

**BUKTI KORESPONDENSI**  
**ARTIKEL JURNAL NASIONAL TERAKREDITASI-INDEKS SINTA 2**

Judul artikel : Building public satisfaction with marketing communication strategy and service quality

Jurnal : Jurnal Manajemen Komunikasi

Penulis : Christina Esti Susanti, Veronika Agustini Srimulyani, Yustinus Budi Hermanto, Laurensius Anang Setiyo Waloyo

No	Perihal	Tanggal
1	Submit artikel di JMK	2 Juli 2022
2	Email tentang submitted dan kelengkapan dokumen dari editor	3 Juli 2022
3	Permohonan Revisi berdasarkan Screening Hasil Evdir	8 Juli 2022
4	Submit Revisi 1	23 Juli dan 29 Juli 2022
5	Permohonan Perbaikan Artikel Berdasarkan Saran Editor dan 2 Reviewer	3 Maret 2023 dan 4 April 2023
6	Submit revisi 2 dari reviewer 1 dan 2	4 April 2023 dan 14 April 2023
7	Informasi accepted	13 April 2023
8	Informasi dari Editor: proses Initial Copyedit	13 April 2023
9	Submit Author Copyedit	26 April 2023
10	Final Copyedit	26 April 2023
11	Final layout dan publikasi online	30 April 2023

SUMMARY REVIEW EDITING

### Submission

Authors Christina Esti Susanti, Veronika Agustini Srimulyani, Yustinus Budi Hermanto, Laurensius Anang Setiyo Waloyo  
 Title Building public satisfaction with marketing communication strategy and service quality  
 Section  
 Editor Redaksi Mankom  
 Yuliani Risanti, S.I.Kom., M.B.A

### Peer Review

#### Round 1

Review Version 40431-147090-6-RV.DOCX 2023-03-08  
 Initiated 2022-07-29  
 Last modified 2023-04-13  
 Uploaded file None

### Editor Decision

Decision Accept Submission 2023-04-13  
 Notify Editor Editor/Author Email Record 2022-07-08  
 Editor Version 40431-149081-1-ED.DOCX 2022-07-23  
 40431-149081-3-ED.DOCX 2022-07-29  
 40431-149081-4-ED.DOCX 2022-08-08  
 40431-149081-5-ED.DOCX 2023-03-08  
 Author Version 40431-147633-4-ED.DOCX 2023-04-05 DELETE  
 40431-147633-5-ED.DOCX 2023-04-13 DELETE



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- Publication Ethics
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SUMMARY REVIEW EDITING

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 Editor Redaksi Mankom  
 Yuliani Risanti, S.I.Kom., M.B.A

### Copyediting

Copyeditor Meria Octavianti

#### REVIEW METADATA

	REQUEST	UNDERWAY	COMPLETE
1. Initial Copyedit File: 40431-174286-4-CE.DOCX 2023-04-19	2023-04-13	2023-04-19	2023-04-26
2. Author Copyedit File: 40431-174286-5-CE.DOCX 2023-04-26	2023-04-26	2023-04-26	2023-04-26
<div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px;"> <input type="button" value="Choose File"/> No file chosen                 </div> <div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"> <input type="button" value="Upload"/> </div>			
3. Final Copyedit File: 40431-174286-6-CE.DOCX 2023-04-26	2023-04-26	2023-04-26	2023-04-26

Copyedit Comments No Comments

### Layout

Layout Editor Ms. Risa Nurisani, M.I.Kom.

Layout Version	REQUEST	UNDERWAY	COMPLETE	VIEWS
40431-174747-1-LE.DOCX 2023-04-26	2023-04-30	2023-04-30	2023-04-30	

#### Galley Format

	FILE	VIEWS
1. PDF VIEW PROOF	40431-175115-1-PB.PDF 2023-04-30	0

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### Submission

Authors	Christina Esti Susanti, Veronika Agustini Srimulyani, Yustinus Budi Hermanto, Laurensius Anang Setiyo Waloyo
Title	Building public satisfaction with marketing communication strategy and service quality
Original file	40431-147088-3-SM.DOCX 2022-07-02
Supp. files	None
Submitter	Mrs Veronika Agustini Srimulyani
Date submitted	July 2, 2022 - 10:45 AM
Section	
Editor	Redaksi Mankom Yuliani Risant, S.I.Kom., M.B.A
Author comments	To the editors of JMK We are hereby interested in publishing our article on this journal. It is our hope that our article will be further processed.

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SCIENCE AND TECHNOLOGY INDEX

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## [JMK] Submission Acknowledgement



Ira Mirawati <ira.mirawati@unpad.ac.id>

Sab, 2 Jul  
2022, 10.45

kepada saya

Mrs Veronika Agustini Srimulyani:

Thank you for submitting the manuscript, "Building Public Satisfaction through Excellent Service Quality at the Communication and Information Service Office of Madiun City" to Jurnal Manajemen Komunikasi. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

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2	Email tentang submitted dan kelengkapan dokumen dari editor	3 Juli 2022
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Redaksi Jurnal Mankom [jurnalmankomunpad@gmail.com](mailto:jurnalmankomunpad@gmail.com) lewat [mailgun.org](http://mailgun.org) Min, 3 Jul 2022, 19.59

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Penulis Artikel Jurnal Manajemen Komunikasi

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	maksimal 12 kata	Belum	
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3	<b>NAMA INSTANSI</b>		
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4	<b>KORESPONDENSI</b>		

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	dibuat esai ditulis dalam 1 (satu) paragraf	Sudah	
	200-250 kata,	Belum	Tambahkan lagi (190 kata)
	tidak ada numbering,	Sudah	
	dibuat dalam Bahasa Indonesia Times New Roman 10, spasi 1, justify	Sudah	
	Kata kunci terdiri dari 5 kata atau frase dalam bahasa Indonesia	Sudah	
	menggunakan tanda pemisah titik koma (;)	Sudah	
6	<b>JUDUL BAHASA INGGRIS</b>		
	maksimal 12 kata	Belum	Lebih dari 12 kata
	Tidak ada singkatan,	Sudah	
	Tanpa sub judul,	Sudah	
	Times New Roman 14, Sentence Case (Kapital hanya pada huruf awal atau menunjukkan nama, tempat, dan waktu) Bold, center, spasi 1, Bold, <b>ITALIC</b> , dalam Bahasa Inggris	Sudah	
7	<b>ABSTRACT</b>		
	dibuat esai ditulis dalam 1(satu) paragraf	Sudah	
	200-250 kata	Belum	Masih kurang (166 kata)
	tidak boleh ada numbering	Sudah	
	dibuat dalam Bahasa Inggris Times New Roman 10, <b>ITALIC</b> , spasi 1, justify,	Sudah	
	Keyword, terdiri dari 5 kata atau frase dalam bahasa Inggris	Sudah	
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8	<b>NASKAH</b>		
	Times New Roman 12, spasi 1,5, justify, tab/7 ketukan.	Sudah	
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	terdiri dari 6500-7000 kata	Sudah	
	tidak terdapat numbering, dan footnote	Sudah	
	bahasa asing dicetak <b>ITALIC</b>	Sudah	
	kutipan lebih dari 40 kata (dibuat 1 spasi margin ke dalam)	Sudah	
	Setiap satu paragraf, minimal terdiri dari 2 kalimat	Sudah	
	Sumber yang dikutip dalam naskah merupakan kutipan primer (tidak ada mengutip X dalam Y)	Sudah	

9	KUTIPAN		
	Pada seluruh naskah, semua kutipan dibuat dengan APA style, secara lengkap dan konsisten. <b>Contoh:</b> (Putri, Hakim, & Yamin, 2016). <b>Tidak boleh:</b> Putri, Hakim, & Yamin, (2016) atau (Putri, dkk, 2016).	Sudah	
	Semua kutipan yang dikutip dalam naskah, semua sumbernya sudah tercantum pada daftar pustaka *mohon dicek satu persatu	Sudah	
	Semua kutipan yang dikutip dalam naskah, semua sumbernya sudah sesuai dengan sumber yang tercantum pada daftar pustaka *mohon dicek kesesuaian tahun sumber dan kelengkapan nama penulis	Sudah	
10	TABEL DAN GAMBAR		
	Terdapat minimal 1 tabel atau 1 gambar dalam naskah (maksimal 6 buah) <b>Tata cara pencantuman Tabel:</b> <ul style="list-style-type: none"> <li>• Tabel dibuat tanpa vertical line. Garis horizontal hanya 2 teratas dan 1 terbawah</li> <li>• Sumber dicantumkan di kiri bawah tabel.</li> <li>• Tabel diberi nomor dan judul tabel diletakan di atas tabel, margin kiri.</li> <li>• Times New Roman 12, spasi 1, bold,</li> </ul> <b>Lihat contoh di bawah</b>	Sudah	
	Gambar, semua bentuk gambar baik skema, grafis, diagram, foto diberi nama <b>Gambar</b> , dan dibuat dengan menggunakan Corel agar tidak pecah saat dilayout <b>Tata cara pencantuman Gambar:</b> <ul style="list-style-type: none"> <li>• Sumber wajib dicantumkan di kiri bawah gambar.</li> <li>• Gambar diberi nomor dan judul gambar, diletakan di bawah sumber gambar, margin kiri.</li> <li>• Times New Roman 12, spasi 1, bold,</li> </ul> <b>Lihat contoh di bawah</b>	Sudah	
11	SIMPULAN		
	dibuat dalam bentuk paragraf tanpa numbering dan tidak ada kutipan	Belum	Masih ada numbering
12	DAFTAR PUSTAKA		
	terdiri dari minimal 15 sumber	Sudah	
	menggunakan APA style	Sudah	
	disusun alphabetic	Sudah	
	Semua sumber yang tercantum pada daftar pustaka, merupakan sumber yang memang dikutip dalam naskah *mohon dicek satu persatu	Sudah	
	Semua kutipan yang terdapat dalam naskah, harus sama dengan nama-nama penulis dan tahunnya sesuai dengan yang tercantum pada daftar pustaka	Sudah	



