reliability, responsiveness, assurance, and empathy are expected to increase community satisfaction. The public will compare the perceived level of performance with the desired level of expectation. Suppose the perceived level of performance is in accordance with or exceeds the desired level of expectations. In that case, the public tends to be satisfied or very satisfied with the services provided.

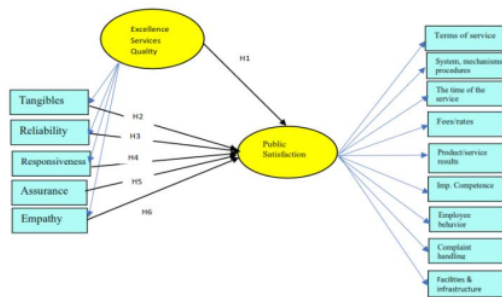


Figure 1 Research Model

RESEARCH METHODS

The population in this study is the public located in 3 sub-districts located in the Madiun City area (Taman, Manguharjo, Kartoharjo). Sample determination using the Slovin formula, with a sample target of each sub-district of at least 100 respondents. Data analysis in this study uses statistical analysis, namely descriptive statistical analysis and inferential statistics. Descriptive statistics are used to describe the research data that has been collected and presented in the form of

numbers without intending to make generally accepted conclusions, and the results are described descriptively (Sugiyono, 2006). Inferential statistics are used to explain the influence of excellent service quality (ESQ) has been done on public satisfaction (PS) with the services of the Department of Communication and Informatics in Madiun City using simple linear regression and multiple linear regression analysis. Operational definitions and indicators of excellent service quality (ESQ) and public satisfaction (PS) are presented in table 1.

Table 1 Measurement Indicators of Variables

Operational Variable	Measurement of Variable
Excellent service quality (ESQ) is the perfection of service that is expected at the level of perfection of public services to meet the wishes of the community as customers.	Tangibles Reliability Responsiveness Assurance Empathy
Public satisfaction (PS) is a community assessment of the services provided by public service providers comparing expectations and needs of the community.	Terms of service Systems, mechanisms, and procedures; The time of the service; Fees/rates; Products/service results; Employee competence; Employee behaviour; Complaint handling; Facilities and infrastructure

The measurement scale uses the Likert scale, ranging from strongly disagree (1), Disagree (2), agree (3), strongly agree (4).

RESULTS AND DISCUSSIONS

The selected research sample is a community that has used the services of the Department of Communication and Informatics in Madiun City. Data collection was carried out by distributing questionnaires to respondents, where sampling used quota sampling. The number of questionnaires distributed to each sub-district area (Taman, Manguharjo, and Kartoharjo) is 115 questionnaires, so the total number of questionnaires distributed is 315 copies. Questionnaires were completed by respondents as many as 304 questionnaires or 96.51 percent of the total number of questionnaires distributed, while the number of questionnaires that were not returned to researchers was as many as 11 questionnaires or 3.49 percent. Based on the results of the distribution of questionnaires, the characteristics of respondents grouped by age, gender, highest education, and the main occupation of the respondents can be known in table 2.

Table 2 Characteristics of Respondents

Characteristics	Number of Respondents	Percentage (%)
Age		
<20 years	2	0.66
20-29 years	33	10.85
30-39 years	64	21.05
40-49 years	105	34.54
≥ 50 years	100	32.90
Gender		
Man	179	58.88
Female	125	41.12
Education level		
high school	98	32.24
D1, D2, D3, D4	85	27.96

S1	100	32.90
S2	21	6.90
Occupation		
ASN/TNI/ Police	173	56.91
Private Employees	53	17.44
Entrepreneurial	43	14.14
Student	35	11.51

Source: Research Results, 2022

The results of the instrument test and the results of the hypothesis test are presented in figure 2. Average value of public response to the quality of service and the level of public satisfaction in the Department of Communication and Informatics in Madiun City is shown in table 4. The scale range used is calculated from $(4-1)/4=0.75$, which can be seen in Table 3 below:

Table 3 Scale Range

Scale Range	Criterion
>3.25-4.00	Very high (VH)
>2.50-3.25	High (H)
>1.75 – 2.50	Low (L)
1.00- 1.75	Very low (VL)

Table 4 Average Value of Excellent Service Quality and Public Satisfaction

Variable	Mean	Criterion
Excellent Service Quality	3.28	VH
Tangibles	3.23	H
Reliability	3.25	H
Responsiveness	3.23	H
Assurance	3.37	VH
Empathy	3.31	VH
Public Satisfaction	3.34	VH
Terms of service	3.14	H
Systems, mechanisms, and procedures	3.23	H
The time of the service	3.14	H
Fees/rates	3.78	VH
Products/service results	3.17	H
Employee competence	3.19	H
Employee behaviour	3.14	H

Complaint handling	3.47	VH
Facilities and infrastructure	3.12	H

Source: Research Results, 2022

The public response to the quality of service of the Department of Communication and Informatics in Madiun City which is seen from the five dimensions of service quality: tangible, reliability, responsiveness, assurance, and empathy of very high average value (3.28), with the highest average value located in the dimension of assurance (3.37) and the second-order is the empathy dimension (3.31); the third orderlies in the reliability dimension (3.25); the next order with the same value (3.23) lies in the tangibles and responsiveness dimensions. The overall level of public satisfaction is very high (3.34), with the highest average score in the fees/rates aspect (3.78); The second orderlies in the aspect of complaint handling (3.47), while the lowest value (3.12) lies in the aspect of facilities and infrastructure.