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13	<b>TATA BAHASA</b>		
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	Seluruh artikel telah ditulis dengan teliti tanpa typo	Sudah	
	Seluruh artikel ditulis tanpa header, footer, dan page number	Sudah	
14	<b>PENILAIAN</b>		
	Berikan SKOR 1-5 untuk keseluruhan artikel.	4	

## **Building Public Satisfaction through Excellent Service Quality at the Communication and Information Service Office of Madiun City**

**Christina Esti Susanti<sup>1</sup>, Veronika Agustini Srimulyani<sup>2</sup>, Yustinus Budi Hermanto<sup>3</sup>,  
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### **ABSTRACT**

**Excellent** service quality is an important factor that affects customer satisfaction. Public demands on the quality of public services are increasing, especially in urban areas that are very easily affordable with the development of technology, information, and increasing levels of public education. The purpose of this study is to analyze the influence of excellent service quality on community satisfaction by taking the object of research on the community of users of the Department of Communication and Informatics Technology (IT) of Madiun City. The research sample of 304 people represented 3 sub-districts that were included in the Madiun City area. Data analysis techniques using simple linear regression analysis and multiple linear regression. The findings of this study prove that the dimensions of excellent service quality consist of tangibles, reliability, responsiveness, assurance, and empathy, both simultaneously and partially had a significant positive effect on public satisfaction. 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 public satisfaction index to service users, including the Department of Communication and IT in Madiun City.

**Keywords:** Excellent service quality; community satisfaction; guarantees; community satisfaction; communication

## ***Membangun Kepuasan Publik Melalui Kualitas Pelayanan Prima pada Dinas Komunikasi dan Informatika Kota Madiun***

### **ABSTRAK**

**Kualitas** pelayanan prima merupakan faktor penting yang mempengaruhi kepuasan pelanggan. Tuntutan masyarakat terhadap kualitas pelayanan publik semakin meningkat, terutama di perkotaan yang sangat mudah terjangkau dengan adanya perkembangan teknologi, informasi, dan meningkatnya tingkat pendidikan masyarakat. Tujuan dari kajian ini adalah untuk menganalisis pengaruh kualitas pelayanan prima terhadap kepuasan masyarakat dengan mengambil obyek penelitiannya masyarakat pengguna jasa Dinas Komunikasi dan Teknologi Informatika Kota Madiun. Sampel penelitian sebanyak 304 orang mewakili 3 kecamatan yang masuk dalam wilayah Kota Madiun. Teknik analisis data menggunakan analisis regresi linier sederhana dan regresi linier berganda. Temuan penelitian ini membuktikan bahwa dimensi kualitas layanan prima yang terdiri dari bukti fisik, reliabilitas, responsif, jaminan, dan empati, baik secara simultan maupun secara parsial memiliki pengaruh positif signifikan terhadap kepuasan masyarakat pengguna jasa Dinas Komunikasi dan Informatika Kota Madiun. Hasil penelitian ini diharapkan dapat memberikan masukan kepada Pemerintah Kota Madiun untuk 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:** Kualitas pelayanan prima; kepuasan masyarakat; jaminan; kepuasan masyarakat; komunikasi

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**Correspondence:** Veronika Agustini Srimulyani, S.E., M.Si. Widya Mandala Surabaya Catholic University (Madiun Campus): Manggis 15-17 Taman, Madiun City, 63131. **No. HP, WhatsApp: 0816562818** *Email:* veronika.agustini.s@ukwms.ac.id.

## ● 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 on the quality of public services are increasing, especially in urban areas that are very easily affordable with the development of technology, information, and increasing levels 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. This also means that the quality of public services 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. This means that the quality of public services is a dynamic condition in which there is a close relationship with people, services, products, processes, and the environment in which quality assessment is determined when public services are 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 use of communication and information technology so that the advancement of information technology can provide the greatest benefit for the benefit of the community. 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 Information Technology (IT) in 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 IT in Madiun City in realizing this are realized by: 1) Building Communication and IT infrastructure for all Regional Devices in the Government environment; 2) Building an ecosystem of information technology and its governance. the Department of Communication and IT 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)**

Cod e	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	
Tota l		3.33	83.25

Table 1 shows that the element which 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 IT in Madiun City is free of charge. 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 IT in Madiun City to continue to be 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 IT 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 effect of public 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 study aims to analyze the impact of excellent service quality on community satisfaction in the services of the Department of Communication and IT in Madiun City. The results of this study are expected to be an overview of the level of public satisfaction with aspects of excellent service quality, which includes aspects: 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 IT 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/rates; 5) Products/service results; 6) Employee competence; 7) Employee behavior; 8) Complaint handling; 9) Facilities and infrastructure.

The quality of customer service has become one of the most discussed and urgent issues discussed and pursued in 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 is the service that best suits expectations and customer needs. Excellent service 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. Excellent service 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). Excellent service quality is the expected level of perfection and control over the level of service perfection to meet customer desires. Today excellent service quality 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 quality of service, it can significantly increase customer satisfaction.

Public services defines public services as a series of activities to meet the need for services that

refer to the 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). The local government basically carries 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 becomes an important part of public services, the term "quality of public service" certainly cannot be separated from the perception of service quality. The quality of public services depends on the attitude and treatment of government agencies in fulfilling their responsibilities and authority to the community and providing satisfaction to the public so that continuous improvement of public welfare is realized.

Customer satisfaction can be defined in a variety of situations related to goods and services. Customer satisfaction is the feeling or attitude towards a product or service after its use. Customer satisfaction is the result of marketing activities that act as a bridge of communication from different stages of consumer purchasing behavior. Customer satisfaction reflects the degree to which a consumer believes that using or possessing a specific service will evoke positive feelings. There are three general components of the definition of consumer satisfaction: 1) emotional or cognitive responses; 2) responses related to something such as:

expectations, products, consumption experience; and 3) the response that occurs at a certain time, i.e. after consume, after choice, based on accumulated experience (Giese et al., 2009).

Public satisfaction is the opinion of the community in obtaining services from public service providers by comparing their hopes 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) Procedures of service, namely the ease of service stages provided to the public, are seen as the simplicity of the service flow; 2) Requirements of service, namely technical and administrative requirements needed to obtain services in accordance with the type of service; 3) Clarity of service officers, namely the existence and certainty of officers who provide services (name, position, authority, and responsibilities; 4) The discipline of service officers, namely the seriousness of officers in providing services, especially to the consistency of working time in accordance with applicable provisions; 5) The responsibility of the service officers, namely the clarity of authority and responsibility of the officer in the implementation and completion of the service; 6) The ability of service personnel, namely the level of expertise and skills possessed by officers in providing/completing services to the

public; 7) Speed of service, which is the target service time, can be completed within the time specified by the service provider unit; 8) Justice gets services, namely the implementation of services by not distinguishing the class/status of the public served; 9) Courtesy and friendliness of officers, namely the attitude and behavior of officers in providing services to the public in a polite and friendly manner and mutual respect and respect; 10) Fairness or justice of service costs, namely the affordability of the public to the number of costs set by the service unit; 11) Certainty of service costs, namely the conformity between the fees paid and the costs that have been set; 12) Certainty of service schedule, namely the implementation of service time in accordance with the provisions that have been set. 13) Environmental comfort is the condition of clean, neat, and orderly service facilities and infrastructure to provide a sense of comfort to service recipients. 14) Service security guarantees the level of environmental security of the service provider unit or the facilities used so that the public feels calm to getting services despite the resulting risks from the implementation of services.

Customers evaluate the services provided by service providers based on the following five factors (Parasuraman et al., 1985): 1) Tangibles. Tangibles are defined as the physical appearance of facilities, equipment, staff, and written materials. In service organizations, customers often rely on tangible evidence that surrounds the service to form their evaluation of the service. 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 to provide what was promised dependably and accurately. Reliability is defined as the ability of service providers to provide committed services truthfully 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: the knowledge and courtesy you show to customers and your ability to convey trust, 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; The degree of caring and individual attention you show customers. 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. Perceived service quality is a factor in customer 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 excellent service will improve the image of the government 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; Ofoosu-Boateng & Acquaye, 2020) showing that service quality positively impacts customer satisfaction. This indicates that the quality of service is very important to be managed properly if you want the satisfaction felt by the public.

Based on the description, the hypothesis is formulated as follows: H1: Tangibles, reliability, responsiveness, assurance, and empathy simultaneously have a significant impact on public satisfaction; H2: Tangibles have a significant and positive impact on public satisfaction; H3: Reliability have a significant and positive impact on public satisfaction; H4) Responsiveness has a significant and positive impact on public



satisfaction; H5: Assurance have a significant and positive impact on public satisfaction; H6: Empathy have a significant and positive impact on public satisfaction.

Based on figure 1, it can be explained that tangibles, reliability, responsiveness, assurance, and empathy, which are dimensions of service quality, will affect public 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.

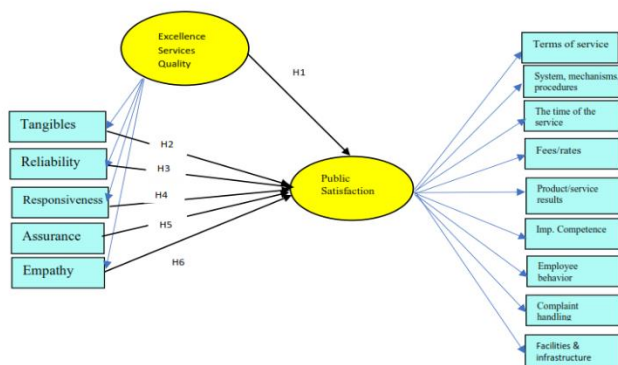


Figure 1 Research Model

RESEARCH METODS

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. The data analysis techniques used in this study are quantitative analysis in the form of descriptive statistics and inferential statistics. The descriptive statistical analysis aims to describe the 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 impact of excellent service quality has been done on public satisfaction with the services of the Department of Communication and IT in Madiun City using simple linear regression analysis and multiple linear regression. Operational definitions and indicators of excellent service quality and public satisfaction are presented in table 1.

Table 1 Operational & Measurement Indicators of Variables

Operational Variable	of Measurement Variable
Excellent service quality is the level of perfection and control expected over the level of perfection of public services to meet the desires of the public as customers.	Tangibles Reliability Responsiveness Assurance Empathy
Public satisfaction is the assessment of the public in obtaining services from public service providers by comparing their hopes and needs.	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 TI in Madiun City. Data collection techniques are carried out by distributing questionnaires with 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 (%)
<b>Age</b>		
<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
<b>Gender</b>		
Man	179	58.88
Female	125	41.12
<b>Education</b>		
high school	98	32.24
D1, D2, D3, D4	85	27.96

S1	100	32.90
S2	21	6.90
<b>Occupation</b>		
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. The value of public response to the quality of service and the level of public satisfaction in the Department of Communication and IT 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
1.00- 1.75	Very low (VL)
>1.75 – 2.50	Low (L)
>2.50-3.25	High (H)
>3.25-4.00	Very high (VH)

**Table 4 Average Value of Excellent Service Quality and Public Satisfaction**

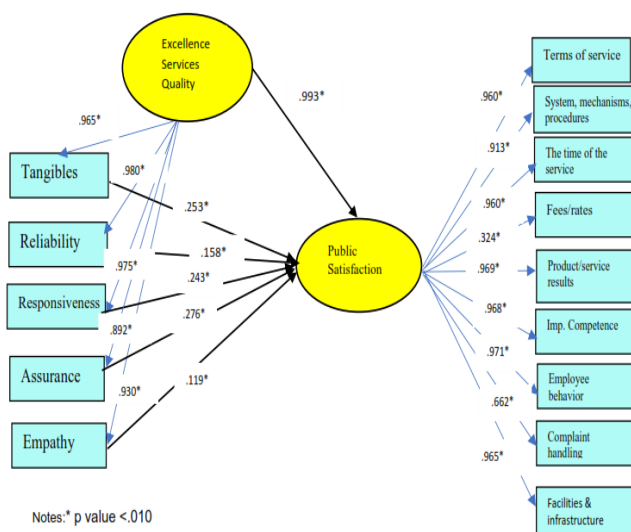
Variable	Mean	Criterion
<b>Excellent Service Quality</b>	3.28	VH
Tangibles	3.23	H
Reliability	3.25	H
Responsiveness	3.23	H
Assurance	3.37	VH
Empathy	3.31	VH
<b>Public Satisfaction</b>	3.34	VH
Terms of service	3.14	H
Systems, mechanisms, and procedures	3.23	H
The time of the service	3.14	H
Fees/rates	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 average public response to the quality of service of the Department of Communication and IT in Madiun City consists of measuring in five dimensions: tangibles, reliability, responsiveness, assurance, and empathy is very high (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.

The results of the instrument test and the results of the hypothesis test are presented in figure 2.



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 instrument reliability test can be seen in table 5.

**Table 5 Reliability Test Results**

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

Source: Research Results, 2022

Table 5 shows that the Alpha Cronbach value 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	Unstanda r-dized B	t count	Sig.	Meaning
<b>Simple Regression</b>				
Constant	0.402	19,692	0.000	
Excellent Service Quality	0.898	145.467	0.000	Significant
<b>Multiple Regressions</b>				
Constant	0.347	18.889	0.000	
Tangibles	0.219	8.685	0.000	Significant
Reliability	0.134	4.899	0.000	Significant
Responsiveness	0.207	5.913	0.000	Significant
Assurance	0.258	25.493	0.000	Significant
Empathy	0.095	8.216	0.000	Significant
<b>F Count</b>		6008.19	0.000	Significant
Adj. R <sup>2</sup>	0.990			

Source: Research Results, 2022

Table 6 illustrates the test results of the effect of the excellent service quality dimension on public satisfaction, which shows the positive and significant influence of the dimensions of tangibles, reliability, responsiveness, assurance, and empathy on 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 customer satisfaction, so improving the quality of service also increases customer 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. This study found that the quality of excellent service of the Department of Communication and IT 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 results show that the ability of independent variables in this 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 the study are in line with previous empirical studies (Bashir et al., 2012; Gilaninia ad al., 2013; Kelli, 2018; Desiyanti el al., 2018; Getahun, 2019; Ofosu-Boateng & Acquaye, 2020), which proved service quality has a positive and significant impact on customer satisfaction.

Tangible dimensions (appearance of physical elements), which include the appearance of physical facilities, equipment, officers, and communication materials at the Department of Communication and IT in Madiun City, are able to increase 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 IT 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 IT 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 impact on public satisfaction with the service. The quality of service in the Department of Communication and IT 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 IT 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 IT in Madiun City Service is a concern for the public. Therefore,

it is expected that the Department of Communication and IT 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) environmental comfort, namely the condition of clean, neat, and orderly service facilities and infrastructure so as to provide a sense of comfort to service recipients; 2) the appearance of officers and the clarity of service officers, namely the presence and certainty of officers who provide services, such as name, position, authority and responsibility.

Reliability is the ability to provide services as offered. The results of hypothesis testing prove that reliability has a significant positive impact on public satisfaction. Thus, the Department of Communication and IT in Madiun City is expected to continue to maintain services as promised and can improve innovation in services in accordance with the needs of the community. In accordance 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.

The dimensions of the assurance include the ability of knowledge about products from officers, friendliness, attention and courtesy of officers in providing services, skills in providing information, the ability to provide a sense of security to the

Department of Communication and IT in Madiun City. The results showed that assurance had a significant positive impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT 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 IT in Madiun City. As contained in Kep /25/M.PAN/2/2004, that aspects of service security regarding the guaranteed level of security of the service provider unit or the means used so that the public feels calm to get services to the risks resulting from the implementation of services, is an aspect that still needs to be improved continuously, considering that the dimension of assurance 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 show that responsiveness has a positive and significant impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT 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 IT 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

The conclusions on the results of the study are described as follows: 1) Tangible, reliability, responsiveness, assurance, and empathy simultaneously have a significant and positive impact on public satisfaction; 2) Tangibles have a significant and positive impact on public satisfaction; 3) Reliability have a significant and positive impact on public satisfaction; 4) Responsiveness have a significant and positive on public satisfaction; 5) Assurance have a significant and positive impact on public satisfaction; 6) Empathy have a significant and positive impact on public satisfaction.

Referring to the conclusion of the results of this study, several things are recommended for the Department of Communication and IT 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 research is that this research has just examined the Department of Communication and IT in Madiun City, so it has not fully described the quality of service and public satisfaction in 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 plays an important role in building public satisfaction; it is hoped that the results of this study can be used as a reference for future research to develop this research by considering other variables that are variables beyond the variables that have been included in this study, for example by adding public trust variables as a mediation of the influence of quality of service on public satisfaction.