In figure 2, the following shows the results of the instrument test and the results of the hypothesis test:



Source: Research Results, 2022

Figure 2 Estimated Model

The validity test is used for testing research instruments with product-moment correlation while reliability tests use the Alpha Cronbach test. In the test of the validity of the instrument, it is calculated to be > 2.00 with a p-value of < 0.01 (figure 2) so that all measurement items of the research variable meet the validity requirements. The results of the reliability test are presented in table 5.

Table 5 Reliability Test

Variable	Cronbach's Alpha	Result
Excellent Service Quality	0.972	Reliable
Public Satisfaction	0.954	Reliable

Source: Research Results, 2022

From Table 5 it can be seen that the Cronbach Alpha values of each research variable > 0.70 so that all variables in the study are otherwise reliable. Table 6 is shown the results of the 6th test hypothesis of this study.

Table 6 Simple Regression and Multiple Regressions Analysis

Variable	Unstandar- t count	Sig.	Result
Simple Regression			
Constant	0.402	19,692	0.000
Excellent Service Quality	0.898	145.467	0.000
Multiple Regressions			
Constant	0.347	18.889	0.000
Tangibles	0.219	8.685	0.000
Reliability	0.134	4.899	0.000
Responsiveness	0.207	5.913	0.000
Assurance	0.258	25.493	0.000
Empathy	0.095	8.216	0.000
F Count		6008.19	0.000
Adj. R ²	0.990		

Source: Research Results, 2022

Table 6 illustrates the results of regression tests on the dimensions of excellent service quality (ESQ) on public satisfaction, which shows that tangible dimensions, reliability, responsiveness, assurance, and empathy are able to increase public satisfaction. This means that all six hypotheses proposed in this study are accepted. Table 6 also shows the results of a simple regression analysis showing that the overall quality of excellent service affects positively and significantly on public satisfaction.

Customer satisfaction requires meeting customer expectations of products and services (Oliver, 1997). Service quality is closely related to user satisfaction, so that improving service quality has an impact on increasing user satisfaction. This means, if the performance of services felt by the public is in accordance with or exceeds the expectations of public services, then the public will be satisfied. The results of empirical tests show that the quality of excellent service of the Department of Communication and Informatics in Madiun City seen from tangibles, reliability, responsiveness, assurance, and empathy both overall and partially affected significantly positively the people's satisfaction of Madiun City (table 6). This is also shown to be very strongly Adjusted R^2 (0.990), this means that the regression model is very fit, because the test results show that the ability of the independent variables in the study affects dependent variables by 99 percent while the remaining 1 percent (1 – 0.99) is explained by variables other than independent variables in the

study. This is also supported by the results of respondents' responses that the overall excellent service quality is very high (3.28) and followed by a very high level of respondent satisfaction (3.34). The results of this empirical study support previous empirical studies (Bashir et al., 2012; Gilaninia ad al., 2013; Kelli, 2018; Desiyanti el al., 2018; Getahun, 2019; Ofosu-Boateng & Acquaye, 2020), which service quality has an impact on increasing customer satisfaction.

Tangible dimensions (appearance of physical elements), which includes the display of physical facilities of communication facilities, equipment, officers, and materials in the Department of Communication and Informatics of Madiun City, are able to improve the satisfaction of the public of users of these service services. Likewise, the reliability dimension that includes the ability of the service to provide the promised services accurately and reliably increases the satisfaction of the public of users of the service. The dimension of assurance can be seen in the officer's ability to answer all questions from the public related to the company, officers capable of carrying out their work, and officer friendliness in serving the public. Responsiveness can be seen from the availability of officers from the Department of Communication and Informatics in Madiun City service in helping the public, providing fast services, responding to complaints and problems, and showing confidence and attitude to be ready to serve or help the public is also able to increase public satisfaction with the institution. The results of this empirical study showed that the guarantee had a significant positive

impact on the public satisfaction of the public users of the Department of Communication and Informatics in Madiun City. This means that assurance is one of the factors that people pay attention to in using the services provided. Officers who are able to provide assurance to the public that the services provided are safe, convenient services and have officers who are always on standby are always able to increase the public satisfaction. Empathy can be seen in the friendliness of the officer in providing services and also the language used by communicative officers or easy to understand. In addition, the ability of officers to understand customer needs and always prioritize customers. The results showed that empathy had a significant positive influence on public satisfaction with the service. The quality of service in the Department of Communication and Informatics in Madiun City is shown by the ability of its human resources to translate the service standards set by the Madiun City government to the public. Public servants from the beginning are required to always be polite and friendly to the public. The friendliness and ability of officers to serve every question make the public always feel satisfied when using the services of the Department of Communication and Informatics in Madiun City.