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3	Permohonan Revisi berdasarkan Screening Hasil Emdir	8 Juli 2022
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### [JMK] Permohonan Revisi berdasarkan Screening Hasil Emdir



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kepada saya, Christina, Yustinus, Laurensius

Yth. Christina Esti Susanti, Veronika Agustini Srimulyani, Yustinus Budi Hermanto, Laurensius Anang Setiyo Waloyo  
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Jika sudah, silakan konfirmasi kepada redaksi kami melalui WA di nomor 088229381552 (admin). Terima kasih.

Salam  
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5	Permohonan Perbaikan Artikel Berdasarkan Saran Editor dan 2 Reviewer	3 Maret 2023 dan 4 April 2023
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## [JMK] Permohonan Perbaikan Artikel Berdasarkan Saran Editor dan 2

### Reviewer

Telusuri semua pesan berlabel Kotak Masuk

Hapus label Kotak Masuk dari percakapan ini



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kepada Christina, saya, Yustinus, Laurensius

Yth. Christina Esti Susanti, Veronika Agustini Srimulyani, Yustinus Budi  
Hermanto, Laurensius Anang Setiyo Waloyo:  
Penulis Artikel Jurnal Manajemen Komunikasi

Kami telah mengambil keputusan untuk naskah anda yang berjudul "Building Public Satisfaction through Excellent Service Quality".

Keputusan kami adalah: Silakan lakukan perbaikan sesuai saran editor dan 2 reviewer terlampir (semua perbaikan dipusatkan di file Saran Editor). Upload 1 file revisi tersebut dengan cara login ke [jurnal.unpad.ac.id/manajemen-komunikasi](http://jurnal.unpad.ac.id/manajemen-komunikasi), klik link status artikel, dan upload di bagian Upload Author Version.

Perbaikan artikel kami harap dapat kami terima kembali maksimal tanggal 7 April 2023. Jika sudah, mohon informasikan redaksi kami melalui WA di nomor 087718604022 (risa nurisani).

Demikian kami sampaikan. Terima kasih atas perhatian dan kerja samanya.

Salam  
Dr. Ira Mirawati, M.Si.  
Redaksi Jurnal Manajemen Komunikasi  
Fikom Unpad

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Redaksi Jurnal Manajemen Komunikasi  
Fakultas Ilmu Komunikasi Universitas Padjadjaran  
<http://jurnal.unpad.ac.id/manajemen-komunikasi>  
Email : [jurnalmankomunpad@gmail.com](mailto:jurnalmankomunpad@gmail.com)

**Judul Artikel :**

**Building Public Satisfaction through Excellent Service Quality at the Communication and Information Service Office of Madiun City**

Isi kolom di bawah ini dengan jawaban sudah memenuhi atau belum memenuhi. Jelaskan alasan dan sarannya

Lalu berikan pula saran perbaikan dalam artikel word dengan cara:

- blok bagian yang harus diperbaiki,
- klik menu Review,
- klik New Comment dan isi kotak komen dengan saran perbaikan atau alternatif pilihan kata atau kalimat
- 

NO.	BUTIR-BUTIR PENYUNTINGAN	SUDAH/ BELUM	SARAN EDITOR *wajib diisi jika jawaban anda menyatakan BELUM, agar penulis mendapatkan gambaran untuk revisi
1	JUDUL BAHASA INDONESIA		
	maksimal 12 kata	Belum	
	Tanpa singkatan	Sudah	
	Tanpa sub judul	Sudah	
	Times New Roman 14, Sentence Case (Kapital hanya pada huruf awal atau menunjukkan nama, tempat, dan waktu) Bold, center, spasi 1	Sudah	
2	NAMA PENULIS		
	seluruh penulis ditulis lengkap	Sudah	
	tanpa singkatan	Sudah	
	tanpa gelar	Sudah	
	Times New Roman 12, Capital Each Word, tidak bold, center, spasi 1	Sudah	
3	NAMA INSTANSI		
	Nama instansi setiap penulis yang dicantumkan hanya nama perguruan tinggi atau perusahaan lembaga (Tanpa disingkat, tanpa keterangan prodi, fakultas, divisi, departemen dll). <b>Contoh:</b> Universitas Padjadjaran PT. Telkom Indonesia	Belum	Hilangkan kota
4	KORESPONDENSI		
	Korespondensi diisi dengan data penulis pertama yang ditulis dalam bentuk footnote pada halaman pertama, terdiri dari: nama lengkap, gelar, instansi, alamat instansi, email penulis yang patut <b>Contoh yang tidak patut:</b> <a href="mailto:sicantikmira@gmail.com">sicantikmira@gmail.com</a>	Belum	Tidak perlu ada nomor WA

5	ABSTRAK		
	dibuat esai ditulis dalam 1 (satu) paragraf	Sudah	
	200-250 kata,	Belum	Tambahkan lagi (190 kata)
	tidak ada numbering,	Sudah	
	dibuat dalam Bahasa Indonesia	Sudah	
	Times New Roman 10, spasi 1, justify		
	Kata kunci terdiri dari 5 kata atau frase dalam bahasa Indonesia	Sudah	
	menggunakan tanda pemisah titik koma (;)	Sudah	
6	JUDUL BAHASA INGGRIS		
	maksimal 12 kata	Belum	Lebih dari 12 kata
	Tidak ada singkatan,	Sudah	
	Tanpa sub judul,	Sudah	
	Times New Roman 14, Sentence Case (Kapital hanya pada huruf awal atau menunjukkan nama, tempat, dan waktu) Bold, center, spasi 1, Bold, <i>ITALIC</i> , dalam Bahasa Inggris	Sudah	
7	ABSTRACT		
	dibuat esai ditulis dalam 1(satu) paragraf	Sudah	
	200-250 kata	Belum	Masih kurang (166 kata)
	tidak boleh ada numbering	Sudah	
	dibuat dalam Bahasa Inggris	Sudah	
	Times New Roman 10, <i>ITALIC</i> , spasi 1, justify,		
	Keyword, terdiri dari 5 kata atau frase dalam bahasa Inggris	Sudah	
	menggunakan tanda pemisah titik koma (;)	Sudah	
8	NASKAH		
	Times New Roman 12, spasi 1,5, justify, tab/7 ketukan.	Sudah	
	Sistematika WAJIB hanya terdiri dari: <b>PENDAHULUAN,</b> <b>METODE PENELITIAN,</b> <b>HASIL DAN PEMBAHASAN,</b> <b>SIMPULAN,</b> <b>DAFTAR PUSTAKA</b> (hilangkan sub bab lain selain sistematika di atas)	Sudah	
	terdiri dari 6500-7000 kata	Sudah	
	tidak terdapat numbering, dan footnote	Sudah	
	bahasa asing dicetak <i>ITALIC</i>	Sudah	
	kutipan lebih dari 40 kata (dibuat 1 spasi margin ke dalam)	Sudah	
	Setiap satu paragraf, minimal terdiri dari 2 kalimat	Sudah	
	Sumber yang dikutip dalam naskah merupakan kutipan primer (tidak ada mengutip X dalam Y)	Sudah	

9	<b>KUTIPAN</b>		
	<p>Pada seluruh naskah, semua kutipan dibuat dengan APA style, secara lengkap dan konsisten.</p> <p><b>Contoh:</b> (Putri, Hakim, &amp; Yamin, 2016).  <b>Tidak boleh:</b> Putri, Hakim, &amp; Yamin, (2016) atau (Putri, dkk, 2016).</p>	Sudah	
	<p>Semua kutipan yang dikutip dalam naskah, semua sumbernya sudah tercantum pada daftar pustaka  *mohon dicek satu persatu</p>	Sudah	
	<p>Semua kutipan yang dikutip dalam naskah, semua sumbernya sudah sesuai dengan sumber yang tercantum pada daftar pustaka  *mohon dicek kesesuaian tahun sumber dan kelengkapan nama penulis</p>	Sudah	
10	<b>TABEL DAN GAMBAR</b>		
	<p>Terdapat minimal 1 tabel atau 1 gambar dalam naskah (maksimal 6 buah)</p> <p><b>Tata cara pencantuman Tabel:</b></p> <ul style="list-style-type: none"> <li>• Tabel dibuat tanpa vertical line. Garis horizontal hanya 2 teratas dan 1 terbawah</li> <li>• Sumber dicantumkan di kiri bawah tabel.</li> <li>• Tabel diberi nomor dan judul tabel diletakan di atas tabel, margin kiri.</li> <li>• Times New Roman 12, spasi 1, bold,</li> </ul> <p><b>Lihat contoh di bawah</b></p>	Sudah	
	<p>Gambar, semua bentuk gambar baik skema, grafis, diagram, foto diberi nama <b>Gambar</b>, dan dibuat dengan menggunakan Corel agar tidak pecah saat dilayout</p> <p><b>Tata cara pencantuman Gambar:</b></p> <ul style="list-style-type: none"> <li>• Sumber wajib dicantumkan di kiri bawah gambar.</li> <li>• Gambar diberi nomor dan judul gambar, diletakan di bawah sumber gambar, margin kiri.</li> <li>• Times New Roman 12, spasi 1, bold,</li> </ul> <p><b>Lihat contoh di bawah</b></p>	Sudah	
11	<b>SIMPULAN</b>		
	dibuat dalam bentuk paragraf tanpa numbering dan tidak ada kutipan	Belum	Masih ada numbering
12	<b>DAFTAR PUSTAKA</b>		
	terdiri dari minimal 15 sumber	Sudah	
	menggunakan APA style	Sudah	
	disusun alphabetic	Sudah	

	Semua sumber yang tercantum pada daftar pustaka, merupakan sumber yang memang dikutip dalam naskah <b>*mohon dicek satu persatu</b>	Sudah	
	Semua kutipan yang terdapat dalam naskah, harus sama dengan nama-nama penulis dan tahunnya sesuai dengan yang tercantum pada daftar pustaka <b>*mohon dicek satu persatu</b>	Sudah	
	<b>WAJIB</b> mencantumkan sumber kutipan dari artikel berbagai Jurnal nasional maupun internasional (minimal 10)	Sudah	
	Tahun sumber referensi tidak boleh lebih dari 10 tahun, jika tidak memungkinkan, maka maksimal hanya 4 sumber referensi yang boleh lebih dari 10 tahun	Sudah	
	Sumber buku dilengkapi kota terbit dan penerbit	Sudah	
	Sumber jurnal dilengkapi Nama Jurnal, Volume, Tahun, Halaman, dan DOI	Belum	Terdapat jurnal yg belum ada DOI
13	<b>TATA BAHASA</b>		
	Seluruh artikel telah ditulis dengan menggunakan bahasa yang sesuai dengan EYD	Sudah	
	Seluruh artikel telah ditulis dengan menggunakan tanda baca yang sesuai	Sudah	
	Seluruh artikel telah ditulis dengan teliti tanpa typo	Sudah	
	Seluruh artikel ditulis tanpa header, footer, dan page number	Sudah	
14	<b>PENILAIAN</b>		
	Berikan SKOR 1-5 untuk keseluruhan artikel.	4	



ISSN: 2548-3242  
eISSN: 2549-0079

# JURNAL MANAJEMEN KOMUNIKASI



## FORMULIR REVIEWER ARTIKEL JURNAL MANAJEMEN KOMUNIKASI FIKOM UNPAD

**Judul artikel :**

Building Public Satisfaction through Excellent Service Quality

**Isi kolom di bawah ini dengan jawaban sudah memenuhi atau belum memenuhi. Jelaskan alasan dan sarannya**

**Lalu berikan pula saran perbaikan dalam artikel word dengan cara:**

- blok bagian yang harus diperbaiki,
- klik menu Review,
- klik New Comment dan isi kotak komen dengan saran perbaikan atau alternatif pilihan kata atau kalimat

NO.	BUTIR-BUTIR TELAHAH	SUDAH/ BELUM	SARAN <b>*wajib diisi jika jawaban anda menyatakan BELUM, agar penulis mendapatkan gambaran untuk revisi</b>
1	Apakah artikel merupakan hasil riset lapangan (field research dan bukan analisis teks) di bidang Ilmu Manajemen Komunikasi?	SUDAH	
2	Apakah judul mengandung arti kalimat yang singkat dan informatif?	SUDAH	
	Apakah judul sudah menunjukkan secara eksplisit bahwa artikel tersebut merupakan kajian manajemen komunikasi?	BELUM	Mohon diperbaiki agar mencerminkan scope jurnal manajemen komunikasi (misalnya terdapat kata strategi komunikasi atau manajemen komunikasi, dll)
3	Apakah abstrak sudah mengandung unsur intro, tujuan, metode, dan simpulan penelitian yang jelas, lengkap dan terstruktur?	SUDAH	Mohon diperbaiki sesuai catatan yang diberikan
4	Apakah Keyword sudah relevan dengan isi artikel?	BELUM	Keyword ada yang double dan berikan keyword yang lebih relevan
5	Apakah sistematika penulisan sudah sesuai dengan pedoman <b>(PENDAHULUAN, METODE PENELITIAN, HASIL DAN</b>	SUDAH	

	<b>PEMBAHASAN, SIMPULAN, dan DAFTAR PUSTAKA)?</b>		
6	Apakah <b>PENDAHULUAN</b> sudah mengandung latar belakang masalah, dilengkapi data yang diambil dari sumber terpercaya?	SUDAH	
7	Apakah <b>PENDAHULUAN</b> sudah dilengkapi oleh berbagai jurnal penelitian terdahulu?		
8	Apakah <b>PENDAHULUAN</b> sudah dilengkapi teori atau konsep yang relevan?	SUDAH	
9	Apakah <b>PENDAHULUAN</b> sudah mengandung tujuan penelitian yang jelas dan dinyatakan secara eksplisit?	SUDAH	
10	Apakah <b>METODE PENELITIAN</b> sudah meliputi: jenis studi, objek dan subjek (sampel/key informant dan jumlah), teknik pengumpulan data, teknik analisis data, dan lokasi yang lengkap serta relevan secara metodologis?		Mohon perbaiki sesuai masukan
11	Apakah <b>HASIL PENELITIAN DAN PEMBAHASAN</b> sudah menunjukkan adanya temuan yang bermanfaat.	SUDAH	
12	Apakah <b>HASIL PENELITIAN DAN PEMBAHASAN</b> sudah dilengkapi dengan minimal 1 tabel atau gambar yang informatif dan komplementer?	SUDAH	
13	Apakah <b>HASIL PENELITIAN DAN PEMBAHASAN</b> sudah mengandung analisis dan sintesis ilmiah serta dukungan referensi yang kredibel?	SUDAH	Akan lebih baik apabila pada bagian pembahasan diperkaya dengan menganalisisnya menggunakan literatur
14	Apakah <b>SIMPULAN</b> sudah menjawab tujuan?	SUDAH	
	Apakah <b>SIMPULAN</b> sudah mengandung hasil pemikiran baru yang akan memberikan dampak nyata bagi ilmu dan masyarakat?	SUDAH	
15	Apakah <b>SIMPULAN</b> sudah mengandung Rekomendasi yang akan memberikan sumbangan bagi ilmu dan masyarakat?	SUDAH	



16	Apakah <b>DAFTAR PUSTAKA</b> sudah terdiri dari sumber referensi yang relevan?	SUDAH	
17	Apakah <b>DAFTAR PUSTAKA</b> sudah terdiri dari 60% berasal dari artikel jurnal?	SUDAH	
18	Apakah <b>DAFTAR PUSTAKA</b> sudah terdiri dari 80% sumber referensi yang tidak lebih dari 10 tahun?	SUDAH	
19	Apakah <b>DAFTAR PUSTAKA</b> sudah memenuhi jumlah minimal 15 sumber referensi?	SUDAH	
20	Berikan <b>PENILAIAN/SKOR</b> 1-5 untuk keseluruhan artikel.		4

<b>Hasil Keputusan</b>	<b>Beri Tanda ***</b>
Artikel diterima <b>DENGAN REVISI</b>	***
Artikel <b>DITOLAK</b>	



ISSN: 2548-3242  
eISSN: 2549-0079

# JURNAL MANAJEMEN KOMUNIKASI



## FORMULIR REVIEWER ARTIKEL JURNAL MANAJEMEN KOMUNIKASI FIKOM UNPAD

Judul artikel :

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Jelaskan alasan dan sarannya

Lalu berikan pula saran perbaikan dalam artikel word dengan cara:

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- klik menu Review,
- klik New Comment dan isi kotak komen dengan saran perbaikan atau alternatif pilihan kata atau kalimat

NO.	BUTIR-BUTIR TELAAH	SUDAH/ BELUM	SARAN <b>*wajib diisi jika jawaban anda menyatakan BELUM, agar penulis mendapatkan gambaran untuk revisi</b>
1	Apakah artikel merupakan hasil riset lapangan (field research dan bukan analisis teks) di bidang Ilmu Manajemen Komunikasi?	Sudah	
2	Apakah judul mengandung arti kalimat yang singkat dan informatif?	Sudah	
	Apakah judul sudah menunjukkan secara eksplisit bahwa artikel tersebut merupakan kajian manajemen komunikasi?	Belum	The title does not represent communication studies, but rather human resource management studies. The title should be, for example, internal communication and its effect on public satisfaction in the e-government excellent service sector.
3	Apakah abstrak sudah mengandung unsur intro, tujuan, metode, dan simpulan penelitian yang jelas, lengkap dan terstruktur?	Belum	It needs to be emphasized what the problem is, not the phenomenon. When referring to the title of the article, variable Y is public satisfaction, meaning that the problem is public satisfaction, what is the problem related to public satisfaction? Satisfaction with excellent service in what way?