Tangibles are services that include the provision of facilities, physical appearance, cleanliness, neatness, the comfort of the room, and the technology used. The results of this empirical study prove that tangibles have a significant positive impact on public satisfaction. This shows that the physical appearance aspect of the

Department of Communication and Informatics in Madiun City Service is a concern for the public. Therefore, it is expected that the Department of Communication and Informatics in Madiun City will continue to maintain and improve the tangibles aspect in accordance with public expectations. In accordance with Kep/25/M.PAN/2/2004, aspects that need to be considered in the tangible dimension are 1) the comfort of the work environment, namely cleanliness, neatness, and order of service facilities and infrastructure so that it can provide a sense of comfort to service recipients; 2) personal clarity and the whereabouts of the service officer, for example the name, position, authority and responsibilities of the officer.

The ability to provide the services as offered is called reliability. The results of hypothesis testing prove that reliability affects positively and significantly on public satisfaction. Thus, the Department of Communication and Informatics in Madiun City is expected to continue to maintain services as promised and can increase innovation in services in line with the expectations and needs of the community. This is in line with Kep /25/M.PAN/2/2004, the ability of service personnel to complete services according to procedures, simpler service requirements, officer discipline so that work in accordance with the target service time that has been determined by the service provider unit, needs to continue to be improved so that public satisfaction is increasing as well.

Aspects included in the assurance dimension include: mastery of the product's friendliness, attention, and courtesy of officers in providing

services, skills in providing information, and the ability to provide a sense of security to service users of the Department of Communication and Informatics in Madiun City. The results of this empirical study show that assurance can significantly increase public satisfaction. Therefore, it is hoped that the Department of Communication and Informatics in Madiun City can continue to improve its ability to provide appropriate information and is needed by the public through its officers to increase public confidence in the Department of Communication and Informatics in Madiun City. As contained in Kep /25/M.PAN/2/2004, that the security aspect in services refers to the guaranteed level of security of service provider units or the level of security of the facilities used so that the public feels calm to get services against the risks caused by the implementation of services, is an aspect that still needs to be improved continuously, considering that the guarantee dimension has the most dominant influence compared to other dimensions of excellent service quality.

Responsiveness is the response or alertness of officers in helping and providing services to customers, in this case, the public. The results of this empirical study prove that responsiveness has the impact of significantly increasing public satisfaction. Therefore, it is hoped that the Department of Communication and Informatics in Madiun City can continue to improve its ability to accommodate public complaints with advice boxes and provide solutions to improve the quality of service for public satisfaction. Improved officers'

skills in providing or completing services to the public in accordance with Kep /25/M.PAN/2/2004.

Empathy is the individual attention given by the institution to the public. The results showed that empathy had a significant positive impact on public satisfaction. Thus, for the Department of Communication and Informatics in Madiun City is expected to continue to improve the communication skills of its officers and be willing to take the initiative to find complaints rather than only receiving public complaints. In accordance with Kep/25/M.PAN/2/2004, aspects of officers' guidance and friendliness require service personnel to behave politely, friendly, respectful to the community, and do not distinguish the status of the public served. This dimension needs to be continuously improved so that public satisfaction increases.

CONCLUSIONS

From the results of the study, it was concluded as follows: 1) Tangible, reliability, responsiveness, assurance, and empathy simultaneously provide a significant improvement in public satisfaction; 2) Tangible has an impact on a significant increase in public satisfaction; 3) Reliability has an impact on significant improvement on public satisfaction; 4) Responsiveness has an impact on a significant increase in public satisfaction; 5) Assurance has an impact on a significant increase in public satisfaction; 6) Empathy has an impact on a significant increase in public satisfaction.

Referring to the conclusion of the results of this study, several things are recommended for the Department of Communication and Informatics in Madiun City, as follows: a) Conduct optimal training periodically to officers, especially those who directly face the public in order to provide the best service; b) Increase the will and ability of officers in the knowledge, competence, courtesy, confidence of officers in serving the public because assurance has the most influence among other dimensions; c) Although the existing facilities and infrastructure are good, it still needs to be improved through the renewal of the facilities and infrastructure needed to support the completion of public services in a timely manner; d) Similarly for the handling of complaints to continue to be improved for the convenience, security, and smoothness of public service users.

As a limitation of this study is that this research has only examined the Department of Communication and Informatics in Madiun City, so **it has not fully illustrated the assessment of the community's quality of service and public satisfaction** with the services of the Madiun city government as a whole. Therefore, for further research, several things are recommended, as follows: a) Increase the number of research samples, by conducting studies in other agencies, so that the generalization aspect is greater; b) **Excellent service quality is the main factor in building public satisfaction; It is hoped that the results of this study can be used as consideration in the development of subsequent research by considering other variables that are predicted to increase public satisfaction, for**

example by adding variables of public trust as a mediator of the influence of excellent service quality on public satisfaction.

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