			Abstract consists of 1. Problem 2. Objective 3. method 4. Results 5. Conclusion 6. Implications
4	Apakah Keyword sudah relevan dengan isi artikel?	Sudah	
5	Apakah sistematika penulisan sudah sesuai dengan pedoman ( <b>PENDAHULUAN, METODE PENELITIAN, HASIL DAN PEMBAHASAN, SIMPULAN, dan DAFTAR PUSTAKA</b> )?	Sudah	
6	Apakah <b>PENDAHULUAN</b> sudah mengandung latar belakang masalah, dilengkapi data yang diambil dari sumber terpercaya?	Belum	<p>The introduction does not only explain the phenomenon but focuses on the problem of the phenomenon to be studied. The problem variable, Y (public satisfaction), should explain what the problem is, why it is a problem, and ideally how to solve the problem. Problems relate to</p> <ol style="list-style-type: none"> <li>1. grand theory used</li> <li>2. middle theory</li> <li>3. applied theory</li> <li>4. finally relate it to variable X, then you can emphasize that this research hypothesis.....</li> <li>5. Urgency as well as state of the art</li> <li>6. Purpose of the research</li> </ol> <p>Thus the structure of the background of the problem in the introduction will be better.</p>
7	Apakah <b>PENDAHULUAN</b> sudah dilengkapi oleh berbagai jurnal penelitian terdahulu?	Sudah	
8	Apakah <b>PENDAHULUAN</b> sudah dilengkapi teori atau konsep yang relevan?	Sudah	
9	Apakah <b>PENDAHULUAN</b> sudah mengandung tujuan	Belum	The introduction does not only explain the phenomenon but focuses on the problem of the phenomenon to be

	penelitian yang jelas dan dinyatakan secara eksplisit?		<p>studied. The problem variable, Y (public satisfaction), should explain what the problem is, why it is a problem, and ideally how to solve the problem. Problems relate to</p> <ol style="list-style-type: none"> <li>1. grand theory used</li> <li>2. middle theory</li> <li>3. applied theory</li> <li>4. finally relate it to variable X, then you can emphasize that this research hypothesis.....</li> <li>5. Urgency as well as state of the art</li> <li>6. <b>Purpose of the research</b></li> </ol> <p>Thus the structure of the background of the problem in the introduction will be better.</p>
10	Apakah <b>METODE PENELITIAN</b> sudah meliputi: jenis studi, objek dan subjek (sampel/key informant dan jumlah), teknik pengumpulan data, teknik analisis data, dan lokasi yang lengkap serta relevan secara metodologis?	Sudah	
11	Apakah <b>HASIL PENELITIAN DAN PEMBAHASAN</b> sudah menunjukkan adanya temuan yang bermanfaat.	Belum	Kebaruan masalah (state of the art) yg diteliti serta novelty belum disertakan
12	Apakah <b>HASIL PENELITIAN DAN PEMBAHASAN</b> sudah dilengkapi dengan minimal 1 tabel atau gambar yang informatif dan komplementer?	Sudah	
13	Apakah <b>HASIL PENELITIAN DAN PEMBAHASAN</b> sudah mengandung analisis dan sintesis ilmiah serta dukungan referensi yang kredibel?	Belum	The results and discussion of researchers are only at the stage of describing the results, but the analysis part has not been emphasized. Suggestions for the discussion section include communication theories that are relevant to the research results.
14	Apakah <b>SIMPULAN</b> sudah menjawab tujuan?	Sudah	

	Apakah <b>SIMPULAN</b> sudah mengandung hasil pemikiran baru yang akan memberikan dampak nyata bagi ilmu dan masyarakat?	Belum	
15	Apakah <b>SIMPULAN</b> sudah mengandung Rekomendasi yang akan memberikan sumbangan bagi ilmu dan masyarakat?	Belum	
16	Apakah <b>DAFTAR PUSTAKA</b> sudah terdiri dari sumber referensi yang relevan?	Sudah	Referensi terkait komunikasi minim karena variabel penelitian tidak mencerminkan masalah penelitian komunikasi
17	Apakah <b>DAFTAR PUSTAKA</b> sudah terdiri dari 60% berasal dari artikel jurnal?	Sudah	
18	Apakah <b>DAFTAR PUSTAKA</b> sudah terdiri dari 80% sumber referensi yang tidak lebih dari 10 tahun?	Sudah	
19	Apakah <b>DAFTAR PUSTAKA</b> sudah memenuhi jumlah minimal 15 sumber referensi?	Sudah	
20	Berikan <b>PENILAIAN/SKOR</b> 1-5 untuk keseluruhan artikel.		2.75

<b>Hasil Keputusan</b>	<b>Beri Tanda ***</b>
Artikel diterima <b>DENGAN REVISI</b>	***

## Peer Review

### Round 1

Review Version	40431-147090-6-RV.DOCX	2023-03-08
Initiated	2022-07-29	
Last modified	2023-04-13	
Uploaded file	None	

## Editor Decision

Decision	Accept Submission	2023-04-13
Notify Editor	 Editor/Author Email Record	 2022-07-08
Editor Version	40431-149081-1-ED.DOCX	2022-07-23
	40431-149081-3-ED.DOCX	2022-07-29
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**Building Public Satisfaction through Excellent Service Quality**

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	tidak ada numbering,	Sudah	
	dibuat dalam Bahasa Indonesia	Sudah	
	Times New Roman 10, spasi 1, justify		

	Kata kunci terdiri dari 5 kata atau frase dalam bahasa Indonesia	Sudah	
	menggunakan tanda pemisah titik koma (;)	Sudah	
6	JUDUL BAHASA INGGRIS		
	maksimal 12 kata	Sudah	Lebih dari 12 kata
	Tidak ada singkatan,	Sudah	
	Tanpa sub judul,	Sudah	
	Times New Roman 14, Sentence Case (Kapital hanya pada huruf awal atau menunjukkan nama, tempat, dan waktu) Bold, center, spasi 1, Bold, <i>ITALIC</i> , dalam Bahasa Inggris	Sudah	
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	tidak boleh ada numbering	Sudah	
	dibuat dalam Bahasa Inggris	Sudah	
	Times New Roman 10, <i>ITALIC</i> , spasi 1, justify,		
	Keyword, terdiri dari 5 kata atau frase dalam bahasa Inggris	Sudah	
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	tidak terdapat numbering, dan footnote	Sudah	
	bahasa asing dicetak <i>ITALIC</i>	Sudah	
	kutipan lebih dari 40 kata (dibuat 1 spasi margin ke dalam)	Sudah	
	Setiap satu paragraf, minimal terdiri dari 2 kalimat	Sudah	
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	Pada seluruh naskah, semua kutipan dibuat dengan APA style, secara lengkap dan konsisten. <b>Contoh:</b> (Putri, Hakim, & Yamin, 2016). <b>Tidak boleh:</b> Putri, Hakim, & Yamin, (2016) atau (Putri, dkk, 2016).	Sudah	
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	*mohon dicek kesesuaian tahun sumber dan kelengkapan nama penulis		
10	<b>TABEL DAN GAMBAR</b>		
	<p>Terdapat minimal 1 tabel atau 1 gambar dalam naskah (maksimal 6 buah)</p> <p><b>Tata cara pencantuman Tabel:</b></p> <ul style="list-style-type: none"> <li>• Tabel dibuat tanpa vertical line. Garis horizontal hanya 2 teratas dan 1 terbawah</li> <li>• Sumber dicantumkan di kiri bawah tabel.</li> <li>• Tabel diberi nomor dan judul tabel diletakan di atas tabel, margin kiri.</li> <li>• Times New Roman 12, spasi 1, bold,</li> </ul> <p><b>Lihat contoh di bawah</b></p>	Sudah	
	<p>Gambar, semua bentuk gambar baik skema, grafis, diagram, foto diberi nama <b>Gambar</b>, dan dibuat dengan menggunakan Corel agar tidak pecah saat dilayout</p> <p><b>Tata cara pencantuman Gambar:</b></p> <ul style="list-style-type: none"> <li>• Sumber wajib dicantumkan di kiri bawah gambar.</li> <li>• Gambar diberi nomor dan judul gambar, diletakan di bawah sumber gambar, margin kiri.</li> <li>• Times New Roman 12, spasi 1, bold,</li> </ul> <p><b>Lihat contoh di bawah</b></p>	Sudah	
11	<b>SIMPULAN</b>		
	dibuat dalam bentuk paragraf tanpa numbering dan tidak ada kutipan	Sudah	Masih ada numbering
12	<b>DAFTAR PUSTAKA</b>		
	terdiri dari minimal 15 sumber	Sudah	
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	Semua sumber yang tercantum pada daftar pustaka, merupakan sumber yang memang dikutip dalam naskah <b>*mohon dicek satu persatu</b>	Sudah	
	Semua kutipan yang terdapat dalam naskah, harus sama dengan nama-nama penulis dan tahunnya sesuai dengan yang tercantum pada daftar pustaka <b>*mohon dicek satu persatu</b>	Sudah	
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## Building Public Satisfaction through Excellent Service Quality

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### ABSTRACT

Excellent service quality (ESQ) is an important factor that affects customer satisfaction, including in this case people who are customers of government institutions. Public demands for the quality of public services in the Industrial 4.0 era towards the Era of Society 5.0 are increasing, especially in cities that are very easy to reach, in line with the rapid development of technology and information, and the increasing level of public education. The purpose of this study is to analyze the significance of the impact of ESQ on community satisfaction by taking the object of the research is the community that uses the services of the Department of Communication & Information Technology (IT) Service of Madiun City. The research sample of 304 people represented three sub-districts included in the Madiun City area. The data analysis techniques used are simple linear regression & multiple linear regression analysis. The test results of this study show that the dimensions of ESQ consisting of tangible, reliability, responsiveness, assurance, & empathy, both simultaneously and partially have a positive and significant impact on the satisfaction of the community who use the services of the Department of Communication & IT in Madiun City. The results of this study are expected to provide input to the Madiun City Government to develop a strategy for continuously improving public services in order to further increase the public satisfaction index to users of government services, including the quality of services of the Department of Communication & IT in Madiun City.

**Keywords:** Excellent service quality; community satisfaction; guarantees; community satisfaction; communication

## Membangun Kepuasan Publik Melalui Kualitas Pelayanan Prima

### ABSTRAK

Kualitas pelayanan prima merupakan faktor penting yang mempengaruhi kepuasan pelanggan, termasuk dalam hal ini masyarakat yang merupakan pelanggan dari lembaga pemerintahan. Tuntutan masyarakat terhadap kualitas pelayanan publik di era Industri 4.0 menuju era Society 5.0 semakin meningkat, terutama di perkotaan yang sangat mudah terjangkau, seiring dengan adanya perkembangan teknologi dan informasi yang semakin cepat, dan meningkatnya jenjang pendidikan masyarakat. Tujuan dari kajian ini adalah untuk menganalisis signifikansi pengaruh kualitas pelayanan prima terhadap kepuasan masyarakat dengan mengambil obyek penelitian adalah masyarakat pengguna jasa Dinas Komunikasi dan Teknologi Informatika Kota Madiun. Sampel penelitian sebanyak 304 orang mewakili tiga kecamatan yang masuk dalam wilayah Kota Madiun. Teknik analisis data yang digunakan adalah analisis regresi linier sederhana dan analisis regresi linier berganda. Hasil pengujian dari penelitian ini menunjukkan bahwa dimensi kualitas layanan prima yang terdiri dari bukti fisik, reliabilitas, responsif, jaminan, dan empati, baik secara simultan maupun secara parsial memiliki pengaruh positif dan signifikan terhadap kepuasan masyarakat pengguna jasa Dinas Komunikasi dan Informatika Kota Madiun. Hasil penelitian ini diharapkan dapat memberikan masukan kepada Pemerintah Kota Madiun untuk menyusun strategi peningkatan pelayanan publik secara berkesinambungan agar dapat semakin meningkatkan indeks kepuasan masyarakat kepada pengguna jasa pemerintahan di Kota Madiun, termasuk pada kualitas layanan Dinas Komunikasi dan Informatika Kota Madiun.

**Kata-kata Kunci:** Kualitas pelayanan prima; kepuasan masyarakat; jaminan; kepuasan masyarakat; 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 on the quality of public services are increasing, especially in urban areas that are very easily affordable with the development of technology, information, and increasing levels 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. This also means that the quality of public services 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. This means that the quality of public services is a dynamic condition in which there is a close relationship with people, services, products, processes, and the environment in which quality assessment is determined when public services are 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 use of communication and information technology so that the advancement of information technology can provide the greatest benefit for the benefit of the community. 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 Information Technology (IT) in 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 IT in Madiun City in realizing this are realized by: First, building Communication and IT infrastructure for all Regional Devices in the Government environment; Second, building an ecosystem of information technology and its governance. the Department of Communication and IT 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 which 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 IT in Madiun City is free of charge. 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 IT in Madiun City to continue to be 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 IT 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 effect of public

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 study aims to analyze the impact of excellent service quality on community satisfaction in the services of the Department of Communication and IT in Madiun City. The results of this study are expected to be an overview of the level of public satisfaction with aspects of excellent service quality, which includes aspects: tangibles; reliability; responsiveness; assurance; empathy; and indicators of public satisfaction adopted from indicators that have been used by the Department of Communication and IT in Madiun City in conducting public satisfaction index surveys, including: terms of service; systems, mechanisms, and procedures; the time of the service; fees/rates; products/service results; employee competence; employee behavior; complaint handling; facilities and infrastructure.

The quality of customer service has become one of the most discussed and urgent issues discussed and pursued in 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 is the service that best suits expectations and customer needs. Excellent service 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. Excellent service 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). Excellent service quality is the expected level of perfection and control over the level of service perfection to meet customer desires. Today excellent service quality 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 quality of service, it can significantly increase customer satisfaction.

Public services defines public services as a series of activities to meet the need for services that refer to the 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). The local government basically carries 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 becomes an important part of public services, the term "quality of public service" certainly cannot be separated from the perception of service quality. The quality of public services depends on the attitude and treatment of government agencies in fulfilling their responsibilities and authority to the community and providing satisfaction to the public so that continuous improvement of public welfare is realized.

Customer satisfaction can be defined in a variety of situations related to goods and services. Customer satisfaction is the feeling or attitude towards a product or service after its use. Customer satisfaction is the result of marketing activities that act as a bridge of communication from different stages of consumer purchasing behavior. Customer satisfaction reflects the degree to which a consumer believes that using or possessing a specific service will evoke positive feelings. There are three general components of the definition of consumer satisfaction: emotional or cognitive responses; responses related to something such as: expectations, products, consumption experience; and; the response that occurs at a certain time, i.e.

after consume, after choice, based on accumulated experience (Giese et al., 2009).

Public satisfaction is the opinion of the community in obtaining services from public service providers by comparing their hopes 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): procedures of service, namely the ease of service stages provided to the public, are seen as the simplicity of the service flow; requirements of service, namely technical and administrative requirements needed to obtain services in accordance with the type of service; clarity of service officers, namely the existence and certainty of officers who provide services (name, position, authority, and responsibilities; the discipline of service officers, namely the seriousness of officers in providing services, especially to the consistency of working time in accordance with applicable provisions; the responsibility of the service officers, namely the clarity of authority and responsibility of the officer in the implementation and completion of the service; the ability of service personnel, namely the level of expertise and skills possessed by officers in providing/completing services to the public; speed of service, which is the target service time, can be completed within the time specified by the

service provider unit; justice gets services, namely the implementation of services by not distinguishing the class/status of the public served; courtesy and friendliness of officers, namely the attitude and behavior of officers in providing services to the public in a polite and friendly manner and mutual respect and respect; fairness or justice of service costs, namely the affordability of the public to the number of costs set by the service unit; certainty of service costs, namely the conformity between the fees paid and the costs that have been set; certainty of service schedule, namely the implementation of service time in accordance with the provisions that have been set; environmental comfort is the condition of clean, neat, and orderly service facilities and infrastructure to provide a sense of comfort to service recipients; service security guarantees the level of environmental security of the service provider unit or the facilities used so that the public feels calm to getting services despite the resulting risks from the implementation of services.

Customers evaluate the services provided by service providers based on the following five factors (Parasuraman et al., 1985): First, tangibles are defined as the physical appearance of facilities, equipment, staff, and written materials. In service organizations, customers often rely on tangible evidence that surrounds the service to form their evaluation of the service. 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; reliability: the ability to provide what was promised

dependably and accurately. Second, reliability is defined as the ability of service providers to provide committed services truthfully 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); Third, 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. Fourth, assurance: the knowledge and courtesy you show to customers and your ability to convey trust, 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. Fifth, empathy; The degree of caring and individual attention you show customers. 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. Perceived service quality is a factor in customer 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

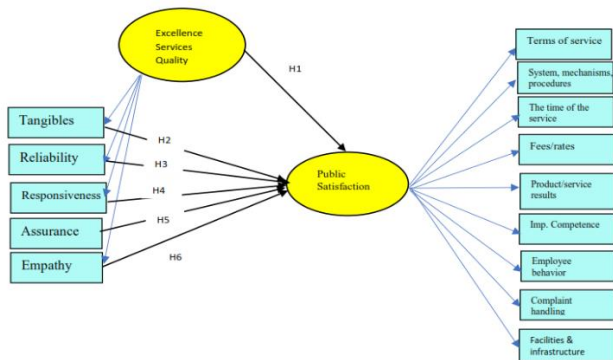
excellent service will improve the image of the government in the eyes of the public.

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; Ofosu-Boateng & Acquaye, 2020) showing that service quality positively impacts customer satisfaction. This indicates that the quality of service is very important to be managed properly if you want the satisfaction felt by the public.

Based on the description, the hypothesis is formulated as follows: H1: Tangibles, reliability, responsiveness, assurance, and empathy simultaneously have a significant impact on public satisfaction; H2: Tangibles have a significant and positive impact on public satisfaction; H3: Reliability have a significant and positive impact on public satisfaction; H4) Responsiveness has a significant and positive impact on public satisfaction; H5: Assurance have a significant and positive impact on public satisfaction; H6:

Empathy have a significant and positive impact on public satisfaction.

Based on figure 1, it can be explained that tangibles, reliability, responsiveness, assurance, and empathy, which are dimensions of service quality, will affect public 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 METODS**

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. The data analysis techniques used in this study are quantitative analysis in the form of descriptive statistics and inferential statistics. The descriptive statistical analysis aims to describe the 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 impact of excellent service quality has been done on public satisfaction with the services of the Department of Communication and IT in Madiun City using simple linear regression analysis and multiple linear regression. Operational definitions and indicators of excellent service quality and public satisfaction are presented in table 1.

**Table 1 Operational & Measurement Indicators of Variables**

Operational Variable	of Measurement Variable	of
Excellent service quality is the level of perfection and control expected over the level of perfection of public services to meet the desires of the public as customers.	Tangibles Reliability Responsiveness Assurance Empathy	
Public satisfaction is the assessment of the public in obtaining services from public service providers by comparing their hopes and needs.	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 TI in Madiun City. Data collection techniques are carried out by distributing questionnaires with 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 (%)
<b>Age</b>		
<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
<b>Gender</b>		
Man	179	58.88
Female	125	41.12
<b>Education</b>		
high school	98	32.24
D1, D2, D3, D4	85	27.96
S1	100	32.90
S2	21	6.90
<b>Occupation</b>		

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. The value of public response to the quality of service and the level of public satisfaction in the Department of Communication and IT 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
1.00- 1.75	Very low (VL)
>1.75 – 2.50	Low (L)
>2.50-3.25	High (H)
>3.25-4.00	Very high (VH)

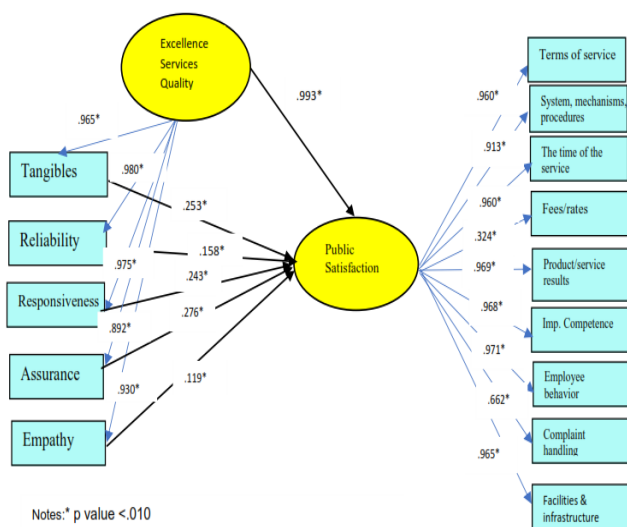
**Table 4 Average Value of Excellent Service Quality and Public Satisfaction**

Variable	Mean	Criterion
<b>Excellent Service Quality</b>	3.28	VH
Tangibles	3.23	H
Reliability	3.25	H
Responsiveness	3.23	H
Assurance	3.37	VH
Empathy	3.31	VH
<b>Public Satisfaction</b>	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 average public response to the quality of service of the Department of Communication and IT in Madiun City consists of measuring in five dimensions: tangibles, reliability, responsiveness, assurance, and empathy is very high (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.

The results of the instrument test and the results of the hypothesis test are presented in figure 2.



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 instrument reliability test can be seen in table 5.

**Table 5 Reliability Test Results**

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

Source: Research Results, 2022

Table 5 shows that the Alpha Cronbach value 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	Unstanda t count	Sig.	Meaning
r-sized B			
<b>Simple Regression</b>			
Constant	0.402	19,692	0.000
Excellent Service Quality	0.898	145.467	0.000
<b>Multiple Regressions</b>			
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
<b>F Count</b>		6008.19	0.000
Adj. R <sup>2</sup>	0.990		

Source: Research Results, 2022

Table 6 illustrates the test results of the effect of the excellent service quality dimension on public satisfaction, which shows the positive and

significant influence of the dimensions of tangibles, reliability, responsiveness, assurance, and empathy on 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 customer satisfaction, so improving the quality of service also increases customer 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. This study found that the quality of excellent service of the Department of Communication and IT 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 results show that the ability of independent variables in this 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 the study are in

line with previous empirical studies (Bashir et al., 2012; Gilaninia ad al., 2013; Kelli, 2018; Desiyanti et al., 2018; Getahun, 2019; Ofosu-Boateng & Acquaye, 2020), which proved service quality has a positive and significant impact on customer satisfaction.

Tangible dimensions (appearance of physical elements), which include the appearance of physical facilities, equipment, officers, and communication materials at the Department of Communication and IT in Madiun City, are able to increase 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 IT 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 IT 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 impact on public satisfaction with the service. The quality of service in the Department of Communication and IT 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 IT 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 IT in Madiun City Service is a concern for the public. Therefore, it is expected that the Department of Communication and IT 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) environmental comfort, namely the condition of clean, neat, and orderly service facilities and infrastructure so as to provide a sense of comfort to service recipients; 2) the appearance of officers and the clarity of service officers, namely the presence and certainty of officers who provide services, such as name, position, authority and responsibility.

Reliability is the ability to provide services as offered. The results of hypothesis testing prove that reliability has a significant positive impact on public satisfaction. Thus, the Department of Communication and IT in Madiun City is expected to continue to maintain services as promised and can improve innovation in services in accordance with the needs of the community. In accordance 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.

The dimensions of the assurance include the ability of knowledge about products from officers, friendliness, attention and courtesy of officers in providing services, skills in providing information, the ability to provide a sense of security to the Department of Communication and IT in Madiun City. The results showed that assurance had a significant positive impact on public satisfaction.

Therefore, it is hoped that the Department of Communication and IT 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 IT in Madiun City. As contained in Kep /25/M.PAN/2/2004, that aspects of service security regarding the guaranteed level of security of the service provider unit or the means used so that the public feels calm to get services to the risks resulting from the implementation of services, is an aspect that still needs to be improved continuously, considering that the dimension of assurance 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 show that responsiveness has a positive and significant impact on public satisfaction. Therefore, it is hoped that the Department of Communication and IT 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 IT 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

The conclusions on the results of the study are described as follows: First, tangible, reliability, responsiveness, assurance, and empathy simultaneously have a significant and positive impact on public satisfaction; Second, tangibles have a significant and positive impact on public satisfaction; Third, reliability have a significant and positive impact on public satisfaction; Fourth Responsiveness have a significant and positive on public satisfaction; Fifth, assurance have a significant and positive impact on public satisfaction; Sixth, empathy have a significant and positive impact on public satisfaction.

Referring to the conclusion of the results of this study, several things are recommended for the Department of Communication and IT in Madiun City, as follows: First, conduct optimal training periodically to officers, especially those who directly face the public in order to provide the best service; Second, 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; Third, 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; Fourth, 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 research is that this research has just examined the Department of Communication and IT in Madiun City, so it has not fully described the quality of service and public satisfaction in the services of the Madiun city government as a whole. Therefore, for further research, several things are recommended, as follows: First, increase the number of research samples, by conducting studies in other agencies, so that the generalization aspect is greater; Second, excellent service quality plays an important role in building public satisfaction; it is hoped that the results of this study can be used as a reference for future research to develop this research by considering other variables that are variables beyond the variables that have been included in this study, for example by adding public trust variables as a mediation of the influence of quality of service on public satisfaction.

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Accredited by Republic Indonesia Ministry of Research, Technology, and Higher Education SK No. 28/E/KPT/2019

DOI: <https://doi.org/10.24198/jmk.v7i2>

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eISSN: 2549-0079

# JURNAL MANAJEMEN KOMUNIKASI



**Building public satisfaction with marketing communication strategy and service quality**

Christina Esti Susanti, Veronika Agustini Srimulyani, Yustinus Budi Hermanto, Laurensius Anang Setiyo Waloyo

Abstract

Marketing starts from communicating information related to products and services to the right consumers. Marketing communication is a combination of two studies, namely communication, and marketing. Excellent service quality (ESQ) is an important relationship marketing activity influencing customer satisfaction. In the public sector, there are increasing public demands on the quality of services provided, especially in urban areas that are very easily accessible with the development of information technology and the increasing level of public education. This study aims to provide insight into the importance of marketing communication strategies and ESQ in the public sector to public satisfaction by taking the object of research of the Department of Communication and Information Technology (IT) of Madiun City. The study used a quantitative approach and questionnaires as a data collection tool. The research sample of 304 people represented three sub-districts included in the Madiun City area. The data analysis techniques used are simple linear regression & multiple linear regression analysis. The test results of this study show that the dimensions of ESQ consisting of tangible, reliability, responsiveness, assurance, & empathy, both simultaneously and partially have a positive and significant impact on the satisfaction of the community who use the services of the Department of Communication & IT in Madiun City. The results of this study show the importance of marketing communication strategies and assessment of excellent service quality as an effort by the public sector to increase public satisfaction. Marketing communication strategies can also support government efforts in building regional branding.

Keywords

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